



ІННОВАЦІЙНИЙ
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MAJESTY OF MARKETING

Conference for the students
and junior research staff

10th of December 2020

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Majesty of Marketing

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HUMAN EXPERIENCE IN MARKETING

Key words: human experience, engagement, human-centered approach

In the pursuit of efficiency in digital promotion, many enterprises did not consider the human-centered approach as the most important one. However, with COVID-19 global pandemic changing common marketing beliefs and concepts, and technology being the primary conduit for communication and interaction during lockdowns, people increasingly are craving human connection. As a result, instead of highlighting customer experience (CX) as their prime marketing approach, companies emphasise the importance of human experience (HX) in their promotion strategies.

In a survey conducted by Deloitte Insights, a rising tendency of customer engagement and active participation was discovered. 7,506 customers across four countries were surveyed in order to find out how much and in which forms people were participating in brands' activity. Slightly more than a half of those surveyed participated in at least one brand conversation during the past year (figure 1).

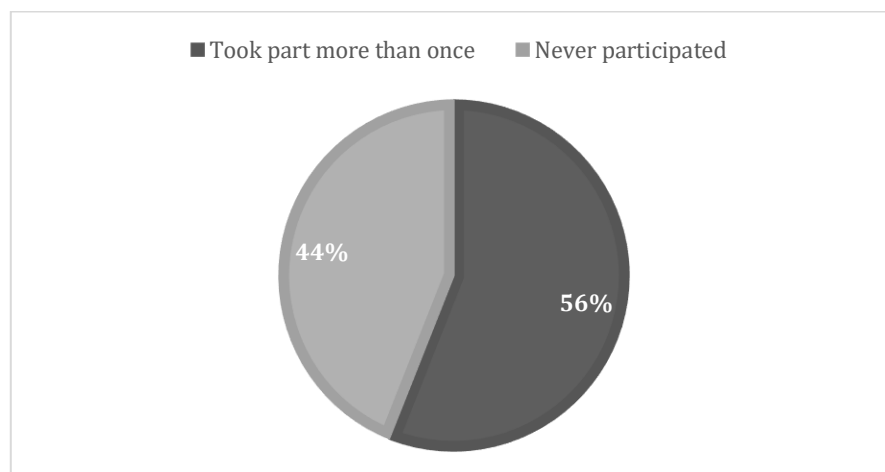


Figure 1. Overall participation [1]

According to figure 2, 15% took part in the deepest forms of engagement, namely providing a direct input on design. The majority chose the digital forms of participation such as

community sites, social media activity, online feedback or visual content. This study illustrates that consumers' interest in assisting companies and engaging in their activity gradually increases, proving that customers nowadays are interested in receiving a certain experience in addition to a product or service.

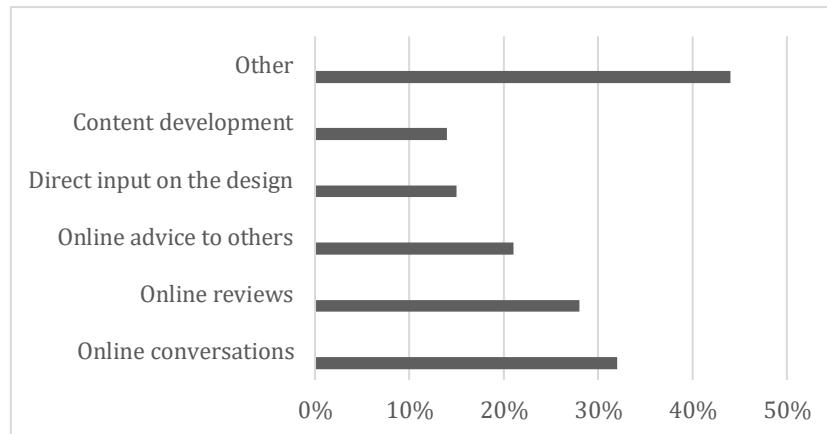


Figure 2. Forms of customer engagement [1]

The development of a human-centered approach in marketing decisions requires looking at this approach through different human lenses: knowing customers, knowing the goals of customers, knowing how customers achieve their goals. This can be accomplished in four steps.

First of all, real buyers and customers need to be interviewed. These interviews give companies a unique opportunity to clearly understand people's goals and motivations and afterwards implement this knowledge by developing a human-centered marketing strategy.

Secondly, companies should create in-depth customer portraits. They serve as archetypal representations, which are able to guide and inform decisions related to digital and human interactions.

The third stage is focusing on the real goals buyers and customers pursue. The purpose is to grasp the true motivations of a company's customers when it comes to buying. The analysis tools that could be applied to gain this information are behavioral insight research or mental models. Thus, thinking in terms of buyers motivation for making a purchasing decision allows companies to see the product or service, and needs that they satisfy from a customer's perspective.

The final stage is employment of the use of analysis techniques such as scenario design. Scenario design represents how personas face daily challenges providing a useful insight on people's goal-oriented behaviour in certain situations. This insight can lead to the creation of very specific and targeted content or sales enablement.

Reimagining a company to be more human often starts with empathic leadership. This means listening to people to understand and, most importantly, address what matters most to

them. In order to be relevant and essential to their customers, brands should embrace their role as the customer champion and broaden it to become human champion.

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MARKETING OF INNOVATION AS A TOOL FOR THE DEVELOPMENT OF A REGION

Keywords: marketing of innovation, sustainability, economic potential, region, innovative activity, marketing strategy

Due to the digitalization and intellectualization of the economic relations in various fields, it is necessary to strengthen a technical and technological readiness as well as the innovative potential of the national economy. It is quite important to explain possible ways to achieve the high level of innovative activity of regions for its further economic, ecological, and social improvement. The purpose of this paper is to clarify the influence of marketing of innovations to the sustainability of regions.

Marketing of innovation is a well-known concept. However, its regional aspects have their own characteristics. For instance, due to Chala [1, p. 278], marketing procedure tasks, in this case, may be as follows: finding and developing promising areas of innovative production and management technologies, identifying the demand and target audiences, informing and attracting both end consumers and economic entities that can use the proposed innovations. The marketing component of regional innovative development strategy covers the element of

formation of positive image of a region in the field of innovation and investment, popularization of the region as a scientific and industrial center, dissemination of information on innovative products or technologies.

Despite a positive dynamic in Global Innovation Index rank of Ukraine [2], there can be still observed several problems related to the introduction of innovative technologies both in certain Ukrainian regions and in companies. According to the official statistics [3], sold innovative products value share in the total value of the production of Ukrainian enterprises have decreased from 9,4 % in 2000 to 1,3 % in 2019. Almost 88 % of total value of the industrial innovations have been funded from the private capital, by companies implementing innovations.

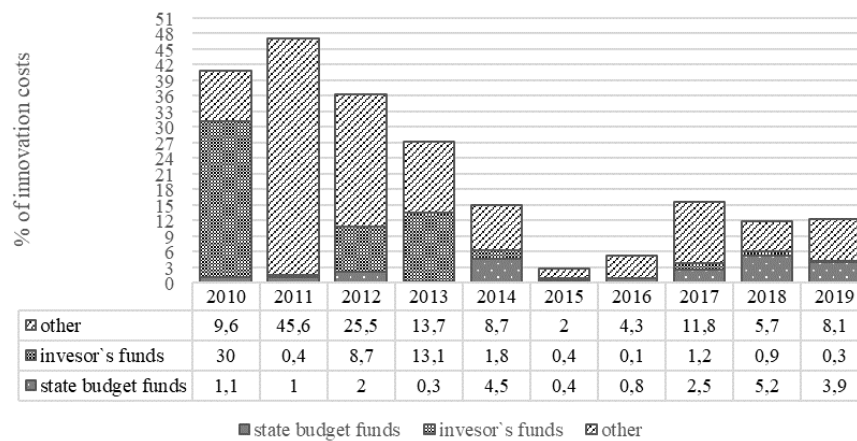


Figure 1. Expenditures on the innovations in Ukraine by sources of funding, 2000-2019
Source: completed by the authors based on [3].

The rest of the investment sources (state budget, foreign investors, other sources) are only 12 % (FDI is 0,3 in 2019), and this share has been decreasing (Fig. 1).

The analysis of innovative activity of regions conducted based on primary data [4] shows that Kyiv city and Donetska region are leading by quantity and value of implemented manufacturing innovative products. The comparison of other Ukrainian regions is visualized on Fig. 2.

As it shown on Fig. 2, there is a significant difference in the level of an innovative activity of regions due to their specific historical, cultural, resource based, and industrial features. That is why there is a need of searching the relevant methods to improve innovations considering that characteristics and the economic potential.

In accordance with the coupling model of an innovation process highlighted in [5, p. 5], there are six main stages of innovation activity: idea generation (based on needs and

technologies); research, design and development, prototype production, manufacturing; marketing and sales; market. Although the model considers needs of society and the marketplace, marketing itself is only the fifth stage. However, practitioners and experts for instance in engineering, say that marketing goals and the selling strategy should be the second step of innovation process, after an idea explanation.

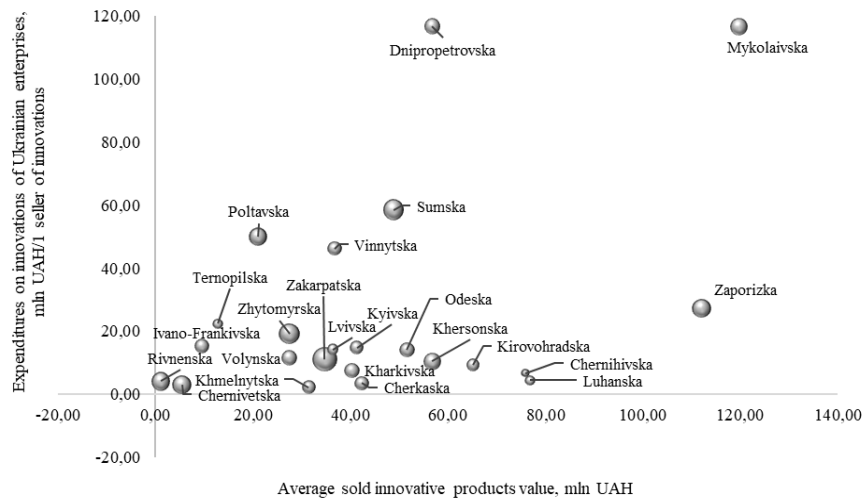


Figure 2. Regions* of Ukraine in innovative activity indicators

Source: calculated and developed by the authors based on [4]. * The ball size depends on the quantity of exporters of Innovation products, % to a total number of innovative manufacturers).

Therefore it is necessary to suggest certain marketing mechanisms for implementing the innovative development of the region as well as marketing programs for enhancing the investment activity of the region.

The last 20 years in Ukraine there has been a colossal outflow of intelligence. The biggest problem is the number of young Ukrainian scientists seeking to go abroad and build a career in developed countries. Ukraine provides Europe with a larger influx of educated youth than all other countries of the former commonwealth. Over the years of independence in Ukraine, the number of scientists and researchers has decreased several times: from 449.8 thousand people in 1991 to 88.128 thousand people in 2019. Therefore, marketing in such a situation should be used not only to attract investment in the regions, but also to attract young scientists to the regions. The problems faced by innovative marketing in the regions are the low investment attractiveness of the territories, the lack of competitiveness of producers, the lack of effective ties between partners, the instability of the market situation and the gradual decrease in the purchasing power of the population.

With the help of innovative marketing it is possible to increase the scientific expenditure to at least 1,7% of GDP provided by the Law of Ukraine “About Scientific and Scientific and Technical Activity” [6] while now expenses on science make 0,62% of GDP, and promote the

formation of an innovative culture in Ukraine. Marketing analysis of the region reveals not only the need for innovation, but also in related goods or services, which will provide the prerequisites for the development of additional and newly created economic potential of the region for further attracting FDI. This requires the support of regional media and local governments, their direct interest in these processes. The political situation in the region and public opinion are also important elements of innovative marketing. Such components have no direct and obvious influence on the development of innovation in the entrepreneurial structures of the region, however, their mediated effect is significant.

Summarizing the above mentioned statements, the correct use of innovative marketing technologies for the regional development contributes to the significant promotion of the territorial brand and the active formation of the image of a certain region. Another feature of innovative marketing in the modern theory of regional economics is the strengthening the impact of the innovation component to the processes of forming and consolidating the image of the region. Thus, it is difficult to complete a description of the competitive advantages and brand of the region without highlighting relevant innovative and information technologies. It is also worth noting that in the area of innovative marketing technologies implementation into the development of regions, Ukraine can take the experience of the USA, Great Britain, Germany, and Canada as a basis. After all, these countries have achieved quite high results in marketing issues and the application of marketing in promoting regional capacity.

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SOCIAL MEDIA MARKETING

Keywords: marketing, social media, social advertising, social responsibility

Over the past few years, with the growing number of users of various social networks, SMM marketing has become a very effective tool for many businesses. But at the same time, competition for the attention of each user has grown. However, this does not mean that social media marketing is no longer effective. Social media marketing is a form of internet marketing that involves creating and distributing content on social media to achieve your business marketing and branding goals. In addition to the free publication of posts (texts, videos, images and other types of content) that stimulate audience engagement, SMM also includes promotion through paid advertising on social networks. Social media marketing helps you achieve many goals: driving traffic to your website; increase in the number of sales; increasing brand awareness; creating a brand image; improving the quality of communication and interaction with target audiences. What social networks give for business?

Target audience portrait. When you communicate on behalf of the company, you see who is following you and who is not; who actively interacts with the content; who is interested in the product; what pains the audience has and whether the product helps to get rid of it. Social media presence and contact with the audience helps the company to better understand its needs and adjust the content and product in accordance with these requests.

Coverage and mentions. The more a company's content is shared on social media, the higher the brand awareness. If a person sees a publication ten times that your service is the best and most convenient, when he has a problem that the service solves, first of all he will remember the most mentioned company that can solve this problem. Not necessarily with the highest quality product!

Involvement. Engagement in social networks is called likes, reposts, comments, and clicks on links. Keeping an eye on engagement is important to publish content that engages the subscriber and forces them to interact with them, rather than flying down the feed. Comments are important for gathering feedback on the product and content and working out the negative

that may be associated with them - the way you communicate with customers in public is visible to everyone.

Transitions to the site. This point is especially important for e-commerce projects and Internet services. Through social networks, they attract customers to the main sites and promotional pages of advertising campaigns: they collect leads, registrations and e-mail addresses, sell goods and services, track conversions - useful actions that take place on the site. Employer brand image. Some companies build their image as a brand-employer through social networks: they talk about company employees, their lives, values and hobbies, and what needs to be done to start working with them.

Consequently, social media marketing is a tool for dialogue between a social group and the subject of a company's marketing. SMM is direct work in communities that cover the target group of users. Social media platforms are a modern tool for interacting with the target audience. Today the audience of social networks is comparable to the audience of television channels, only it is more attentive and active.

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MARKETING OF SCIENTIFIC PRODUCTS OF HEI: SCIENTISTS AND THEIR “CONNECTION” WITH BUSINESS

Keywords: scientific developments, technology transfer, HEI.

The main problems in the implementation of technology transfer in Ukraine and Poland are follows:

1. State level.
2. Scientists and their “connection” with business.
3. Information about scientific developments.

4. Business interest.

The main problems in the section 4:

- “pure” research (research integrity);
- scientists and investors often speak different languages: scientists – about unique technologies, investors – about cash flows and risks;
- post-Soviet mentality of scientists, the difficulty of combining science and business, lack of understanding of the intricacies of transfer, the tendency to publish and recognize their work, and as a result – public disclosure of information, which makes patenting impossible;
- low motivation of scientists and entrepreneurs to engage in high technology;
- the scientist himself is not able to promote scientific developments but doesn't use help;
- technologies are not brought to the level of commercialization, cannot pass the technological audit, there are no experimental samples, business plans;
- implementation of research work without taking into account market demand;
- the management of most scientific institutions is not ready to work in competition with other scientific institutions;
- weak interuniversity cooperation in the field of science;
- the need for additional funding to bring developments to a commercial level;
- lack of market analysis, the inconsistency of demand and supply.

Technology transfer is an important factor of the national economy development, therefore are need to put a lot of effort in order to ensure optimal and efficient process for its implementation. As shows the foreign experience, the technology transfer network based on the transfer centers allow to make the technology transfer as the best.

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FEATURES OF CONSUMER BEHAVIOUR MARKETING MANAGEMENT

Keywords: consumer, consumer behaviour, consumer behaviour management strategy

When implementing marketing management of consumer behaviour, first of all it is necessary to take into account that each person is an individual with a special set of

psychophysiological characteristics, personality type, temperament and a number of other features specific to them, which can change dramatically both depending on conditions of the environment, in which he/she is located, and under the influence of internal factors. Such variability of consumer behaviour, which is characterized by uncertainty, greatly complicates the process of managing it, which requires the company to develop a certain strategy [1-2].

The consumer behaviour management strategy includes a number of system studies and the use of certain factors influencing the purchasing decision-making process. In other words, the company needs to adjust consumer behaviour so that he/she responds to its calls, performs certain actions (purchasing goods or services or planning future purchases) and enjoys the process.

In order to implement the consumer behaviour management strategy, aimed at increasing sales (and hence profits), companies use various methods and techniques. This includes managing the atmosphere in which the consumer is at the time of taking a decision on the purchase (interior, service level, convenience, appearance and amiability of employees, etc.), and the implementation of various loyalty programs, and personal communication with regular customers (holiday and birthday greetings, notifications of special offers).

Thus, for successful marketing management of consumer behaviour, modern companies must thoroughly study its features, taking into account personal characteristics of people and, using appropriate management methods and techniques, create an atmosphere of choice, purchase and after-sale service, in which consumers would want to buy this product again and visit the place of its sale. Such a strategy should be long-term and constantly improved, along with changes in economic conditions of operation of companies [3].

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THE IMPACT OF COVID 19 ON DIGITAL MARKETING AND EFFECTIVE SOLUTIONS

Keywords: digital strategy, communication channel, pandemic

To date, the spread of coronavirus disease (COVID 19) has affected all people on the planet. This is the first time in human history that more than 70% of countries - including developed, developing and underdeveloped countries - are under blockade. The consequences will be major changes in the world economy.

First, we propose to understand how the coronavirus drives new changes in digital marketing. The spread of the coronavirus has halted many business processes, from manufacturing, supply chain to logistics and marketing. Consumer behavior has changed dramatically. Buyers and their families stay at home - some of them have lost their jobs and have limited sources of income. This change in behavior has also changed market scenarios.

With this in mind, a different approach to marketing needs to be developed.

First, you need to develop a short-term strategy and see how market conditions behave. Digital marketing needs to be flexible. If the digital marketing strategy has provisions for change, it becomes possible to adapt to any situation.

1) Analysis of the volume and quality of the audience.

We need to assess the demand for goods and services. Analyze the amount of traffic to the website and its source, paying attention to the path of the user on the site. Based on this, a digital marketing strategy is being prepared.

If there is demand, you can attract large amounts of traffic through local implementations. When demand is low, it is possible to attract more traffic by offering discounts and special offers.

2) More attention is paid to pay per click (PPC).

Cost-per-click (CPC) is lower when quarantine restrictions and pandemics are imposed. Due to limited supply, there are fewer ads on leading marketing channels, including Google

Ads, Twitter Ads, and Facebook Ads. Traffic and search queries are high, but competition, and with it the cost of paid ads, tends to decline. This can be a great opportunity for a brand to increase traffic and sales.

3) It is worth combining SEO, SMO with PPC in digital marketing strategies.

- Defining the goals of advertising campaigns.
- You need to choose the right marketing channels.
- We need to develop a sales funnel.
- Monitoring the results and optimizing implementations.
- Organization of webinars and webcasts.

Recently, webinars and webcasts have become a great marketing tool. Statistics show that more than 80% of users prefer to watch video content on social networks.

You need to take this opportunity to interact with your audience and eventually get new registrations and sales.

You need to prepare a content strategy, choose the right platform and configure the equipment, and you can conduct a webinar or webcast.

4) Contacts with existing customers.

In a crisis, you need to pay a lot of attention to existing customers and interact with them through remarketing. You can stay in touch with them on social networks.

So, the bottom line is that in a business pandemic, you need to have a flexible digital marketing strategy to be able to adapt to market factors.

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INNOVATIVE TECHNOLOGIES OF MODERN MARKETING

Keywords: marketing, new technologies, innovations, Internet-marketing, neuromarketing, communication.

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society. In this regard, the main focus of marketing is on continuous market research and active influence on consumer demand to achieve the main goal. Marketing needs innovations for product success.

Great marketing requires the latest innovative marketing technology. Innovative marketing technologies are essential aspects of increasing the efficiency, competitiveness, and marketability of a particular product at the present stage of marketing development. Therefore, marketing and communication processes of interaction with consumers should be based on fundamentally new ideas, ingenuity and creativity of manufacturers, the most individual approach to the buyer, as well as interactive information technologies. [1]

Innovation marketing covers all innovation management activities that contribute to the promotion of the market success of new products and services. The main thing in the marketing of innovations is the study and forecasting of demand for a new product or service, based on a comprehensive study of the consumer's perception of the innovation and the characteristics and properties of the product or service that are significant for the consumer.

In innovative marketing, innovations are divided according to the degree of potential:

- radical innovations - fundamentally new products and technologies. They are few in number and usually provide for the emergence of a new consumer and (or) a new sales market;
- combinatorial innovation - a new combination of already known elements and properties. Combinatorial innovation is usually aimed at attracting new consumer groups and/or entering new markets;

▪ modifying innovations - are the improvement or addition of existing products. Modifying innovations are usually aimed at maintaining or strengthening the market position of the enterprise.[3]

It should be noted that marketing based on innovative approaches is a huge competitor to traditional marketing since the majority of the population actively uses modern technologies and lives in an information society. The evolution of innovative marketing is associated primarily with the fact that new types of marketing are constantly being formed, practicing non-traditional approaches to the market activity of various enterprises.

Let us consider in detail innovative technologies of marketing below in Table 1.

Tab. 1

Innovation technologies of modern marketing

| <i>Technology name</i> | <i>Designation</i> | <i>Characteristic</i> |
|-------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Public Relations Technology (PR) | → is a powerful tool in building brand credibility and reaching a very specific target audience | <ul style="list-style-type: none"> • technology is being used to test the effectiveness of PR and how it can help create leads for sales purposes |
| Virtual reality (VR) and augmented reality (AR) | → are two major current marketing trends allowing customers to experience products and ideas first-hand | <ul style="list-style-type: none"> • progressing the latest marketing trends by bringing a realistic experience to customers without them having to leave their homes |
| Artificial Intelligence (AI) | → technology helps in giving sales teams a hand in identifying leads; therefore, saving time and costs while bringing in more revenue | <ul style="list-style-type: none"> • The use of Chatbot and Voice agents (These tools can either be used on a website or social networking chatbox) • can improve your customer service and engagement, as well as monitor consumer data |

Tab.1 (continued)

| | | |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The internet of things (IoT) | → bridges digital and physical realities and powers information-driven automation and improvements on the level of business, society and people's lives | <ul style="list-style-type: none"> • it allows people's electronics to connect and exchange data |
| Marketing Automation | → automation tools help to lighten a load of your employees, especially with repetitive tasks like social media posting or sending out emails | <ul style="list-style-type: none"> • it allows businesses to use precise data to create better marketing campaigns |
| Data Analysis | → tools now for you to use to track daily, weekly, and monthly metrics, so you'll know your brand's overall performance. | <ul style="list-style-type: none"> • Each of these tools offers a niche service that you can use to improve campaigns, diagnose problems, or choose which area to focus on: CrazyEgg, Buzzsumo |
| Application Programming Interfaces (APIs) | → allow users to switch between applications without exposing their internal programming | <ul style="list-style-type: none"> • these help in streamlining your tasks at work and boost customer experience |
| Offline Trafficking | → offline trafficking tools can help you keep track of how many people visited your website via your brochure | <ul style="list-style-type: none"> • allowing you to determine if this is a viable channel to use in both the short and long term |

Current, marketing innovation allow businesses to reach customers more effectively and accurately. To ensure the success of an innovation, companies must develop marketing strategies that explore the needs of customers and obtain customer feedback at an early stage of innovation on the one hand, and market the finished innovation on the other. [2]

Conclusions. The role of innovation in marketing is to explore new markets to increase sales and profitability. With technology constantly making marketing faster and easier, it is necessary to keep up-to-date with the latest technologies that are innovating marketing. Around 60 to 80 percent of new products fail and many of the reasons are based on a lack of customer orientation and marketing. That's why innovation managers and project managers have to deal with innovation marketing and work closely with marketing and sales.

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IMAGE AS A COMPONENT OF THE COMPANY'S SUCCESS IN THE MARKET

Keywords: image, reputation, brand, enterprise, competitors

The current stage of development of society is characterized by a constant increase in the role of information resources in all spheres of its life. Today it is becoming increasingly important to change views on the problem of creating and functioning of the image in the online environment.

Today, it is impossible to imagine an efficient and functioning business that does not have its own website or page on social networks. During the technical revolution, the company's website ceased to be just a business card. With the help of the Internet, any product, service or even idea has become available to a wide audience of consumers.

Public opinion is strengthening its influence every day, so the information structure is developing all the time. Each brand or company creates its own online image and business reputation. Customers, partners and the public form an image of the company based on the measures it takes to maintain its image. Having achieved success in this, the company will be able to solve any problem. And advertising campaigns of such organizations will be perceived much better.

A positive image is of paramount importance to any business. A strong corporate image becomes a necessary condition for the company to achieve sustainable and long-term business success. And there is a very reasonable explanation for this. First, the strong image of the organization creates additional market power and reduces price sensitivity. Second, a strong image reduces the replacement of services, and thus protects the organization from attacks by competitors and strengthens its position on substitute products. And, thirdly, a strong image facilitates the company's access to resources of various kinds: financial, informational, human, and so on.

Brand image is something that the consumer encounters almost every day. This is the first impression of the company, its products and services offered. The first impression of her is sometimes very difficult to change, especially negative. Each of us at least once in his life ordered food delivery via the Internet. How does this mostly happen? There are many delivery services with a similar range and equally attractive prices and promotions, but we choose only one. What made us as a customer make such a choice if everyone offers the same conditions? The obvious answer is the reputation of the online store. It is its role that is crucial in choosing a consumer in favor of a particular firm. Owners of small businesses should pay the most attention to building a positive reputation, especially if it is something traditional: food delivery, online shopping, cosmetic services, etc. Positive feedback attracts new customers, while one negative feedback can completely destroy the business [1].

Channels through which you can maintain the company's image: website, chatbots, social media pages (Facebook, Instagram), Youtube, Telegram, Viber, advertising on the Internet.

To create a quality relationship with customers through communication channels such as Facebook, Instagram, Youtube, Telegram, Viber, you need to create quality and most importantly targeted content. Take for example the delivery of food to order the consumer. The client chose this service, ordered and was satisfied. What's next? Customers usually subscribe to updates on this delivery on social media. First, because there is a lot of time, so contacts will always be at hand. Second, the customer has the opportunity to follow their updates, if the company skillfully applies PR measures, tying the customer bonuses and other promotions.

An interesting example is the company "Rodynnna Kovbaska". Rodynnna Kovbaska company has been on the market since 1998 and has a long-established image. The company underwent two rebrands, the last of which took place in 2017, thanks to which it was able not only to retain existing customers, but also to expand its target audience.

Not every competitor of the company "Rodynnna Kovbaska" is so widely represented in the online environment. The company "Rodynnna Kovbaska" LLC has its own website, which places all the information about the production and commercial activities of the company. A significant advantage of the company's own website is the ability to show not only the range of products, but also to provide information about the company's activities and the possibility of feedback from it. In addition, the Rodynnna Kovbaska has absolutely all social networks (Viber, Telegram, Instagram, Facebook, Youtube) that work to support the positive image of the company. It is worth emphasizing that the company is active in the online environment, maintains the loyalty of its audience and forms new development strategies.

Thus, it is not easy to create a positive image, it takes a lot of time and effort. And you can destroy it in one minute. Therefore, it is important to follow the already formed image and maintain it at a high level.

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CONSUMER PURCHASE DECISION

Keywords: marketing, consumer, behavior

Limited problem solving This type of problem solving involves the application of simple rules when making a purchase - the purchase of goods of familiar brands or the cheapest of them. In this case, the consumer can think, but the information he usually takes only from memory, ie performs an internal search. Sometimes the consumer can resort to external search for information, but quite limited (for example, chooses a product from the existing brands in the store). It applies only simple decision-making rules.

Limited solution to the problem in terms of complexity and level of involvement in the purchase process is an intermediate link between the usual solution to the problem and advanced. In most cases, it is used when buying some food (tea, coffee, alcoholic beverages), simple appliances (kettle, mixer), clothing, footwear, when the consumer has no motivation to search for information and conduct an expanded evaluation of alternatives. In such a situation, the realization of the need for something almost directly leads to a purchasing action without an active search for information. Post-acquisition valuation is also limited. it is paid attention only when the purchased product is very different from the desired expectations.

Advanced solution provides for the passage of all stages of the decision-making process for the purchase of goods (this does not exclude another sequence). After realizing the need, the consumer carries out an active, intensive internal and external search for information, identifies a large number of alternatives, comprehensively evaluates them on many criteria, attributes, applies several rules of decision-making. At the same time, it is significantly influenced by a combination of various factors of the purchase, and after the purchase there are always doubts about the correctness of the choice - post-purchase dissonance. An extended solution to the problem is resorted to in one-time and infrequent purchases, when the consumer is closely involved in the buying process and is very interested in it, the price of the product and risk are high, and the goods or brands are little known to the buyer. It is used when buying expensive goods, prestigious brands - cars, housing, jewelry, expensive clothing, expensive appliances, furniture, travel vouchers, etc.

Level of interest. An important factor that shapes the type of human behavior in the process of making a purchase decision is interest. How the consumer is interested in the product (service), making a purchase, depends on how he will make a purchase decision, collect and analyze information about the required product (service), evaluate alternatives, behave when buying, consume or use the product. That is, the level of interest affects consumer behavior and determines all his further actions in the market.

The level of interest is determined by the following factors: personal: the consumer will be interested in buying a product (service) that will have a personal or symbolic meaning for him or increase his self-esteem; risk factor: in situations where the process of buying or using goods (services) is risky, the level of consumer interest increases; situational factors: in some situations the product (service) is not of interest to the consumer, and in others it becomes necessary - depending on how this product (service) will be used.

What will affect the behavior? In my opinion, it is the level of interest that will influence the different behavior of buyers when buying the same type of product.

For example, a risk factor may affect sports car buyers in different ways. Someone is not afraid to buy a car with a defect, because it will be able to repair it, and someone will not buy it because he will not have the funds to repair it. Therefore, the second type will be more meticulous.

COMPETITIVE ANALYSIS OF 5 FORCES PORTER ON THE EXAMPLE LONG-TERM GOODS

Key words: five forces Porter, long-term goods, marketing

Porter's Five Forces Analysis is an important tool for understanding the forces that shape competition within an industry. It is also useful for helping you to adjust your strategy to suit your competitive environment, and to improve your potential profit.[1]

It works by looking at the strength of five important forces that affect competition:

- Supplier Power: the ability of suppliers to drive up the prices of your inputs.
- Buyer Power: the strength of your customers to drive down your prices.
- Competitive Rivalry: the strength of competition in the industry.
- The Threat of Substitution: the extent to which different products and services can be used in place of your own.
- The Threat of New Entry: the ease with which new competitors can enter the market if they see that you are making good profits (and then drive your prices down).[2]

So, the market for durable food utensils is growing slowly, as the product is a product used by certain market segments. The number of competing firms in the industry is considerable. The appearance of a new major domestic leader is not expected in the near future (he is absent now). However, there are clear leaders in this market.

The product is significant for the buyer. There is a high share of concentration of buyers in comparison with concentration of firms, it strengthens competition. The range of substitute products is quite wide, but their price is usually higher, and they are not widely available to the end consumer. Therefore, the buyer is not inclined to switch to substitute goods.

The risk of new competitors is very low, as there are high barriers to entry. This is, above all, the savings associated with the scale of production, brand recognition, as well as difficult access to distribution channels.

In conclusion, we can identify the direction of work:

1. It is recommended to support product improvement strategies and concentrate on a price market for which unique characteristics are important.

2. The main efforts of the company are used to focus on buildings with a high level of knowledge of the product and on the orders of government agencies about the unique features of the product.

3. In order to remain competitive, it is necessary to constantly monitor the proposals of competitors and new players.

4. Reducing the impact of price competition on the sales of an active company has focused on building long-term customer relationships.

5. We need special programs for wholesale - customers and economic programs for price-sensitive consumers.

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THE MAIN ASPECTS OF THE ECOTOURISM ACTIVITIES DEVELOPMENT

Key words: ecotourism, activities, ecological tourism, enterprises, socio-economic impact

Ecotourism is a nature-oriented type of tourism, which is a journey to places with a relatively unharmed habitat, in order to get a notion of the cultural, ethnographic and natural features of the area, without disturbing the integrity of the ecosystem by the traveler, which is

carried out in accordance with the principles of environmental sustainability, while making the protection of natural resources beneficial to local residents. Distinctive features of ecological tourism lie in the fact that it can prevent a negative impact on nature and force enterprises in the field of ecotourism to promote nature conservation and the socio-economic development of Ukraine as a whole.

The process of ecotourism involves the local population, which is interested in using natural resources based on entrepreneurship. The economic essence of enterprises in the field of tourism must necessarily have the features of «environmental friendliness», without disturbing the natural balance. All types of enterprises in the field of tourism, in fact, should contain environmental and cultural components, have general educational goals and educational orientation.

Modern economists and researchers have identified five main criteria for compliance with the activities of ecological tourism enterprises:

- orientation to nature, the use of mainly natural resources;
- minimization of damage;
- focus on environmental education, education and the formation of relations of equal partnership with nature;
- focus on the preservation of the local socio-cultural sphere;
- economic efficiency from the standpoint of sustainable development of eco-tourism regions [1].

Ecotourism is usually understood as an active and informative recreation of people visiting ecologically clean places, natural reservations, national parks and reserves, and balneological institutions.

The main purpose of state regulation is to protect the environment. Tourism business is associated with the use of natural recreational tourism resources in the form of medical and recreational areas, lands, forests, water resources, nature reserves, national parks, resorts, etc. Since, according to the law, natural resources are state-owned, in a mixed market economy their use in tourism is based on rental relations.

For the formation of a positive image of enterprises in the territories of ecotourism, it is necessary to have a set of factors of effective functioning: a sufficient degree of economic development, the formation and development of infrastructures, services, transport, environmental component, the presence of recreational resources and the overall investment attractiveness. A positive image of the territory is necessary to attract private capital into the country - some of the types of additional investment.

The long-term impact of tourism creates a wide multiplicative effect, manifested in the development of related industries: construction, industry, agriculture, handicrafts, etc. As a result, employment increases, and its incomes increase. Thus, the experience of developed countries, in particular France, Spain, indicates that the construction of 100 tourist accommodation places entails the creation of 20 to 25 new jobs to serve them [2].

The development of ecotourism enterprises in the country has a positive impact on socio-economic indicators. One of the main aspects of entrepreneurship in the field of ecotourism is the assessment of factors of socio-economic impact on the development of entrepreneurship in the field of ecotourism [3].

The social consequences of the development of ecotourism entrepreneurship can be quite weighty, especially for rural areas of Ukraine. The development of the infrastructure of ecotourism enterprises increases the prestige of the country, creates conditions for the recreation of tourists and the local population in a natural recreational environment. Ecotourism enterprises stimulate traditional forms of using natural resources, growing organic food; increasing investments both for infrastructure and services, and for nature conservation.

In terms of impact on economic indicators, ecotourism enterprises contribute to:

- increase the economic sustainability of the territories involved in the development of ecological tourism enterprises in rural areas by creating new jobs;
- attraction of local people to the service sector;
- raising the living standard of the local population and reducing the level of social tension.

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NON-COMMERCIAL MARKETING AS THE WAY TO ACHIEVE MAXIMUM SOCIAL EFFECT

Key words: uncommercial marketing, social effect, social and ethical marketing

Depending on the purpose of the exchange, the results of a particular activity are distinguished commercial and non-commercial marketing.

In commercial marketing a product is considered to be a specific product or service that is exchanged for another product/service or money. The purpose of such activities is to obtain the maximum economic effect.

As for non-commercial marketing, a product is considered as a project, public idea, or program. In this case, the purpose is to obtain maximum social effect.

The subjects of public marketing can set different goals, for example: achieving understanding; motivation to change the behavioral habits of a society, etc.

The main problems of non-commercial organizations are questions of the sales policy formation. This leads to the need to find the ways to solve these problems through the active application of social and ethical marketing concepts.

The main differences between non-commercial marketing and classic marketing:

1. Non-commercial marketing covers more areas of people's lives, for example: politics, protection, religion, sports, culture, etc.
2. Non-commercial marketing contributes to the satisfaction of basic and initial needs, such as: health care, safety, education, self-realization, participation in government (elections, votes).
3. Non-commercial marketing helps to solve the problem of establishing relationships between the interests of various groups of non-commercial entities: church communities, public organizations, AIDS funds, and so on.

A striking example of non-commercial marketing is the active work of Dnipro Youth Council.

Its product is projects organized on a voluntary basis by the active youth of the city, mostly without funding from local governments.

The goal of this project is to promote youth policy in Dnipro in non-commercial terms, create an image of the city as a youth capital and involve schoolchildren and students in the process of decision-making in vital spheres of the city.

In conclusion, it should be said that non-commercial marketing is in demand and vital in a society. It has become a significant activity for a large number of non-profit organizations, which allows them to create and provide public goods and solve important social problems.

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EFFICIENT ASSORTMENT MANAGEMENT IN TRADE MARKETING ACTIVITIES OF THE FOOD INDUSTRY ENTERPRISES

Key words: trade marketing, assortment, management, efficiency, cooperation

Buyers are nowadays reconsidering their attitude to certain categories of goods, completely or partially abandoning some of them. Ultimately, these phenomena negatively affect manufacturing companies, which suffer economic losses due to the outflow of consumers of certain groups of goods. The integration of the efforts of manufacturers and retailers, the harmonization of their interests in the development of modern trade marketing, under

conditions of variability in market conditions, provide a system of mutually beneficial cooperation. For companies, efficient assortment management is one of the key elements in competition, which does not always require financial investment. Assortment-related factors determine the efficiency of the enterprise and its competitive position in the long run.

In trade marketing for food companies it is important to understand the role of categories and subcategories in retail chains, which include their products [1, 2]. Assortment management based on trees (scenarios) of customer decision-making is the main principle of category allocation, efficient category management - a joint process of manufacturers / suppliers and retailers to manage product groups as strategic business units - categories. In our opinion, it is expedient to distinguish four main categories: destination, preferred (or routine), occasional (or seasonal) and convenience, although in theory other options have become widespread [3].

Within integrated management of assortment groups of goods as strategic business units of manufacturers / suppliers and retailers, we propose to identify 7 main strategies for the development of categories: creating a flow in the store, stimulating the volume of purchases, generating funds, generating profits, protecting market share, creating interest and strengthening the image.

Efficient assortment management has a number of advantages for both manufacturers and retailers: point of differentiation for store; offers variety to shoppers/consumers; provide customer satisfaction; increase brand share; improve category performance; maximize space profitability; product availability; efficient replenishment; takes into account regional differences.

To build an effective relationship with retailers for efficient assortment management, trade marketers of the food industry must clearly identify and neutralize conflicts of interest of all participants in the product distribution. Thus, the synergetic effect of the range management cooperation allows to obtain more benefits for producers and retailers, as well as for consumers, who are the core of integration. Thorough elaboration of trade marketing activities of food industry enterprises will be the subject of subsequent publications.

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SMM IN TOURISM INDUSTRY

Key words: tourism, social media marketing, social media platform, target audience, brand

Tourism is a very fast growing industry, for image maintenance and advertising services, SMM is one of the same marketing links used. Social media marketing is located at the intersection of journalism, sociology, advertising, trade marketing, public relations. SMM has more to do with PR than with advertising. Consumer attention can be obtained and bought through advertising. You can't buy the trust of the target audience, you can only earn it. Social marketing is more about journalism than "blogging or posting." These are tools for direct and overt or covert interaction with the target audience, not "falling" on the audience of what is interesting and important to the company or copywriter.

Platforms for social media marketing are Instagram, Facebook, YouTube, Tik Tok and more. According to statistics, most of the target audience of tourism companies is on Instagram, mostly women, 19-40 years old, who have active profiles and are interested in a successful life, which includes travel to beautiful and popular places. With the help of SMM, travel companies can very easily influence the visuals of people, using photos of incredible views and places of travel. It is not necessary to write very long texts, but one question that can interest the potential consumer as much as possible. In social media, the picture is very important to the client, if it interested him and he stopped at least to leave comments or likes, that is already half of your success and can be considered such a hot lead, which must be processed immediately.

But that's just part of what it takes to succeed with a SMM campaign. If we consider the statistics of online content, which are given in the data of 500 online publishers, we get the following indicators:

- breaking news and political content are distributed in about 2% of cases, but clickthrough rates are 86 and 77%, respectively;
- business: only 4% of shares, and 24% of clicks on links shared by users;
- health: 3% of shares, 15% of clicks;

- celebrities and entertainment: 2% share with 40% clicks;
- customer evaluation of products and companies: 1% share, 4% clicks;
- personal finance: 1% share, 11% clicks.

Consistent brand image of a travel company - the use of social media for marketing allows your business to project the image of your brand on many different social media platforms. Although each platform has its own unique environment, the core identity of your business must remain the same.

If you consider YouTube as the second largest platform to promote a travel brand, it is very important not only a good script and picture, but also sound, if the video is shot with professional equipment, and the script is written by Tarantino himself, but the sound is bad, it is rather no one will watch. The target audience on this platform is young people aged 20-30, who actively watch travel vloggers, bloggers, extreme entertainment shows.

Summing up all the above, we can say that only after proper analysis of competitors, the target audience, you can effectively and efficiently use social media marketing to improve the brand of the travel company.

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ONLINE MARKETING

Key words: online, marketing, digitalization, Internet marketing

Online marketing is the process of promoting brands, products or services of the companies to potential consumers through various Internet channels.

The main purpose of the Internet marketing is to reach consumers through online channels where they spend their time.

Online marketing is different from the traditional one. Traditional marketing uses such media as newspapers, billboards, banners, television and radio advertising. In contrast, Internet marketing uses newer tools of transmitting and promoting information such as search engines, social media, e-mail and various websites.

Online marketing has many different benefits. The main ones include time and effort saving, flexibility, real and time analysis, instant feedback, cost savings and great impact.

However, the main advantage of using online marketing is the ability to measure how online visitors interact with a particular website or landing page. For example, basic analytics platforms can help identify:

- internet channels that are the most profitable for attracting potential customers;
- web channels that effectively reach target consumer segment;
- customers groups that demonstrate good engagement and high potential for further sales.

Some of the newest and most effective online marketing tools are Search Engine Optimization (SEO), A/B testing and website optimization, Search Engine Marketing (SEM), Customer Relationship Management (CRM), LinkedIn ads, Content Management System (CMS), analytics programs and applications, marketing automation etc.

The main challenges of online marketing are analyzed in the presentation.

Firstly, marketing can become impersonal because of the virtual nature of the transmission of information to audience. Marketers, therefore, need to develop their own marketing strategies based on the analysis of the needs and preferences of clients.

Secondly, online marketing can be very crowded and competitive. Companies find it difficult to attract visitors because of the large number of competitive companies that also sell their services online. Therefore, marketers should develop a unique brand that is different from the others and will attract the maximum number of consumers.

The main problems of using online marketing in Ukraine are insufficient education of customers in the field of Internet marketing and immaturity of the market.

Unscrupulous specialists often form clients' ideas about the essence and cost of services, which in fact does not correspond to the realities of the market. As a result, we have to deal with those professionals who, at best, simply create an imitation of the activity, and at worst, do not even have any paper that would allow such activity.

In addition, the market does not sufficiently use the capabilities of analytical services. As a result, both agencies and clients lose their understanding of the effectiveness of advertising

channels, which in turn further affects the allocation of budgets and the construction of advertising strategy.

In Ukraine, Internet marketing is underdeveloped. In this regard, the study of new opportunities to improve marketing activities using the Internet becomes especially important.

To start working with online marketing, marketers need to assess their own strengths and determine goals. After that, it is necessary to build their own presence on the Internet and, on the basis of that, create their own marketing strategy for the development of online channels. Exciting and interesting content will facilitate the dissemination of messages in social media.

Today, online marketing has become an integral and most important component of any marketing strategy used for the promotion and development of products, services and brands.

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GENDER STEREOTYPING IN ADVERTISING

Keywords: mass media, advertising, gender, stereotyping, value system

One of the most powerful factors forming public opinion and consciousness is the mass media. In today's world, the pace of life has accelerated considerably, and information flow has increased to the point where it is physically impossible to grasp everything that the media offer us. That is why stereotypes, even in the 21st century, are very tightly established in society, forming people's mentality, because, above all, they function as "saving thinking" and contribute to "reducing" the process of knowing and understanding what is happening in the world and around people.

Nowadays, the life of a modern person is inconceivable without an advertising background that is increasingly obvious and more active. Advertising, which has penetrated into all areas of society, actively influences its social institutions and has a significant impact on people's social behavior. Advertising texts as examples of social and cultural meanings are a kind of a "mirror" that reflects stereotypes in mass consciousness. Advertising is not only

about an idea of the object being presented, but is also about a reality constructor with a symbolic system of values (social, moral, family, etc.). Advertising, for the most part, is based on gender stereotypes, and it fixes and reinforces them. For the creators of advertising, role schemes are attractive because gender forms a deeper understanding of what our primary nature should be and under what conditions it can be demonstrated. On the contrary, belonging to a social group or class provides no deep understanding.

According to international law, all images, publications and video products must contribute to the creation of diverse and realistic portraits of women and men, as gender stereotypes used in the media can have a negative impact on gender relations, especially among young people. However, research shows that the representation of gender images in advertising has not changed much. For example, women still mainly play two roles: as mothers and sex objects.

The image of a housewife can be of several variants. One of the most common is the image of a washerwoman. Although she can have some other social roles (to have a profession, to be a mother), in any case, her main task is keeping the house clean.

Women in advertising perform household roles, although modern appliances do not require any special "female" qualities. Due to the specifics of today's young market, which mainly offers food, hygiene products and medicines, advertising addresses women as people who organize household consumption.

A woman is also presented as a sexual object. Seductive bodies advertise tiles, bricks and air conditioning. In Ukrainian context, a woman's appearance acts as a physical "ego", which is subjected to the representation of herself as the object of evaluation by others, goods for sale. In modern advertising, a person is a commodity.

Unlike women, men are portrayed as active, hardworking and strong. In advertising for sweets, they are female bait: energetic and seductive ("Bonjour-dessert"), mysterious and masculine ("Corona" chocolate).

The taboo of feelings, the image of a successful businessman, an athlete, a hunter, a banker, etc., can cause stress, depression, insecurity among a lot of men who do not want or do not know how to follow these rules. Furthermore, in advertising stereotypes about physical handicaps are very often imposed. For instance, a thick man is usually a man of little mind; a thin man is also considered as silly and appears even more immaterial than the previous one. A real man is slim, in good shape, moderately unshaven, with enough hair on his chest.

However, male images have no connection to the domestic aspect. The family is seen as a distribution of roles: a woman takes care of children and serves the family, while a husband

is a defender and a breadwinner. Banks, car companies and social services use domestic situations in their advertising to create a sense of stability.

But it is worth noting that we can already see some changes in the perception of gender roles on television. Nowadays, there is no doubt that men take almost as much care about their looks and clothes as women do. There is also a situation in television advertising where a man cooks food and a woman comes and praises him, or men tell each other about the advantages of detergent, etc.

As we can see, stereotypical views of roles in society still prevail in television advertising. This phenomenon can be seen as pressure on mass consciousness. The danger of gender stereotypes in advertising is that although they carry elements of true knowledge, they usually zombify people to follow certain public expectations. This can have a negative impact on self-realization of men and women in different areas, their interests and needs. However, it should be noted once again that mass media and advertising not only use old stereotypes, but also form new ones. In portraying gender relations, we see a process of gradual leveling off as well as strengthening those characteristics that they have never had. Women in advertising are now not only mothers and hostesses, but also businesswomen, and men not only earn good money, but are also engaged in family relationships. Such situation in advertising and the media shows profound internal changes in the value system at the core of culture and society.

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SOCIAL RESPONSIBILITY OF MARKETING AND DEVELOPMENT OF CONSUMER COMMUNITIES OF MODERN BRANDS

Keywords: social responsibility, efficiency, marketing, community management, consumer communities, brands

Customer loyalty and relationship marketing have become decisive in the characterization of modern marketing. However, in the development of modern marketing, a vicious circle of

problems has formed, which significantly reduce the effectiveness of marketing communications, the effectiveness of modern brand management.

First, the obsessive and aggressive nature of advertising, characterized by low attention to messages and the perception of companies' offers as artificial and useless.

Secondly, the professional use of weaknesses of the human psyche, the problems of target audiences for financial gain, denies the declared social responsibility of business, focus on customer needs, mutually beneficial exchanges with them.

Third, the focus on maximizing current profits, the use of short-term effective marketing tools denies the very possibility of building long-term mutually beneficial relationships with fairly massive and diverse purchasing behavior of consumer groups, and the more critical conversion of awareness into regular purchasing and regular purchasing.

At the same time, the marketing of companies is perceived, and often acts, as one of the institutions of modern society, which actively (manipulatively) imposes artificial consumer attitudes on potential buyers.

Significant progress has been made in developing the concept and approaches of marketing to ensure high business performance. According to the declared principles of focusing on the interests and demand of consumers, the priority remains the high profitability of companies' brands, which is not denied by the task of harmonizing the parameters of product offerings with current customer demands. However, on the long-term horizons of market interactions, the consequences of emotional choice of consumers, manipulative use of personal data and behavioral reactions of customers by companies, ignoring the known motivational conflicts and contradictions in hedonistic consumption become critical and systemic.

General strategies and steps in the development of corporate social responsibility, as well as its legal protection, which are the subject of extensive scientific study of the problem under discussion, can not be considered effective in terms of image and economic risks and losses due to claims and lawsuits against companies and brands. as well as distrust of their products and marketing messages.

The right brand initiatives for the right constructive coverage of important issues for target audiences, combining the efforts of certain consumer communities to systematically address them in community and brand management projects - typically ensure long-term effectiveness of marketing projects, increasing loyalty and enthusiasm of real and potential customers for companies (cases of brands: Unilever - #Campaign for Real Beauty, Always - #LikeAGirl, Indesit - #DoItTogether, P&G - #Best Job, Coca-Cola Life - #Ser Padres, P&G - #ShareTheLoad, Santo Buenos Aires and Honda - #Project Drive-in, etc.).

In the development of brand offerings, first, it is important to prevent emphasis on motives and desires that have long-term negative consequences for consumers. Secondly, psychological expertise and the use of long-term relevant and meaningful values that are tangible for a large number of target audiences, as well as promising for the formation and development of consumer communities with a high level of self-organization and enthusiasm, which contributes to a positive image and efficiency of long-term interaction with consumers for the company's brands.

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PECULIARITIES OF MARKETING ACTIVITY OF THE MINING AND PROCESSING ENTERPRISE (THE CASE OF PJSC "NORTHERN GZK")

Keywords: marketing, marketing activity, mining and processing enterprise, iron ore products

The fleetingness of time and the active development of the Internet determine the formation of flexibility in the activities of industrial enterprises in particular mining and processing. Therefore, the main task for large industrial enterprises of this type is to adapt the system of marketing activity to various environmental changes.

PJSC "NORTHERN GZK" carries out the production and realization of two main types of commodity output – iron-ore concentrate and iron-ore pellets. To maintain the competitiveness of products, the enterprise spends a lot of money on innovative activities. In recent years, PJSC "NORTHERN GZK" has been actively supporting the image of a competitive and financially sustainable enterprise. PJSC "NORTHERN GZK" is a part of the vertically-integrated profile holding LLC "METINVEST HOLDING", respectively, the marketing policy of the enterprise is determined by the management of this holding within the whole structure.

The features of industrial markets include:

- Production and sales parameters: a large volume of sales, production is carried out after signing the contract, the classification and range of products are limited, a small number of buyers who are concentrated geographically;

- Demand parameters: the dynamics of demand depends on general economic trends, the inelasticity of demand for products, stable relationships between buyers and sellers;

- Parameters of product promotion: direct distribution channels prevail, a small number of intermediaries, high awareness of products.

The iron-ore market is very specific and has its own special features. Marketing for mining and processing plants is highly specialized, so the prospects for the development of alternative areas of business are limited, but you can actively improve product quality and work to reduce costs. Also, the demand and supply for iron ore raw materials remains at a sufficiently high level for a long time, which means the stability of the industry, because market segmentation has not undergone significant changes for a long time. At the same time, the key factors for iron ore market enterprises are the price and quality of products.

Marketing activity of PJSC "NORTHERN GZK" is carried out taking into account the requirements of the target market with a defined marketing strategy that includes a set of promotion, which consists of the following elements:

- direct marketing - the process of promoting products directly to the consumer, using information and communication channels: e-mail, call centre, elements of SMM-marketing, company website, and direct sales (direct communication with potential customers to establish networking and long-term relationships);

- sales promotion: exhibitions and fairs, presentations and conferences, bonuses for intermediaries, sales agents, own staff stimulation;

- PR-company: establishing contacts with the media and consumers, maintaining a positive image of the company (social partnership projects with city residents, the corporate program "City by our hands", environmental initiative "Green Center METINVEST", the program "Childhood Territory", and also volunteer programs, etc.).

Taking into account the specifics of iron-ore raw materials market for PJSC "NORTHERN GZK", the main directions of marketing activities for the near future can be identified:

- Expansion of markets by conquering new markets and strengthening its position in the European market.

- Concluding long-term contracts.

- Constant monitoring of domestic and foreign markets of raw materials and equipment, concluding contracts with reliable and proven suppliers.

- Implementation of a comprehensive program of a long-term development of the enterprise, aimed at finding internal reserves to reduce energy consumption, increase productivity, reduce unproductive costs.

In order to ensure the proper efficiency of marketing activities, the enterprise needs to coordinate the work of all specialists from different departments in different directions of marketing (research, planning, management, sales, logistics) for the successful implementation of a marketing strategy.

Marketing activity is the main reference point that guides the mining and processing enterprise in decision-making. In a dynamic market environment, marketing research helps to track external factors, react swiftly and, if necessary, improve the marketing strategy.

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FINANCIAL LITERACY AS AN EFFECTIVE TOOL FOR PROMOTING YOURSELF IN THE LABOR MARKET

Key words: promoting, financial literacy, effective tool, achievement, financial education

Financial literacy is one of the important aspects of promoting yourself in the labor market. Let's consider the basic statements that you need to know in order to gain financial independence.

1. Achievement of financial freedom. The economy is structured in such a way that people live on wages and depend on employers, often working seven days a week. According to statistics, 93% of wealth belongs to 7% of people. It can be said that this is unfair, but this is due to the fact that people do not know how to properly manage their own cash flows. It is mistakenly believed that schoolchildren do not need financial literacy. Because elders often fail to teach you the basics of financial literacy, this means they must take matters into their own hands and learn additional discipline in their spare time. However, the most important thing is

the practical application of knowledge. In educational institutions we are taught to learn, and not to apply the acquired knowledge.

2. Strategic decisions that include 3 directions:

- control of income and expenses. You need to practice increasing income and cutting costs. The amount of income and expenses is not so important, it is important how much money is left.

- assets and liabilities. Assets bring in money regardless of the type of activity, while liabilities, on the contrary, are spent on acquisitions. To become rich, you need to increase assets and reduce liabilities.

- time is the best asset. Wealthy people advise you to start saving and investing as early as possible. The sooner you start your journey to financial freedom, the less stress you will have to achieve this goal.

No special superpowers are required to achieve consistency. You need to be bold and persistent, have desire and purpose. According to various studies, people without higher education or even high school graduation often become rich (this does not mean dropping out of school or college). Specialized knowledge is practically useless without proper application [1].

People don't like advertising and marketing, but they enjoy learning from the experts and getting questions answered. You can earn the right to sell your products and services by offering them something of value. Unfortunately, most banks and credit unions view the content of financial literacy as "pleasant" but not essential.

Financial education content can help fill your sales funnel with qualified individuals, but only if it's strategically thought out. When outlining the best topics for discussion, financial marketers should first think about the pain points, goals, and needs of their target market at various stages of the sales funnel. Conduct an audit of your website and marketing plans to see what gaps may exist during these stages and what areas can be expanded or changed [2]. Remember that 80% of millionaires have made their own fortune, and only 20% inherited it.

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DIGITALIZATION AS A BEHAVIOUR TRANSFORMATION TOOL OF CONSUMER MARKET ECONOMIC ENTITIES

Keywords: digital economy, economic entities behavior, digital transformation tools

Digital technologies, as a society technological sphere component, are the leading driver of new technological, economic and social reality creating. Therefore, behavior transformation study of consumer market economic entities in the context of digitalization is extremely topical problem.

Today, the digital economy in the world is estimated at three trillion dollars. Although it hasn't become global, 9 companies on the base of this economy generate 90% of their revenue and profits – Apple, Google, Facebook and also Amazon (they are known as «four horsemen»), Microsoft and four Chinese digital giants (Baidu, Alibaba, JD.com and Tencent). All others (for example, Yahoo, Twitter, eBay, Snapchat, Pinterest, Uber or others) barely exceed 10% of this economy [1]. As we can see, the companies with the largest world capitalization have moved to the digital economy long ago, which has led to their efficiency significant increasing.

Ukraine's economy digitalization is international trend natural continuation of the digital technology spreading and sharp increasing of their effect on all society aspects. The national economy digitalization level differs significantly, depending on certain industry according to the study of our country readiness to implementation and use digital technologies and Ukrainian digital economy main determinants [2]. In such areas as financial services, communication services, logistics, Ukrainian companies use information technology achievements as widely as foreign competitors. However, in a number of industries (mining, for example), the digital technology intensity (as well as everything related to them – automation, robotization, etc.) is extremely low, which significantly hinders the growth of their productivity.

A number of internal and external factors are obstacles to Ukrainian economy digital information. The main external factors, according to Razumkov Center experts [1, p. 127], are: shortage of digital solutions which take into account company's business specifics; information infrastructure underdeveloped; lack of standards for the digital technologies use; digital trust

infrastructure underdeveloped; interdepartmental interaction problems; data security and confidentiality, protection against cybercrimes, etc.

Experts consider resource constraints as internal factors (lack of own funds, investment resources, digital technology projects high cost, high operating costs of digital technologies use systems, low organization innovative potential, lack of opportunities for cooperation with other enterprises and research organizations) and the human factor (lack of specialists who meet the requirements of the digital age, lack of skills in staff implementing and maintaining digital technologies, users technological incompetence, different levels of digital knowledge between different generations, reluctance of employees to change their usual work forms, low digital culture) We believe that digitalization coverage and speed are effected by the markets harmonization, significant investments in the renewal of business infrastructure, as well as innovations that open up unique opportunities for the national economy development and citizens' living standards improving [3-6].

Despite the difficulties and challenges, business digitalization is inevitable process that changes traditional business models and production chains and leads to new products and innovations formation. It brings the production sphere to new level, forces enterprises to make digital transformation as the main task of development strategy [7, p. 288].

Thus, digitalization is enterprise's digital transformation activator, which consists of the modern technologies implementation in all business processes and is associated with fundamental changes in approaches to management, corporate culture, external communications, etc. Digitalization creates new opportunities for business structures operating in the online environment, increases their competitive and innovative potential by productivity increasing through rapid scaling and digital transformation of their activities, which leads to general change of economic entities economic behavior at the consumer market.

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STRATEGY OF APPLICATION OF INTERNET-MARKETING TOOLS FOR B2B SECTOR

Keywords: marketing, Internet marketing, B2B sector, unique trade offer, B2B market, consumer behavior in the industrial market

The current economic situation in Ukraine is characterized by a high degree of globalization and informatization of business, fierce competition and high consumer expectations. The modern business environment is unstable and aggressive, the important fact is that the domestic industrial market is limited, sensitive to price fluctuations and is becoming less profitable in many segments. Enterprises working in the field of B2B sales are especially sensitive to the new realities of doing business, as they have to reconsider traditional approaches to the organization of their activities, develop more effective methods of finding customers and measures to retain them.

Creating a meaningful value proposition for the customer in the B2B market is one of the key elements in building an effective market strategy for any company. This value can be manifested in the manufacture of a product with the best technical and economic characteristics, providing full customer support and support, faster response to customer requests and other parameters that can have both real expression and representation in the minds of customers. In any case, the company seeks to determine its advantages and build on this basis from competitors. However, in terms of consumer offerings, more and more companies are becoming similar to each other. This is facilitated, first of all, by minimal functional differences in the products offered on the market – even an outstanding product will not be able to maintain its leading position in terms of functionality or quality of execution, as the speed of copying and implementing innovations of followers is growing rapidly every year. Another reason for this

phenomenon is the high level of barrier to delivery of a message about a unique offer due to information noise and significant information load.

B2B marketing strategies are usually focused exclusively on senior executives. These strategies will not be as effective today as they used to be. The ecosystem that influences the B2B decision-making process has changed dramatically. According to Google research, 81% of senior executives do not influence decisions about choosing a supplier in the B2B segment.

Research shows that those involved in the B2B purchase process are already 57% of the way to make a decision before they actually take action on the company's website. As B2B brands look for new buyers, it is becoming increasingly important to understand what is happening at this time. Customers now use many different channels when ordering a product or service in the B2B segment. They do a lot of searching for different information before going to the supplier's website to study prices and delivery terms.

Today's B2B buyer is also an online buyer for personal shopping, so he is used to engagement and personal experience. At the same time, the B2B site and landing pages differ from B2C sites in the detail of product descriptions, where the subtleties of product creation, properties or application are important so that customers involved in advertising channels receive timely support in terms of products and services and do not go to site to competitors.

To determine the relevance and significance of the proposed benefits for the client it is necessary: understand the environment in which the client works – have an idea of the dynamics and trends in the client's market, structural changes in the sales chain; know the features of the client's needs, the specifics of his work within a certain internal structure of the client's company; have a clear idea of the system of criteria and their significance when choosing a potential supplier.

In Ukraine, there are many restraining factors that hinder the development of Internet marketing: a low number of qualified specialists in the field of Internet technologies, low consumer confidence in online shopping, relatively low quality sites, and others. However, in general, with the proper development of Internet technologies, as well as the introduction of various promotion tools, we can expect a positive development of Internet marketing.

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NEUROMARKETING AS AN INNOVATIVE APPROACH OF STUDYING DEMAND AND A BRAND CREATION TOOL

Key words: neuromarketing, brand, the effectiveness, marketing, intellectual property, consumer, assessment, methods, innovation, image

In the context of the current state of business, cost the company is largely determined by the presence of a strong brand, which, in turn, dictates the need for constant work on its improvement and strengthening. At the moment, there is no single approach to assessing brand performance, so as this indicator includes both a quantitative assessment and subconscious, emotional and psychological personal associations of consumers. To conduct a comprehensive assessment, an assessment of the factors affecting loyalty consumers to brand, using neurophysiological tools for studying the consumer's subconscious and identifying the true needs, and the use of quantitative assessment methods.

The founders of neuromarketing are Arndt Trindle [1], Bart Oyman [2], who demonstrated the expediency application of research on human reactions in trade. Large-scale research in this area was conducted by Martin Lindstrom [3]. Questions valuation of intangible assets and, in particular, brands, attention is paid to a number of works of foreign specialists, including in publications and scientific works D. Aaker [4], J. Evans [5], and others.

The purpose of this report is to develop a comprehensive methodology for assessing the effectiveness brand as the intellectual property of an enterprise with the use of achievements in the field of neuromarketing research.

The brand is the expectations that the consumer wants to get from the use of this product and valuable, relevant, truthful a promise that can only be kept by the given manufacturer of the product. In the course of marketing research, the following stages of branding can be identified :

- market research;
- search for new opportunities;

- determining the basic needs of consumers enterprises and related areas niches;
- determining the actual desires of the consumer regarding to the product produced by the enterprise;
- definition of the image arising in the mind of the consumer, when mentioning the name or logo of the company,
- definition of images with which consumers' dreams are connected;
- studying the value aspects of competitors' proposals, creating your own unique, taking into account the development in the future, offers;
- creating a brand different from competitors;
- learning ways to serve information from competitors, the search for an effective way of communication that unites the idea of the brand, the way itself of presenting information and the price that the company is ready pay for its implementation.

Difference between brands is located in the field of image and behavioral models of the consumer, because entering into interaction with the brand, a person gets pleasant sensations from "communication" with it, strengthens its status and emphasizes its individuality. In the process of studying the problem of creating effective brand, we can identify the main factors affecting consumer loyalty: information about brand; social conditions; training and education; personality outlook; installations and social norms; knowledge, ability, character; the interests of the individual that made him get interested in the product; the state that a person wants to achieve by purchasing this product; relationships with the brand and with others, with which the person enters into in the process communication with the brand.

Brand building should be based on knowledge of the future development of the market, and the data should be based on information about consumers, where the basis of research should be human values, since they are more long-term than needs. It should be taken into account that marketing research should be based on primary information, since the brand should be evaluated by enterprises as the main part of intellectual property and intangible marketing assets. One of the perspective direction in the study of consumer loyalty and the effectiveness of branding is neuromarketing, which is the main tool for creating an organization's intellectual property.

Neuromarketing- is the applied science of impact on the buyer with the study of his psychological motives and emotional state. Neuromarketing originated in the 90s at Harvard. This technique was developed by Professor Jerry Zaltman and patented as ZMET technology. The technique is based on the use of sets of pictures that cause the consumer positive emotional outlook or by analyzing images of the brain.

According to S. Davis, consumers of various goods most often named the following nine criteria that influence the decision in favor of a particular brand of high quality and reliability; stable functional characteristics; acquaintance; availability and convenience; price / value ratio; conformity the identity of the buyer; the ability to solve a user's problem; customer service; advertising. Having analyzed the psychological methods of influencing consumers, which are used in neuromarketing, we can recall a phenomenon that in the special literature is usually called brand capital - a set of assets and commitments that increase or decrease the value of a product or service for the company and its customers. Brand equity can include five valuation categories: brand loyalty; brand awareness; perceived quality; brand associations, other intellectual property assets: patents, trademarks, relationships with members of the distribution channel, etc. So, due to this, it can be assumed that qualitative assessments of branding effectiveness may include the following indicators: brand awareness; understanding the position of the brand; recognition of the brand image; fulfillment of a brand contract.

Quantitative assessments of branding performance can include the following dimensions:

- the role of the brand in attracting customers;
- the role of the brand in customer retention and loyalty;
- market penetration or frequency of purchases related to the brand;
- the financial value of the brand.

Summing up, we can say that on customer loyalty is influenced by both rational and emotional factors. Consumer experience is more important to a brand than just getting attention. The reliance on emotional factors really provides the prerequisites for the primary consumption experience. However, if the experience turns out to be negative, then the consumer switches to another brand. As we know from marketing, the return of the old, but a consumer who refuses to buy, is at least in three times more expensive than attracting new. That is why brands pay great attention to working with regular consumers. Moreover, the main goal of many brands is not even to retain old customers, but to increase product consumption.

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MARKETING TRENDS IN THE DIGITAL ECONOMY

Key words: marketing, digitalization, product promotion, digital transformation, e-commerce

The transformation processes of 2020 have shown that the world economy has all the hallmarks of a global nature and has undergone significant changes today. Due to digitalization processes, the distances between countries have been significantly reduced. This expands opportunities and allows businesses to significantly increase the geographical coverage of markets, production and sales. The development of world and European markets for products, goods and services by Ukrainian enterprises requires new forms and approaches to developing effective marketing strategies.

One of the marketing strategies is the marketing of ready-made solutions, in recent years, projects first appeared and only then hired marketers, marketers came with ready-made solutions or became part of the system. "The best marketer in the company" is always the founder of the project, so everything rests on the origins of the company and given the huge number of companies - bankrupt, after the crisis, marketing will begin with developing a business plan that must take into account risks and marketing budgets for years to come, which takes into account force majeure and investment insurance.

The digital transformation has revolutionized the way we do business in Ukraine. The e-commerce market in the country will continue to grow. Online shopping has become one of the most popular activities around the world due to technological advances and the desire of users to make their lives more convenient.

Currently, consumers have learned to value their time, their resources, their choices. E-commerce trends change in an instant, and old trends become impossible. These ever-changing trends keep marketers in suspense, always striving to improve their online presence and become valuable in the lives of their consumers.

The digital space of e-commerce remains a meritocracy, which means that it is a place where even small brands can prove themselves and compete with the big players in the industry, providing their visitors with a reliable, world-class consumer interface.

Tons of different content marketing strategies exist today.

In the beginning of the content marketing world, that wasn't the case. At one time, marketers had few options. They essentially only had bandit signs, magazines, and newspaper ads.

Even in those days, however, they had a variety of different custom choices.

They could play with the words in their advertisements, the picture they showed, the placement of it, and the CTA.

In other words, although there were few content marketing methods, the options were still remarkably vast.

Today, more content marketing mediums and methods exist than ever before in the history of the world. That means that the number of strategies is even greater.

One online publication suggests using the "3D Content" model, for instance.

Basically, it's three individual steps.

1. Map the content to the pain point.
2. Then use the right type of content for that problem.
3. Finally, map the content to the buying cycle of the people who have that problem. [3]

Thus, among the trends of future marketing, we propose to consider:

1. Promoting business through a personal brand. This suggests that a particular person inspires more trust among the target audience. At the forefront of marketing in 2021 is the promotion of organizations through impact marketing, namely the recommendations of impact experts. We recommend that you do not share template texts of advertisements, but personal stories and experiences. On the way to success, as a rule, there are failed projects, share them and how you coped with them. [2]

This strategy is a way to move the focus away from the marketer and to the person that the marketer is trying to reach.

That, after all, is an incredibly important step to take in your own content marketing strategy.

If your content doesn't cater to the right people with the right problem that your product solves, then your content marketing efforts are all for not. [3]

2. Mastering Internet services. This will ensure increased coverage, and hence brand awareness. Consider the experience of bloggers – it will help to create your own communication platform.

3. Video presentations are relevant today. One of the most popular types of content has been and remains the video format. To do this, it is advisable to create a company channel on YouTube and do not forget to regularly publish videos. Instagram is a universal platform for business promotion and interaction with the target audience. The popularity of messengers is also growing, which can be used through: chatbots, mailings, channel management.

Thus, the goal of all marketing efforts in 2021 will be to improve the customer experience and stimulate "consumer obsession" with the product, and not just the purchase of advertising and promotion management, predicts Forrester [1].

Marketers will need to work on new commercial models and delivery methods to adapt to new market conditions. The consumer will be the main link in all management, strategic and operational decisions.

The trend of consumer experience will lead to the fact that the costs of increasing customer loyalty and retention will rise by 30% next year. Top managers who have not yet switched to the model of integrated marketing communications will do so in the near future, ending the division of customers into "before" and "after" the purchase.

Notice, in particular, this tip: “Your strategy should outline your key business and customer needs, and how your content efforts will address them.” It means that you need to understand your customers, prospects, and audience. Once you do, you can then create content that solves their problems and grows your business.

The ultimate goal of content marketing, of course, is to grow your business. But again, you can't do that unless you first attract paying customers. In a world with social media, endless Internet space, self-publishing companies, and free graphic design tools, the strategies you can use to attract paying customers are as varied as the fish in the sea. [3]

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GAMIFICATION IN DIGITAL MARKETING

Keywords: gamification, digital marketing, promotion, marketing tools

In childhood, games are almost the main means of understanding the world and human development, and throughout life they retain their attractiveness as they are able to entertain us and satisfy our needs for self-realization, competition and achievement of success.

Gamification is a strategy of borrowing and introducing game elements into a non-game environment to engage users and hold their attention. It is important to understand that this is not a game in the classical sense, but just game elements that increase customer engagement. Although the term "gamification" was introduced by Nick Pelling in 2002, this topic has recently become popular in the marketing world. The main reasons for moving to a gamification strategy are: falling effectiveness of traditional types of advertising; availability of mobile devices and the Internet; a generation Z.

The introduction of game elements allows us to solve important problems in marketing and shows high efficiency. According to research by HightCo Data, the strategy in question: increases audience loyalty and strengthens brand reputation; expands the custom audience; creates an additional point of interaction with the customer in the sales funnel; boosts activity; rises sales; provides the ability to collect information about users.

For the effective and successful implementation of gamification, it is important to study the basic psychological principles of it. They include: motivation for interaction; status; rewards/unexpected rewards. Examples of gamification in business and marketing are numerous. Elements of games will be especially effective on sites, because young people can view up to several hundred Internet pages during the day. A well-known example is the promo-project "TheDeepestSite" promoting the Borjomi mineral water. It clearly demonstrates the great depth of natural reserves of this water (about 8000 m). The company managed to acquaint a huge number of consumers with the product, also left a mark in history as "the deepest site".

The introduction of game mechanics on social media is gaining popularity and often goes viral, with views and engagement increasing without the intervention of optimizers. As a part

of its advertising campaign, M&M's published a picture on a Facebook page with a lot of sweets, among which a pretzel to be found was hidden. People were actively involved in searching, and they shared the image. As a result, the publication received more than 26,000 likes, 6,200 shares and 11,000 comments.

The most advanced application with gamification in online store apps strategy is AliExpress. The app has a whole gaming section, so the online store retains users and creates a positive experience for them.

Loyalty programmes include club cards, loyalty cards, discount coupons. The purpose of these programmes is to strengthen the bond between the customer and the brand. A successful example is the Starbucks loyalty programme, where customers collect stars each time they visit a coffee shop. It unlocks different levels of rewards for them. The loyalty programme is implemented through the Starbucks mobile app which now has 120 million users worldwide.

Gamification in email marketing is quite effective, if you invite users to answer quiz questions or complete the game and get prizes. Thanks to the introduction of such elements, online store Stylus was able to triple the profitability of email marketing and expand its contact base by 2.5 times. Many users who played the roulette email game ended up making a purchase on the site, resulting in a 15% increase in transaction rates.

Gamification is a great tool for creating viral campaigns and increasing audience engagement in brand life. At the same time, the game mechanics can help to obtain user data, which can later be used to segment the database and to more effectively interact with customers. The use of gamification in marketing expands the horizons of the common understanding of promotion, and it is important to remember that such an experiment must be seriously calculated.

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PRIORITIES OF EVENT MARKETING DEVELOPMENT IN DOMESTIC ECONOMY

Keywords: ivet-marketing, marketing communications, PR, branding

In connection with the active development of market relations and growing competition among manufacturers and organizations in Ukraine, an acute issue has arisen, which is to find new means of influencing the consumer, forming a favorable image of the company, as well as consolidating and improving existing positions on the mobile and quite changing market. The solution to this problem is a relatively new for Ukraine, communication tool of branding - event marketing, which provides the presentation of a product directly to a potential buyer and highlights the benefits and features of the brand for the production of this product in communication with the customer.

Event marketing is a way to draw attention to a brand to create closer links between it and the consumer. It belongs to the tools of BTL-communications and is an indirect advertising tool. It is based on creating emotional connections between the consumer and the brand [1].

Marketing event successfully ensure the achievement of the following goals:

- selection against the background of competitors;
- activation of the target group's attention;
- optimization and cost reduction by combining budgets for advertising, marketing and PR;
- positive emotions from a successful event are transferred to the product or service, consumer loyalty is formed;
- the audience directly involved in the event can be considered as a huge focus group, which tests the proposals of companies;
- the event is an occasion that allows to establish the necessary contact with journalists, gives space to work with them, forms their interest and location;

- Event marketing allows, if necessary, to organize direct sales of goods, logically "tying" them to the activities [3].

Types of events in marketing:

1. by the nature of interaction with the audience:

- events with formal communication (lecture, conference);
- events with informal communication (corporate);

2. depending on the audience:

- political events (rally, demonstration, inauguration);
- corporate events (trainings, presentations, promotions);
- social events (fundraising campaign, charity event);
- cultural and educational (exhibition, concert, festival);
- scientific and pseudo-scientific (symposium, conference);
- sports (Olympiad, sports contest).

3. by types of marketing tasks:

- informational events that establish (exhibition, presentation);
- events consolidate knowledge that can provide experience (testing, sampling);
- attitudes corrective attitudes and behavior (press conference, testing, sampling).

4. by the number of involved audience:

- mass events (festival, concert, exhibition);
- group (press conference, corporate party, briefing);
- narrow group events ("round table");

5. openness measures:

- open events (free-to-attend events);
- closed events (events by invitation) [4].

Of course, like any other marketing communication tool, event marketing has its advantages and disadvantages.

Benefits: has a long-term effect; unobtrusiveness, there is an element of entertainment; increased audience receptivity; products are associated with a social phenomenon and gain a competitive advantage; effectively builds the emotional connection between the brand and the consumer; allows to ensure the maximum involvement of participants in the process of the event, which causes their loyalty in the future; involves the use of other elements of mass communication, such as advertising, PR and BTL; the ability to organize direct sales by linking them to the activities.

Disadvantages: ignorance in this area, few professionals; high labor costs (physical, organizational, creative); inconsistency of the event with the target audience [2].

As you can see, the advantages of this tool of marketing communications outweigh the disadvantages. High creativity and flexibility inherent in event marketing help to build original programs for companies in different fields of activity and with different financial opportunities.

In conclusion, it is worth noting that event marketing helps to create a certain emotional connection between the brand and the consumer. In addition, it increases the level of customer loyalty to the company or brand, but only if the event is organically combined with it. A campaign that uses event marketing has a long-term effect.

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FEATURES OF ALPHA GENERATION BEHAVIOR IN DIGITAL SPACE, AND FEATURES OF BRAND INTERACTION WITH REPRESENTATIVES OF THIS GENERATION

Keywords: alpha generation, digital strategy, communication channels

The Alpha Generation is the children born after 2010 in an era of advanced technology development and a world of complete digitalization. The 8-15-year-old audience combines the characteristics of the Alpha generation with that of the previous Z generation, but is still more tend to the former. Today, this demographic group can be considered as a separate and full market segment. In order to understand the specifics of working with it, it is necessary to

identify a number of behaviors and perception of information of the Alpha generation in digital space:

1. Teenagers are not tied to place, time, space, people. They have access to more technologies, information and exposure than any other generation. They cannot expect to communicate with the brand. Not getting an answer soon, they lose interest and leave for another brand.

2. Twenty-four percent of adolescents spend more time with friends on the Internet than in person, using multiple social media at the same time. However, 57% of parents believe that online communication facilitates peer-to-peer communication in a positive way. The proportion of teenagers playing online games is also increasing every year. It now stands at 87 percent. On average, more than 50% claim to use online chat functions in the game to communicate with other children, and they are more than twice as likely to chat with people already known outside the game.

3. Their world view is characterized by a breakdown of gender norms and a desire for multiculturalism, as opposed to that of their parents.

4. They seek identity, which makes them bolder than previous generations. They see bloggers from different social networks as mentors who inspire them to create audio and video content. For 40% of teenagers aged 5-15, video creation is one of the most popular online activities, while 15% create their own music on the Internet. [1]

5. They have formed a connection to advertising in digital. Sixty-five percent of 12-16-year-olds realize that bloggers can be paid to support the product. 69% question the veracity of information on a site or in applications. 30% have full confidence in the web resources that were displayed by the search engine at the top of the list in response to their request. Only 30% distinguish paid contextual (search) advertising in the browser. [1]

6. Teenagers have an influence on purchasing decisions by parents of goods and services. Among 8,000 parents worldwide with children aged 4 to 9, 65 % said that their children's habits influenced the last purchase. About 27 % of them said that they had asked their children for their opinion before buying a new TV, laptop, tablet or phone.

7. They have heightened anxiety about the uncertainty of their future, which makes it possible to observe mental health problems. [3]

8. 66% want to buy from companies that make the world a better place. Although most of them do not have yet the ability to make their own purchase decisions, the Alpha awaits the moment when they have their own funds and can buy on their own. [4]

For modern teenagers, Youtube is a search engine №1. They perceive the information visually, which means that for a brand with such a target audience it is very important to have

an individual visual style corresponding to the interests of TA. There are a number of social networks where teenagers interact with the brand, read it and, accordingly, form a complete picture of the experience, decide whether they are interested in interacting further: Instagram, Tik Tok, Telegram. The only way to stay in contact with this generation is to become part of their lives. Several tools can be used: a proprietary application that will allow personalization and gamefication of any processes; Telegram channel, which will become a platform for communication between teenagers, like-minded people and brand; photos and video content that teenagers want to join and participate in creating. To illustrate this, it is worth looking at the classic sales funnel for the adult audience of parents and looking at what stages of communication should be directed to teenagers as well.

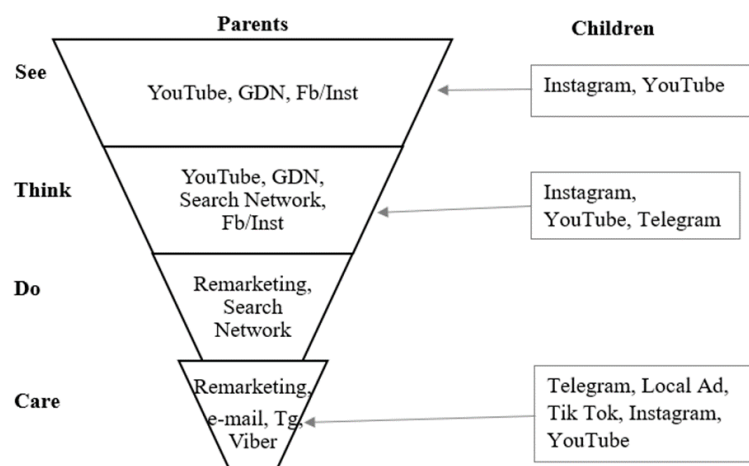


Figure 1. Sales funnel. Parents and children

Given that the children of the Alpha generation have a significant influence on the parents' decision to buy, communication channels aimed specifically at children at different stages of the sales funnel through which the parents pass should be activated. This approach strengthens the intent to buy parents and creates a child's loyalty to the brand before purchasing a product or service, as well as increasing the chances of re-buying.

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**PRODUCT IMITATION AS MARKETING STRATEGY:
CASE FROM UKRAINIAN WINE SECTOR**

Keywords: imitation; mimicry; isomorphism; imitation strategy; “Made in Georgia”

The purpose of this paper is to describe unfair marketing practices of few Ukrainian producers that imitate Georgian wines and sell the products looking as “Made in Georgia” on domestic market and, with this misleading “branding approach” of mimicry, exploit available market opportunities.

Background. The Association Agreement (AA) between European Union (EU) and Ukraine has been ratified by both parties and entered into force on September 1st, 2017. Thus, it gave the official start of Ukraine’s eurointegration process. The Association Agreement imposes harmonization of Ukrainian legislation with European by progressive incorporation of European norms into newly elaborated laws and/or by changing already existing. It covers different aspects and absolutely all industries including wine sector. Eurointegration brings trade liberalization and openness of Ukrainian market for European competitors, drives substantial challenges in external business environment and is now considered as a completely new context for doing business in Ukraine – even for local players. When studying impact of eurointegration on the competitiveness of Ukrainian wineries, the phenomenon of imitation strategy has been identified.

Methods and materials. Due to embeddedness of context in strategy or, in other terms, high sensitivity of strategy to context, hermeneutics has been selected as an appropriate approach for this inquiry. This methodology it is well-suited for exploring multidimensional phenomena in complex environments (contexts), understanding and interpretation of contextual settings, as well for sensemaking and answering the following research questions: “What? How? Why?”

Available open source documentation has been used as a source of data for interpretative reading and analysis and for further development of meaningful insights into the phenomenon under the study. The report called “Alcoholic beverages: heritage of splendor” and published

by TBC Capital (Tbilisi, Georgia) has been found during this study [1]. It has been used for checking and cross-checking of other available information - official Ukrainian statistics, articles from magazines and journals, other publications on Ukrainian wine market.

Short overview of market's situation. According to the official data for first half of 2020 cited by "Wine and Spirits Ukraine" [2], sales of wines in organized Ukrainian retail has achieved 6.291 billion UAH of which the share of still wine is circa 70 % of total sales or 4.4216 billion UAH. Comparing to the similar period of 2019, it represents an increase of 19.4%. That turnover includes: locally produced Ukrainian wine – 2.1423 billion UAH or 34% of total wine sales (increase of 9.3% comparing to 6 similar period of 2019), meanwhile imported wine – 2.279 billion UAH or 36% of total wine sales (increase of 30.8% comparing to similar period of 2019).

The volume of import during the first 6 months of 2020 was 21.2595 mln liters or 69.9037 mln Euro (increase of 26% comparing to similar period of 2019), and Georgia with 3.4452 mln liters or 9.9076 mln Euro (increase of 3.4% in money terms comparing to similar period of 2019) is on the third place after Italy and France. If we look at the full year data of 2019, Georgia is on the second place with 8.2422 mln liters of 22.011 mln Euro (increase of 16% comparing to 2018) – after Italy.

Key findings. So, what? All mentioned above information show huge commercial success of Georgian wine producers on Ukrainian market – both in volume and prices. According to the report of TBC Capital, after Russia, Ukraine is the second important market for Georgian wine 10.272 mln bottles (0.75 l) sold in 2019 for circa 23 mln USD [1]. It implies that Georgian wine is attractive for Ukrainian customers, competes successfully with local products and create new threats. Not surprisingly but this "success story" provoked in local producers a kind "jealousy" and desire to offer similar products. However, some companies started to commercialized imitations by offering pseudo products that has nothing common with Georgian origin.

How? Imitators introduced locally produced wine as "genuine" Georgian using Georgian flag, Georgian family names, images of people in Georgian national costumes, texts in Georgian languages and other elements of Georgian culture in the design of labels and bottles. And only very attentive buyers could find on contre-etiquette mention in small letters about Ukrainian origin of products. This practice is an unfair competition that breaches Ukrainian legislation. Thus, in December of 2019 had to intervene and to send the warrant to 3 Ukrainian producers of wine with requirements to correct misleading labelling and ensure clear mention of Ukrainian origin of products [3]. However, as media state, this practice continues, and you could still find those products on shops' shelves [4].

Why? By contrast to Europe, where dry wine dominates, the preferred type of wine for local consumers was and still is a traditional sweet/semi-sweet. Sweet and semi-sweet wine are easier to produce. Thus, that simplifies the tasks for imitators too. According to TBC Capital report, the structure of Georgian wine export reflects such customers preferences – in 2019, cumulatively, semi-sweet wines represented 59% of total value export of which red semi-sweet – 37% and white – 22%.

In addition, imitators' motivation could be often explained by pure "opportunism" – by using available opportunity - to increase sales/revenues by targeting the customers buying Georgian wine which is more expensive than Ukrainian wines.

Conclusions. According to institutional theory, such responses to customers preferences and market pressure by choosing similar strategies and offering similar products represent isomorphism [5]. And this is a completely opposite to what we are used to see on wine market where majority try to differentiate own products from those of competition. However, it must be done in ethical way and in full compliance with laws. Therefore, such unlawful mimicry or imitation strategy cannot be considered neither acceptable nor sustainable and should be revised by imitators.

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MAIN BENEFITS OF APPLYING CONTENT MARKETING TO PROMOTE BUSINESS

Key words: content marketing, marketing, advertising

In order to understand what content marketing is, you first need to clearly draw the differences from regular advertising. So content marketing differs from advertising in that the impact of it, encourages buying, emphasizes more on the rational beginning. In the situation of using content marketing, the main emphasis is on informing the client about the situation in the relevant market sector, the main positions of the firm in this market and the strategies it adheres to. That is, in the first case the emphasis is on emotions, and in the second on gaining trust through the competent presentation of material.

There are three aspects that content marketing combines: finding and structuring useful information; packing this data in an easily digestible and comfortable form. These are articles, infographics, presentations, audio podcasts, video conferences, webinars; competent presentation of material to the audience. These include email mailings, social media posts, and blogging. Today, the world is intensively leading the Internet marketing, which has been weakening the so-called “paper marketing” for several years. The rapid development of technology, know-how, the fascination of mankind with various gadgets, leads to the creation and dissemination of various Internet marketing technologies. Content information can take many forms. Leading marketer M. Stelzner noted: “Content can be compared to conventional and rocket fuel, and business with a space rocket that uses this fuel” [1].

An integral attribute of the successful application of content marketing technology is the ability to correctly and intelligently create, fill and use all the elements of this marketing component. It is considered necessary to define a clear list of recommendations for the effective use of content marketing [2]. It is also equally important to compile competent content, identify channels for promotion, introduce free consultations and create a single team that will work on one common idea. This team should involve specialists in the following areas: production and editing of video and audio materials; creation of graphic design, illustrations and editing, content optimization in several formats, content distribution, strategy development, team

implementation and management, communication and branding, advertising and media purchasing, analytics, performance monitoring and reporting [3].

It can be concluded that content marketing plays an important and significant role in today's market. This is confirmed by the fact that an increasing number of foreign companies are choosing a content marketing strategy. Also, this Internet marketing tool is necessary for the further development of businesses that are actively beginning to emulate their foreign counterparts by investing in content marketing. Today, various types of content marketing are intensively used, such as: social media, blogs, video and photo materials, various interactive tools and others [4, 5].

In order to choose the best business promotion strategy [6, 7], you also need to: formulate a clear understanding of what exactly you need to get from the promotion of the site and individual advertising companies on the Internet; determine the specifics of marketing strategy; determine exactly what mistakes were made earlier in the promotion of a product.

So the main idea of content marketing is to create and promote valuable content for potential consumers, and this can be: electronic news, detailed instructions and techniques, useful tips and other materials that will be interesting and important for potential consumers. As a result, more people begin to learn about you, then they begin to trust you, become fans of your brand, you begin to better understand your ideal customer and this leads to increased sales.

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ENTERPRISE'S COMMUNICATION POLICY AS A FACTOR OF ITS ECONOMIC SECURITY

Key words: communication policy, budgeting, tools of communication policy, B2B market

Today there is an increasing saturation of the market with goods and services, which enhances competition, as well as saturates the market space with information, which significantly complicates the process of forming consumer demand and preferences, the implementation of communicative influence on consumers. An effective communication system aims not only to provide consumers with comprehensive information about the characteristics and quality of goods or services, conditions of their purchase, features of competitive supply, but also to form a commitment of the target market, create an atmosphere of mutual understanding, friendliness and trust between producers, consumers and society. [1]

Undoubtedly, the communicative policy of the enterprise affects the formation of its profits, and therefore it should be considered as an important component of the process of economic security of the enterprise substantiation. Economic security should be determined as a state of enterprise resources and entrepreneurial opportunities, which guarantees their most effective use for stable operation and dynamic technical and social development, prevention of internal and external negative influences (threats), and, at the same time, as a result of the maximum positive effect from the work of the enterprise. [2]

An important aspect of communication policy is its effectiveness and efficiency, which is revealed in achieving goals with optimal use of enterprise resources, i.e. communication policy should be organically implemented in the corporate strategy of the enterprise, acting as a tool to achieve global goals. In this context, it is important to form a budget that the company should address for the implementation of communication policy goals. Scientists and practitioners do not have a single universal recommendation. Experience shows that the following methods are currently used to calculate the size of the budget:

goal-oriented method, which means the dependence between the budget and the established goals of the company's promotion;

random method - characterizes marketing and communication activities as disordered, unreasonable;

regressive method - takes into account the experience of already conducted promotion campaigns and focuses the definition of the budget on communications, taking into account the changed situation;

economic method - involves linking the size of the budget to one of the economic indicators of the enterprise in the form of a certain percentage of this indicator;

the competitive method involves focusing on the budgets of competitors;

the equity method assumes that the market share of the enterprise (promoted product) is determined first, and the costs of promotion are correlated with the market share;

expert method involves involving experts to determine the size of the budget. [3]

In general, there are certain standards for the size of the budget, which should be directed to communication policy. On average in Ukraine, companies allocate about 4% of their annual income to various promotions. Experts advise small companies to spend 7-8% of annual income on communications with the external environment. [4] However, since communication costs should be considered as investments, respectively, communication policy should have an investment effect and economic efficiency, and therefore in addition to the standard when determining the amount of such investments should take into account the specifics of a particular enterprise. The calculation of the size of the promotion budget using the economic method with a flexible link to the share of turnover was performed for the company PJSC "PU Voskhod" - a manufacturer of hinged agricultural machinery. To ensure flexibility, the percentage is not set as a constant, but recorded as an analytical dependence, which at any time will take into account the dynamic influence of internal and external factors that determine the activities of the enterprise:

$$y(x)=-176,48 \times x^2+515,01 \times x-57,36$$

To obtain such an analytical dependence, the regression method was used. The type of dependence confirms the effect of the law of marginal utility: to a certain extent, an increase in sales costs increases sales, but after crossing the limit, additional investment in communication with the environment does not lead to a corresponding increase in sales. To determine the optimal level of investment in communication policy according to the obtained model, the first-order derivative is calculated and its value is calculated at the point where the function is 0. It

is established that for PJSC “PU “Voskhod” the optimal communication budget should be 1,5% of sales . The implementation of such an approach would allow the company to reduce costs by 28% and save 173,9 thousand UAH. However, it should be noted, that to get the maximum effect, the reduced budget should be optimally distributed between such communication channels that have the maximum efficiency of the response of the contact audience.

It is known that in general markets in which modern enterprises operate can be divided into two groups: B2C (market characterized by a set of commercial entities between business and end consumers) and B2B (market of interaction of legal entities, which reflects the set of commercial relations arising in the process of buying and selling goods and services between businesses). It is obvious that the structure of communication policy tools (communication channels with the environment) will be different. For the B2B market, the most effective communication tools are: targeted marketing activities, direct - marketing activities, media marketing, Internet marketing and personal contacts. [5]

To ensure the maximum effectiveness of communication policy, and as a consequence of increasing the level of economic security of the industrial enterprise, communications with potential consumers should be coordinated and be part of the same chain, forming an integrated communication strategy.

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LOGISTICS AS A WAY TO INCREASE THE COMPETITIVENESS OF THE ENTERPRISE

Key words: logistics activity, competitiveness, material flow, economic resources

One of the most important factors in a market economy is the spirit of competition, which largely determines the forms of economic activity of people and is most pronounced in such an economic category as competition.

Competitiveness of the enterprise in a market economy - a generalized characteristic of the business entity, which reflects the level of efficiency of economic resources compared to competitors [2].

Bagrova IV, Nefedotova OG [1, p.14] studying the competitiveness of enterprises, believe that preference should not be given to individual factors, as the components of competitiveness form this state in general and failure to take into account individual components may reduce the capabilities of the enterprise.

Modern realities push Ukrainian enterprises to find different ways to adapt to changing conditions, to combat the existing negative factors of the external and internal environment.

In the spheres of production and circulation, the application of logistics allows:

- reduce inventories during the movement of material flow;
- reduce the time of passage of goods in the logistics chain;
- reduce transportation costs;
- reduce the cost of manual labor and the cost of cargo operations.

Logistics affects investment capital through the main elements of assets and liabilities of the balance sheet of enterprises.

Logistics activities must be integrative in nature, otherwise it is impossible to achieve competitiveness. The results of research show that the most effective way to increase productivity at minimum cost is the introduction of logistics concepts [3]. Here are some of the concepts as examples.

1. Just-In-Time. This is a production system in which only those products are produced that consumers need at the right time and in the right quantity. This is the opposite approach to mass production.

2. Lean production. It is a Japanese technology of management, philosophy of organization and doing business, its essence is a combination of high quality, small size of production batches, low level of stocks, highly qualified personnel and flexible equipment.

3. Requirements (resource) planning. This system operates with materials, components, semi-finished products and their parts, the demand for which depends on the demand for specific finished products. The system first determines how much and in what time it is necessary to produce products, then determines the time and the required amount of material resources to perform the production cycle.

4. Continuous replenishment. This technology is designed to eliminate the need to replenish stocks of finished products. Its purpose is to establish an effective logistics plan aimed at continuous replenishment.

5. Automatic replenishment. This strategy provides suppliers (manufacturers) of finished products with the necessary set of rules for decision-making on product attributes and categories. The technology also reduces the costs associated with the distribution of stocks and ensuring the reliability of their replenishment.

Implementation of logistics concepts at the enterprise gives real results:

- small size of production batches;
- low level of stocks;
- highly qualified staff;
- flexible production technologies;
- short time of equipment reconfiguration;
- low production costs;
- high product quality standards;
- rapid response to changes in consumer demand;
- high quality of customer service, etc.

The allocation and contribution of logistics as a separate component of competitiveness enables an industrial enterprise to succeed in market conditions, thereby ensuring competitive excellence.

Just-In-Time technology has been implemented at PJSC «Dniprovsky krohmalepatokovy kombinat ». This system has saved the company from any unnecessary costs, now there is an efficient use of production capacity and ensuring a high level of product quality and reliability. Thus, the concept of "just in time" is aimed at synchronizing work and ensuring strict discipline

in contractual relations. Introducing the JIT concept to domestic companies helps them reduce order execution time; reduce capital costs for the maintenance of storage facilities, this reduces the risk of aging stocks; reduce the amount of documentation, as well as reduce losses from marriage and reduce the cost of sending products to the processing plant.

Reforming the logistics system and building optimal supply channels significantly reduce overall costs, which ultimately leads to increased competitiveness of the firm compared to those organizations that ignore the logistics approach to management.

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SOME ASPECTS OF COMPETITIVENESS OF DOMESTIC ENTERPRISES IN FOREIGN MARKETS

Key words: competitiveness, competitive advantages

Current trends in the world economy, globalization, that strengthen the relationship of economies around the world, contributing to the formation and functioning of international financial and commodity markets, that allow businesses to win the fight for their consumers in an increasingly competitive environment.

Currently, statistics show that domestic companies are not fully using the opportunities associated with the expansion of potential markets. According to the State Statistics Service, in January-August 2020, exports of domestic goods to the decreased of 30,8 million dollars (-6.6%

compared to the same period of the previous 2019), while imports felled to 33,2 million dollars. And although imports also decreased compared to 2019 (-14.6%), at the same time, the export-import coverage ratio was 0,93, which indicates that domestic enterprises are still losing in international competition and are therefore less competitive compared to foreign competitors. [1]

The concept of «competitiveness» is important at all levels of the economic system, from the level of the individual enterprise to the assessment of the position of an individual country in the world economy. Thus, according to data adopted by the International Institute for Development Management, in 2020 Ukraine received 55 out of 63 cities in the competitiveness index. [2]

The level of competitiveness of domestic enterprises has a significant impact on the competitiveness of countries. Competitiveness is a complex comparative characteristic of the enterprise, which determines its position among many similar facilities and is the ability to use different types of resources more efficiently than competitors, which is manifested by the ability to formulate and maintain competitive advantages in domestic and foreign markets. [3]

The above data on the export / import ratio in the trade balance of Ukraine indicate the presence of significant barriers that prevent domestic enterprises to fully realize the export potential of our state. Among such experts call the following:

- low level of competitiveness of domestic products;
- lack of an effective system of state support for exporters;
- loss of a significant part of foreign markets;
- reduction of financing, unfavorable conditions for export crediting, limited access to investment resources of financial and credit structures, increase in financial costs for loan servicing;
- different values of the hryvnia exchange rate, increasing the level of risk;
- low commodity and geographical diversification of exports;
- monopolization of industrial and consumer markets, which weakens the stimulating market for both the balancing of subscriptions and offers, and for the formation of equilibrium market prices for means of production;
- insufficient level of investment in modernization and creation of export-oriented industries;
- lack of a mechanism for effective implementation of new technologies;
- insufficient development and implementation of certification, management and quality control systems;

- political instability, which causes frequent government changes, deepening financial and socio-economic crisis, increasing risk. [4]

In modern business conditions, any company needs to develop its own key capabilities, which in combination with resources create the basis for the formation of enterprise strategies and provide it with competitive advantages. The strategy of the enterprise, which is formed on the basis of unique key opportunities, allows enterprises to form them more efficiently and to use them in order to respond in a timely manner to threats and opportunities offered by the external environment.

The reasons for low competitiveness may be low innovation potential, inability to quickly adapt to market changes and manage knowledge and the lack of effective communication links.

International practice shows: if the share of innovative products in the country's GDP is less than 20%, then national products lose competitiveness. In Ukraine, this figure is about 16,8%, which explains the weak state support for innovation of enterprises, financing of which mainly occurs at the expense of own enterprises.

At that time it should be understood, that for the formation of competitive advantages are important not only the structure and composition of the assets of the enterprise, but also the speed of their creation (if necessary) and development, which directly depends on internal and external competencies.

At the same time internal and external competencies, dynamic capabilities are closely interrelated and determine the company's ability to respond in a timely manner to dynamic changes in the external environment.

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BEHAVIORIST RESEARCH ON AGRARIAN ENTREPRENEURSHIP: SHORT RESUME OF APPLIED PROJECTS

Key words: behaviorism, sociological research, entrepreneurship, economic reform, land reform, rational expectations

Making management decisions has to be based on informational grounds. It concerns more prolonged decisions of making policy. As Lasly A.Pall mentions (199), “scientific results of sociological research, predictions, recommendations... become an initial informational material for elaborating and taking decisions at different levels” [1, p.26].

It is for such reasons that we conducted a number of ‘field’ (applied) researches aimed at supplementing transformation information base. Some of the researches have a rather long history, that’s why they can track change dynamics. In all below described researches we kept to certain methodological markers and approximate methods. Along with that, we ensured implementation of the research according to project approach, with similar preparation, implementation and report algorithm. We paid main attention to studying problems of subjective nature: prospective estimation, expectation and sense.

In 1996/97 the independent creative scientific group (ICS) supported by “Renaissance” International Foundation (IF “Vidroszheniya”) made the research project “Economic reform – view of the village”. The purpose of the project was conducting a complex sociological research on rural population’s assessment of the content, components and consequences (first results) of the economic reform in Ukraine. In two decades a repeated comparative research “Economic reform – view of the village: 20 years later” was conducted. The project results can be found in social networks [3] and in the special brochure [2].

The research showed considerable structural and mental changes in economic behavior, expectations and assessment of rural population of Lviv region. They reflect de-facto, even with some advance, objective changes in economy and rural way of life.

The 2016 project also confirmed that essential changes in people’s consciousness and rational expectations have taken place for two decades. They concern not so much farming, but

the attitude to entrepreneurship, in general. Village people's social expectations, their focus on market principles of economy functioning, on assertion of private property, competition, economic freedom have substantially increased [2, p.73].

The following research was the project "Sociological monitoring land use problems in selected villages" (2018). It was the response to the discussion about "land market" and to some debatable situations concerning lease relation development. The project results are also reflected in a special brochure [4] and in Facebook social network

In general, it can be asserted that such research confirmed high topicality. Questionnaire results confirmed the thesis that the village and the village way of life are constantly changing. It has a determining influence on land relations, on assessment of personal and village economic and life prospects by rural population and other landowners. Market relations, material motivation, rational expectations and other factors urge village people towards pragmatism and rationalism deepening [4, p.74].

Increasing demand for and importance of social communication between different informal and formal groups of land users/ landowners is also confirmed. For such reasons and according to stable development principle leaseholders should strengthen corporate responsibility, improve cooperation with communities, establish a dialogue with village people. The support of local initiatives, not only social and cultural, but economic ones by big enterprises (that is, agro-holdings) becomes necessary.

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DEVELOPMENT OF CONVERSION MARKETING ON THE BASIS OF BEHAVIORAL ECONOMY

Key words: behavioral economics, conversion marketing, psychological factors, development

In the classical definition, behavioral economics studies the influence of social, psychological, and mental factors on economic decision-making by both individuals and enterprises. It is known that neoclassical economic theory builds its basic provisions and concepts on the basis of the postulate of the economic person, that is rational, who builds economic relations and/or makes decisions in the market deliberately, from the standpoint of expediency. Behavioral economics proposes to take into account in this process the factors of uncertainty, i.e. emotions, coincidence, subconscious. And if in the first case they can be taken into account and calculated quantitatively, in the second it is quite difficult to do. This is because the same things can cause different emotions in different people and lead to different economic behaviors.

To this should be added the different characters, tastes, preferences of people, which also affect the supply, demand, structure of commodity markets, dynamics and sales. Therefore, the identification of psychological factors, models of economic decision-making and their forecasting should be an important area of development of conversion marketing. To do this, you need to be able to explain the logic of thinking and behavior of people. Therefore, behavioral economics must be closely related to economic psychology. Of course, these are new sciences in the field of domestic economic theory and practice, which are developing rapidly in Western countries, where the cult and society of consumption, market and marketing are constant attributes of life.

Thus, in works on economic psychology and behavioral economics have found that people tend to think simple things, perceive simple information best, and make decisions based on last-minute information, often ignoring prior information and knowledge. Another type of heuristics, i.e. the unconscious, is anchoring. Its essence is that a person makes decisions based

on the first-best opinion, which is often not relevant, i.e. relevant. In particular, when setting prices, companies are often based on random expectations, the consumer perceives the average price the best, and the concepts of expensive and cheap are quite relative.

The essence of anchoring is to take into account that a person cannot make decisions in conditions of uncertainty. Therefore, this concept can be a powerful marketing tool in price negotiations. Behavioral economics teaches them not to start by convincing them of the profitability of their prices for certain goods and services, but what benefits the buyer can get now or in the future, even if he buys them at prices that may be higher than competitors. So, the main thing is to put in the partner's head the so-called “point of comparison”, and only then to string on it other points that are comfortable and useful for both negotiators.

An even better concept that can also be used in conversion marketing is the point of departure concept. It consists in the fact that consulting companies tell clients the usual things for them, and only then do clients automatically consider new ideas and proposals as their own and stick to them more willingly. In addition to these, behavioral economics, economic psychology offer other developments that are based on a person's attitude to risks, their perception, etc. Thus, a person more emotionally (painfully) perceives the loss than joyfully winning the same amount.

These concepts are developed in detail and described in the books of classics of behavioral economics: Nobel laureates D. Kaneman [3], R. Taler [1, 2], R. Schiller, D. Akerlof [4]. But in any case, in their actions, businessmen and other market participants should profess the principles of honesty and justice, dignity and self-sufficiency. This not only corresponds to universal moral values, but is also much more economically advantageous than the other way around. After all, this significantly reduces reputational risks, and reputation is known to be a basic economic asset. It is difficult to acquire, but can be lost quickly. It should also be borne in mind that knowing certain psychological techniques that are used even in some of the concepts described, a person can be manipulated and forced to act to his detriment. These definitions should be used in the training of students – future marketers.

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FEATURES OF DRAFTING OF VISUAL CONTENT IN SOCIAL MEDIA

Key words: visual content, marketing, profile, trends, design

Person gets through the vision 90% of all information and it takes 5 seconds to understand: does potential customer want to follow your Instagram page or not.

And, firstly, he will draw attention on visual design of a profile. The picture can expose a person instantly at the cognitive and psychological level.

The formula VQ (visual quotient) → IQ (intelligence quotient) → EQ (emotional quotient) represents a metaphor ideally: eyes, the brain, emotions (the heart). Visual marketing helps to absorb things faster, to cause emotions, to turn to customer's experience and even to form values.

If design can't draw attention and wander, unlikely, it will make a person commit a holistically action.

So main rules of forming the design of the web-page:

1) naturalness. Users are saturated with perfection in social media. The present life, open-minded, sincerity is more demanded; 2) beauty. If you don't understand where it's beautiful and what is not, you ought to bring up “see enough”. Save compilation of 15–20 pictures for you and just repeat this combination; 3) quality. Remember about high user`s selectivity in the content. Quality of content in the tape and in stories is quite appreciated by users; 4) creativity. The more unusual your product is shown and the better your photo is done, the more interesting to follow your page; 5) common style in the tape. Photos have to be the same temperature, have to be taken in the same good light. The light processing of photos can create a single atmosphere and can help to connect photos in the harmonious visual. Frameworks, patterns, an eternal tape — it's not important. The main is a harmonic!

You can advertise the product on the photo directly or covertly, showing only features of the product or appearance. But there are a lot of important subtleties between “see” and “buy” in fact.

In order marketing will be successful, remember about the main phases of the vortex of marketing: get known – get known in detail – keep attention – commit an action – buy – buy more.

Often people start buying only on 16-th touch with the brand. The more such touches ensure your visual marketing, the bigger your chance on success.

Also trends and anti-trends have a particular impact on forming of the profile.

Despite on relative youth of advertising in social media, certain styles of forming of the profile have been seek by users yet and have got an anti-trends: 1) design with frameworks, attaching with posts in the single style, graphics design with the text looked back at history. A couple of years ago it was popular: many people did collages and frameworks, the single designs forming. There is a trend on natural now; 2) the staged visual. Perfectly treated pictures in Photoshop with insincere emotions are the topic for magazines. The more emotions cause the photo, the more reaction gets the post; 3) vinaigrette style. It influences on reputation, loyalty and trusting to the brand. Prevailing attitude to the page in social media share to the followers — so, who knows, to what else this brand attitudes prevail?

The main trends of 2020: 1) 3-D image. It's especially relevant for shops. Creating such picture requires knowledge, but it's so beautiful. Combination of three-dimensional and conventional elements is welcome; 2) realistic photos. Photo without processing, where there are pimples, birthmarks and wrinkles. The main is not to overdo, in order not to alienate followers; 3) deformation. Something looks like anti-design. Deformation of the object on the photo and deformation of the text look cool; 4) by hand. You can make such picture so easy either by hand (after you have to scan), and in the special program. Brushstrokes, strokes, inscriptions will make a picture, you will want to look instead of a boring picture; 5) cutting. Collages are very popular nowadays, but if your visual doesn't allow a super bold experiment, you can add only 1 element and the photo will look totally different; 6) children's creativity. Drawings, colored spots, illustrations, wall paintings, pencil paintings. It's all about this trend. 7) digital collage. Combining different elements on the same canvas. Particularly cool: - monochrome and retro-overlay, -unconnected frames, -smiles, stickers, -moving elements; 8) pastel shades. Faded photos, soft colors, one color can be used as a theme and you can try to use it as often as possible in your posts. Followers start to associate this color with your brand; 9) bright, contrasting accent. Orange, lemon, periwinkle, all acidic colours are particularly popular; 10) picture text. This year's fonts will be the focus of posts and stories. The more unusual the effect of font, the better. For example: Rainbow / ambergris, animated, caricatured, distorted.

Let's consider the last trend in detail. There are a lot of arguments about pictures with the text or inscribed on the photo. But we can allocate the main rules, how you surely have not to do clearly: unreadable font. If you want to write important information you should not write it by decorative font; bad background. Do not make the follower wear glasses to see your text on the complex picture; a different style of images with text in the visual. Followers often don't like similar pictures with the text in the visual, but it's such a thin line between "appropriate" and "awful"; text that can't be seen. The text seems to be there, but it's so small so reading it is impossible.

To summarize, we can say that this direction is so little explored, because there aren't enough publications in professional edition of Ukraine, which require the continuation of the given research.

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COMPETITIVENESS OF PERSONNEL AS AN ENTERPRISE COMPETITIVENESS' COMPONENT

Key words: agricultural enterprises, staff competitiveness, efficiency, employment, investments.

In today's conditions, agricultural enterprises are increasingly faced with the problem of rapid adaptation to changes in the competitive environment and maintaining competitive advantages in domestic and foreign markets. This is especially true for small and medium-sized enterprises, which find it difficult to survive in competition with agricultural holdings that use the latest machinery and technology. Improving the efficiency of agricultural enterprises, as the basis of their competitiveness, largely depends on the availability of highly qualified personnel who would work productively, efficiently, responsibly and could provide the parameters of production processes in accordance with the growing demands of today. In this regard, there is an objective need to form an effective mechanism for increasing the competitiveness of staff,

which requires a thorough assessment of a range of socio-economic factors that affect the formation and reproduction of human resources in the agricultural sector.

Issues of forming effective staff development and ensuring its competitiveness in an innovative business model are among the most relevant in modern economics. The works of a number of domestic scientists are devoted to them, in particular: I. Balanyuk, O. Bitter, V. Lypchuk, L. Chervinska, G. Cherevko, K. Yakuba, I. Yatsiv [2-6]. Scientists have substantiated the theoretical and methodological principles of human capital formation, personnel development management, training and retraining of employees, defining the nature, criteria and indicators for measuring staff competitiveness, etc. In general, the significant contribution of scientists to the theory and practice of personnel development creates a wide space for further research in this area. At the same time, the complexity and versatility of existing processes in the agricultural sector of the economy necessitates the justification and assessment of a set of socio-economic factors.

The positioning of the innovative model of development in the agricultural sector of the Ukrainian economy highlights the need to increase the competitiveness of agricultural personnel. After all, against the background of scientific and technological progress, the requirements of employers to employees are growing significantly. On the other hand, the set of physical-psychological and educational-qualification properties of all employees of the enterprise give them the opportunity to ensure high efficiency of economic activity due to a high level of professionalism and competence, personal qualities, innovative and motivational potential of staff. However, for many years in the agricultural labor market there has been a significant reduction in labor resources. Moreover, the staff of agricultural enterprises is declining at the fastest pace. For example, the average number of full-time employees in 2019 compared to 2010 in agricultural enterprises of Lviv region decreased by 8.5% and amounted to 6.5 thousand people [1, p. 24-25].

Of particular importance in shaping the competitiveness of agricultural personnel is the low level of wages. Of course, the average salary in agriculture during 2010-2019 increased significantly and in the reporting year amounted to UAH 9,271. However, this growth was achieved due to the high level of wages in large agro-industrial enterprises. As for other agricultural formations, they cannot provide proper incentives for staff. In addition, due to the pandemic and the global economic crisis, in contrast to 2019 compared to 2018, we see a reduction in the average monthly wage of agricultural workers by 6.2%.

The situation with the prospect of employment in agricultural enterprises of young people does not look better. After graduating from vocational or higher education, potential young workers immediately seek employment in other sectors of the national economy. Moreover,

there is an intensive migration of young people to cities, resulting in significant disparities in the age structure of the rural population and disrupts the demographic reproduction of human capital in the countryside.

Thus, increasing the competitiveness of agricultural enterprises in Lviv region requires the development of a consolidated mechanism for maintaining and developing human resources, which will be based on efficient use of human resources, measures to motivate work, improve social security and protection of workers, attract investment in continuing education and training. However, the strategy of personnel development of agricultural enterprises cannot be fully implemented only at the micro level. This presupposes participation in solving the outlined problem of all subjects of the labor market: the state, staffing agencies, entrepreneurs, employees, as well as educational institutions of agricultural profile. In other words, the formation of competitive personnel of enterprises requires the application of a comprehensive approach to its development and improvement of relations between all subjects of social and labor relations. The general management of the system should be carried out by the relevant state authorities and management both at the national level and at the regional, local or sectoral levels. Their main task is to form an institutional environment conducive to the development of agrobusiness.

Conclusions. Thus, the current stage of development of enterprises in the agricultural sector of the economy brings to the fore the problem of providing them with competitive staff who have the knowledge and competencies necessary to implement an innovative business model. It is the personnel of the enterprise that directly influences the formation of the final parameters of the product (volume, price, quality), which determine its competitive position in the market. Thus, a high level of staff competitiveness allows to increase the profitability of production, increase the value of enterprise assets, improve resource efficiency, and most importantly - to ensure long-term and competitive advantage of the enterprise in the market. Therefore, the comprehensive development of personnel should become a strategic task of personnel policy of agricultural enterprises and the state.

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**CRISIS MANAGEMENT AND BUSINESS CONTINUITY PLANNING.
THE IMPLICATIONS OF SARS COV-2 FOR PRIVATE COMPANIES**

Keywords: crisis management, implications of SARS CoV-2, private companies, cash flow, financial stability, IAS, financial statements, business continuity planning

The COVID-19 pandemic has resulted in both business leaders and owners having to mobilize quickly and make decisions for the short term with implications for the long term that we might not fully understand yet. As global supply chains, the financial markets and the workings of day-to-day businesses are disrupted, many business owners are focusing on resilience measures, ensuring risks are anticipated and managed for both employees and clients in terms of production in the future.

Actions some companies are taking include: contingency planning and scenario modelling, operational and supply chain risk management, financial risk assessments, business resilience, and digital and supply chain transformation. The aim of the article is to identify financial threats resulting from the pandemic crisis for private companies.

Table 1.

Crisis management and business continuity planning

| Factors | Supply chain & operations | Business impact | Financial & external factors |
|----------------|--------------------------------------|--------------------------------|-----------------------------------------|
| 1. | Suppliers | Awareness & communications | Cash flow |
| 2. | Physical logistics | Workforce availability | Financial stability |
| 3. | Contracts | Technology & system resilience | Global trade & protectionism |
| 4. | Inventory | Commercial plans | Gov't & Public health requirements |
| 5. | Customer loyalty and demand | Board governance | Sector disruption |

Source: own elaboration based on KPMG Jak COVID 19 wpływa na firmy? Warszawa,

19 marca 2020

Factors:

1. Suppliers
2. Physical logistics
3. Contracts
4. Inventory
5. Customer loyalty and demand

From the perspective of private companies these topics will be discussed below:

1. Have you reviewed and revised cash flow, working capital management and inventory forecasts alongside supply and demand predictions?
2. How will your financial stability be impacted from further stock market declines and restricted funding?
3. Will the completion of your financial statements be delayed? Is this likely to cause a delay to your audit opinions and therefore market communications?

The overarching question is whether the novel corona virus outbreak represents an ‘adjusting’ or ‘non-adjusting’ event after the reporting date, as defined by IAS 10 Events after the Reporting Period.

The going concern assumption is a fundamental principle in the preparation of financial statements. In addition, IAS 1 Presentation of Financial Statements (par. 26) requires the entity to take all available information about the future into account when preparing its going concern assessment. For example, management’s assessment may need to include:

- Updating forecasts and sensitivities as considered appropriate, taking into account risk factors identified and different possible outcomes.
- A review of projected covenant compliance in different scenarios.
- Expanded disclosures.

Potential global and economic impacts of the corona virus continue to evolve rapidly, and companies should monitor the situation. Companies are encouraged to maintain close communications with their board of directors, external auditors, legal counsel and other service providers as the circumstances progress. The research was based on domestic and foreign literature on the subject through the use of analysis and synthesis, as well as induction and deduction as the main research method.

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ANALYSIS OF TRENDS IN THE UKRAINIAN WINE MARKET

Key words: market, Ukrainian wine, viticulture in Ukraine, wine import, wine export

Most of the territory of Ukraine is located between the 30th and 50th parallels, which means that it is theoretically ideal for growing grapes and producing wine. It would seem that you just need to plant vineyards and purchase equipment. But, despite the favorable climatic conditions, viticulture is in a state of prolonged decline.

Let's start with the fact that there is no specific set of grape varieties suitable for growing in Ukraine. From the point of view of a wine grower, our country is a set of microclimatic zones, and a certain territory is better suited for each variety. Hence the huge spread: each variety gives its own wine, and it is unique in its own way. But there are general rules: an unpretentious variety results in a less interesting drink.

«Wine regions» of Ukraine are Transcarpathia, Kherson, Odessa and Nikolaev regions, as well as the temporarily lost Crimea. Since 2014, viticulture has seen a steady negative trend towards a reduction in the area of vineyards. Over the past five years, the area of plantations has decreased from 49 thousand to 42 thousand hectares. For five years we have lost about 7 thousand hectares of vineyards. In terms of the volume of wine and wine materials produced, Ukraine has not budged, and the analysis of foreign trade shows a fourfold excess of imports of wine products over exports.

In 2018, Ukraine imported \$ 125 million worth of wines and wine materials, while the export of Ukrainian winemakers and winegrowers' products amounted to \$ 40 million. Winemakers say that imports are gradually replacing Ukrainian products even from the domestic market.

According to experts, the average purchase price for grapes of European varieties to ensure the minimum profitability should be 10-12 UAH / kg, however, for that kind of money in the 2019 season, only ideal grapes from an aesthetic point of view were sold, which went to the markets as table. As for the bulk, here buyers have reduced prices to 4-8 hryvnia, which put winegrowers on the brink of ruin.

A very important issue for winemakers is the lifting of the moratorium on the sale of land. Vineyards are a huge investment, and if, after five to seven years, the owner decides to terminate the lease, it will lead to large losses. Big question about the land. There is no room for vineyard development. These are perennial plantations, and only their own land share can be allocated for them. The shareholders do not want to conclude a land lease for 25-50 years, they agree for a maximum of 10 years. But there is no point in renting land for a vineyard for less than 50 years.

In 2018, Ukrainian winemakers sold 12% less champagne and sparkling wines (3.25 million decaliters) and 2% less table and dessert wines (6.67 million decaliters). At the same time, the yield of technical and table wines of late maturation increased by 10% compared to 2017. 2018 brought some winemakers good weather conditions, which influenced the ripening of the berries. According to experts, the production of this group of wines will continue to grow, as large alcohol companies have expanded the area for grape plantations. For example, the Transcarpathian brand «Chateau Chizay» received the best harvest ever. The company's sales have grown, despite the fact that its products are niche. The «Koblevo» company harvested 25% more harvest compared to 2017 (more than 12 tons of berries). In total, 229 hectares of new vineyards were planted last year and 43.5 thousand hectares were allocated by the state for grape culture.

In 2018, Ukrainian winemakers exported 5.8% more finished products (51,435 tons). Wine from Ukraine is still in demand in the EU countries, but the CIS countries remain the leaders in consumption.

Also in 2018, Ukrainian wine hit the markets of the UAE, African countries, Azerbaijan. The largest importers of wine to Ukraine are Italy, France and Georgia. In 2018, wines and grape must were imported by 3.26% - the volume amounted to 48,185 tons. However, in the Odessa region, according to the winegrowers themselves, tens and hundreds of farms are being ruined. The reasons are the falling prices for table and technical grapes. It becomes simply unprofitable to produce it.

Odessa region, more precisely, its southern part, Ukrainian Bessarabia and Danube, is the most grape region of Ukraine. Even before the occupation of Crimea, 46% of all vineyards in the country were here. Well, after 2014, the dominance of the Odessa region became absolute.

But, here 90% of the area is occupied by technical varieties - grapes, which are intended for the production of wines, cognacs, juices. The proportion of table grapes (which are grown specifically for human consumption) is negligible. The problem is that large wineries remained in Crimea, while in the rest of Ukraine, viticulture and winemaking are mainly occupied by small (farm, family) farms, which find it difficult to compete in the market. To participate in export deliveries, it is necessary to sell large quantities of wine. Due to the high costs of logistics, only the supply of large quantities of wine in containers is economically viable. Small farms cannot sell the required amount of goods and present them at world stands: it is difficult and very costly. And although it is more profitable to sell for foreign currency, it is more expedient for small wineries today to sell as many products as possible within the country.

In March 2018, the Verkhovna Rada adopted the Law «On Amendments to Certain Legislative Acts of Ukraine Concerning the Development of the Production of Terroir Wines and Natural Honey Drinks». (A terroir product is a product made from locally grown raw materials under controlled conditions.) The law legalizes smallholder farmers who produce wine from their own grapes and do not add alcohol to the finished product. The authors of the law expect that in this way the "garage" wine will move into the legal segment and the overall production of the drink will increase.

However, the following problem arises, in the domestic market there are already many small producers who are fiercely competing with wines from all over the world - from Italian to Chilean. The creation of, relatively speaking, a “trading house of Ukrainian wines” would have a much greater effect: a structure that would allow small Ukrainian producers to enter the world market.

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CREATION OF AN EFFECTIVE SYSTEM OF MARKETING AND LOGISTIC COMMUNICATION IN EUROPEAN VIRTUAL SPACE

Keywords: system, marketing, logistic communication, strategies

The modern innovative changes happening in the interindustry and cross-disciplinary areas allow to count on a constant global trend to increase the incomes of 4PL and 5PL logistic

operators. In the globalized economy it is very important to use synergy effects in resource management. Synergy as a scientific tool generalizing and aiming at the movement of economic processes is crucial in e-economy. It is advisable to investigate the formation of marketing strategies when bringing a new product to the market. Taking into account the European integration aspects of marketing and logistics, it is advisable to evaluate consumer motives in the behavioral economy. All that is especially important in the logistic systems of wind and solar power and in the leading innovative technologies of energy saving in Poland and Ukraine.

Such strategies are successfully used by modern high-tech enterprises in order to promote their products. Each company in the modern interactive marketing environment tries to emphasize the individuality of the assortment and the nomenclature of product flows. It creates its own design and patents. When launching new or modernized products to high-tech markets, it is advisable to analyze the needs of the target audience that can buy innovative products of engineering enterprises. Since the consumers want to better meet their needs, they will look for innovative products [1, p. 3-5].

Stoyan Koyev, who investigated communication aspects of marketing interaction in housekeeping, defined the main barriers in business communication such as: tradition, environment, features of information channels, culture, perception of a certain role, efforts influencing contents of messages, image of participants [6, p. 80-83]. We have defined competitive capacity of industry on the basis of the complex use of competitive condition of the industrial enterprise economic processes matrixes. The author also outlined a number of actions and procedures to eliminate the barriers in business communication. Such actions are: clear idea of communication process, consultation ensuring transfer of communication messages, English language use, content of messages, free thinking and role selection of listeners, good psychological atmosphere, and synchronization of activity [6, p. 84].

We believe that in ensuring high level of the international logistics service and creation of an effective system of international marketing communications it is expedient to provide tolerant and effective communication interaction in organization. Such internal communications should take into account the main marketing, psychological and social regularities and be directed to achievement of an organization mission while positioning a commodity and/or service offer on the international market.

Professors of National University of Ukraine “Lvivska Politechnika” Yevhen Krykavsky and Natalia Chukhraj suggest measuring the price-quality ratio by remuneration for a certain quality or range of quality at constant price. Thus, these scientists understand integration of advantages and expenses of a subjective and objective type as the quality of a commodity [7, p. 227–229]. E-logistics allows to raise satisfaction of consumers in the course of resource

distribution. For effective marketing communications, creation of marketing information and logistic systems of high-tech enterprises becomes particularly important. It gives the chance to strengthen marketing justification of knowledge and competences of logistic industrial systems and logistic systems of distribution functioning.

Modern marketing is characterized by the following aspects: excessive information attack on people's consciousness; excessive uniformity of products alongside with excellent packaging; targeting at a wealthy consumer, ignoring the poor one. In the endless spiral movement of the modern marketing, due to the desire for maximum consumption, imposed on us by the modern theory and practice of marketing, we completely forget that resources are limited and their thoughtless consumption can cause a global collapse, resource wars and even natural disasters. We believe that modern marketers need a reorientation to more social and spiritual vectors, instead of a purely material approach [2; 4].

For example, within the framework of the Operational Program "Knowledge, Education and Development" (Program Operacyjny Wiedza, Edukacja i Rozwój) for 2014-2020 (National Community Strategy / Narodowa Strategia Spójności) in Poland, actions have been carried out to support the innovative activity of youth organizations located at Universities. Through organization of youth fundraising projects, it is possible to support and form a civil community of modern students [5, p. 195–200]. This guarantees success of the actions envisaged in significant international innovative projects of fundraising.

Let us investigate the activity of a private joint stock company with foreign investments "Dnipropetrovsk Oil Extraction Plant", Ukraine. The enterprise is a member of the international group of companies BUNGE and specializes in processing of sunflower seeds and production of vegetable oil. The main product of the plant is the refined deodorized packaged TM "Olejna" sunflower oil. The enterprise is the leader in the segment of the market and sells its products to Belarus, Moldova, Uzbekistan, Armenia, Georgia, Latvia, Lithuania, Estonia and other countries [3].

Therefore, effective virtual modeling of the international logistics implementing innovative technologies is an important factor increasing the level of industry competitiveness in Poland and Ukraine. It is significant to use modern marketing communication and logistic technologies for improvement of psychological perception and economic, social support of the maximum use of renewable energy resources in the world. We recommend to conduct on-going market research using on-line instruments to study thoughts and attitudes of educated

consumers. These consumers need application of a complex individual innovative marketing on the basis of key marketing values in the European virtual information space.

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NEUROMARKETING

Key words: neuromarketing, marketing, PR

In 1901, Walter Dill Scott emphasized the fact that the creation of advertising should affect "in some way the consciousness of consumers" [2].

It became an impetus for new psychological research. By some estimates, about \$ 1 billion a year was spent on such research in the late 1950s [1]. However, not only advertisers

tried to influence society. At the beginning of the 20th century, a new profession emerged: the public relations specialist.

In 1912, John Brodus Watson coined the term "behaviorism". Behaviorism was later used for the description of neuromarketing. In 2002 Yale Smith described the commercial application of neurobiology and neuroimaging technology that is brain mapping [3].

Neuromarketing is an experiment involving the consumers of goods and services, marketers and neurobiologists. The consumers naturally respond to advertising, while marketers and neurobiologists read the processes that take place in the human body.

The two most commonly used by neuromarketers technologies are quantitative electroencephalography (QEEG) and functional magnetic resonance imaging (fMRI). QEEG measures brain activity by reading and analyzing electrical activity inside the human skull. Instead, fMRI captures changes in blood flow to different parts of the brain, which helps to determine which areas are particularly active when a person performs certain tasks.

Other methods used in neuromarketing include eye-tracking techniques ; devices that read changes in heart rate, respiration, electrical conductivity of the skin, muscle tension, body temperature; GPS devices.

The communication between neurons (brain cells) is due to chemicals. Each of them carries an electric charge, which makes it possible to determine the brain waves - the electric potential that is captured from outside the skull. The detected waves differ in frequency and amplitude. Most neuroscientists distinguish them as follows:

1. Delta waves are associated with sleep.
2. Theta waves are associated with a state of rest.
3. Alpha waves are associated with relaxed calm and distracted attention.
4. Beta waves appear when a person is wary or associated with a task that requires mental effort.
5. Gamma waves are associated with the formation and strengthening of memories.

The EEG results are in the form of curves that reflect brain waves. For neuromarketing, they are digitized. Records of brain activity are more useful in combination with other specialized equipment. For example, together with eye-tracking techniques, researchers can determine which element in advertising caused a certain reaction in humans. Both QEEG and eye-tracking techniques show brain activity in real time.

MRI technology: when there is a particularly strong activity in some parts of the brain, the vessels in this area dilate, the blood flow in them becomes greater, so the neurons get extra oxygen and glucose. Oxygen-saturated blood reduces the amount of oxygen-free hemoglobin, causes weak changes in the magnetic field and MRI signal [1].

One of the examples of neuromarketing applications is given below.

A team from Baylor College of Medicine in Texas conducted a blind Pepsi test. Volunteers inside the fMRI scanner were asked to take a sip. For the first time, they were not told what they were drinking (Pepsi or Coca-Cola). At that time, the region of the brain associated with virtual reward was several times more active in those who drank Pepsi. When the participants of the experiment were warned about the brand of the drink, the result was quite the opposite. The activity showed the part of the brain responsible for meaningful judgments [4].

All of the above leads to the conclusion that neuromarketing is a branch of marketing that uses neurobiology as a basis. It has great potential in various areas of business. By linking knowledge to the needs and desires of consumers with a broad understanding of psychology and neuroscientists, strategies can be created to encourage consumers to shop.

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CRITICISM OF PHILOSOPHY OF MARKETING

Keywords: marketing, people, values, needs, desires, consumer society

It is wrong to think that the philosophy of marketing and the formation of the Consumer Society is a secret plan of world corporations. No, this philosophy was not created specifically

for someone. This is a spontaneous philosophy that is the quintessence of the “dark” side of human nature.

People's consciousness has become completely open to an ocean of information about what they should want, how and where it can be obtained. Everything is so simple that neither the world religions nor the philosophical heritage of mankind have been able to react or even notice that they no longer possess human consciousness.

The central category of marketing philosophy is human desire. Not the consumer, not the product, not the exchange, the deal or the market are at the heart of marketing – all these are misconceptions. Human desire, need – this is the real basis of marketing, its philosopher's stone.

What marketing apologists write in their textbooks – that human desires are not created by external forces, but are the original components of human nature – has long been untrue. The philosophy of marketing has outgrown the level of identification and satisfaction of desires and has reached the level of their creation! Through the manipulation of public consciousness, human desires are cultivated like corn in a field.

The more desires, the more a person is tormented by various needs, the more one buys, the larger is consumption. The philosophy of marketing is based on temptation and envy. Business love for the consumer, which is the basis of marketing philosophy - hypocrisy. With its help, the business satisfies its desires, which in turn are the desires of the owners of this business, also shaped by the philosophy of marketing.

The modern philosophy of marketing constantly forms stereotypes of life values and principles of behavior: luxury homes, luxury cars, luxury restaurants, branded clothing as self-evident dominant values, sports as a visual entertainment for beer lovers.

A direct consequence of the philosophy of marketing is consumer “bulimia”, the inability to be satisfied: satisfied hunger creates even greater hunger. The philosophy of traditional marketing is the philosophy of eternal hunger.

No philosophical concept posed a greater threat to humanity than the philosophy of marketing. Under its influence there is a kind of spiritual deevolution of mankind. Man loses the ability to know himself, to realize himself as a creative person, which according to many philosophical teachings is the main characteristic of Man. But the creativity that exists today is not the spiritual elevation of man. The main essence of creative activity in the Consumer Society is the creation of needs and ways to meet them. Firstly marketing creates what it later satisfies. In this case, money always goes in one direction: desire – pleasure.

In essence, the philosophy of marketing cultivates the lowest desires of man and creates values that are identified in all religions with the influence of evil forces: insatiable thirst for material goods and sensual physical pleasures; thirst for money; vanity; envy; lie; hypocrisy.

The notion of duty is inappropriate here. “I want” completely displaces “I must”.

The philosophy of marketing calls to give free rein to the desires. Centuries-old Socratic wisdom, which calls mankind to moderation, is overthrown by a simple concept: desire and get what you want.

Basic principles of marketing philosophy:

1. Man is a slave to his desires.

2. There is no limit to desires.

3. Desire is endless torment.

4. Happiness is in the satisfaction of desires.

5. Human desires are cultivated from the outside.

6. Temptation is the main method of cultivating desire.

7. A person is ready to pay for the satisfaction of desire. The stronger the desire, the more he is willing to pay.

8. Man is a herd creature, prone to infection by desire.

9. The desires of some are cultivated to satisfy the desires of others.

10. Power and money are the main means of satisfying desires.

The result of the marketing philosophy is Consumer Society.

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WEBHMI — AUTOMATION AND DIGITALIZATION OF AN ENTERPRISE

Key words: smart system, SCADA, remote control, WebHMI.

Nowadays, SCADA systems are widely used. In general, SCADA system is a software package, which collects, processes and displays data about some object, for example, industrial actuator. Data transfer is performed throughout digital inputs/outputs, sensors or microprocessors. Implementation of these systems gives us an opportunity not only to monitor

parameters of a machine tool, but even to control it remotely in real time. And these functions can be performed by WebHMI technology.

As for this technology, WebHMI is the controller that supports the most used industrial communication protocols, e.g. Modbus or CANOpen. Thus, it can interact with almost all automation devices such as PLCs, digital sensors and VFDs. WebHMI is the acronym: the first part, “Web” means that its all functions are available via the Internet, the second part, “HMI”, stands for Human-Machine Interface. So, WebHMI is a prime example of the modern SCADA system.

However, WebHMI slightly differs from other SCADAs. The main difference is that WebHMI does not require special software. Data is represented in a simple and fully customizable form. It means you can choose which parameters are monitored and controlled, in which form data and the whole technological process are displayed. Also, all operating parameters of your system are tracked, processed and archived in real time round the clock. Moreover, they can be exported in the most common applications, like Excel or 1C.

As an example to give, there is a symbolic circuit for a pumping station (Figure 1). The scheme was created for the laboratory that imitates a water supply system of a single building.

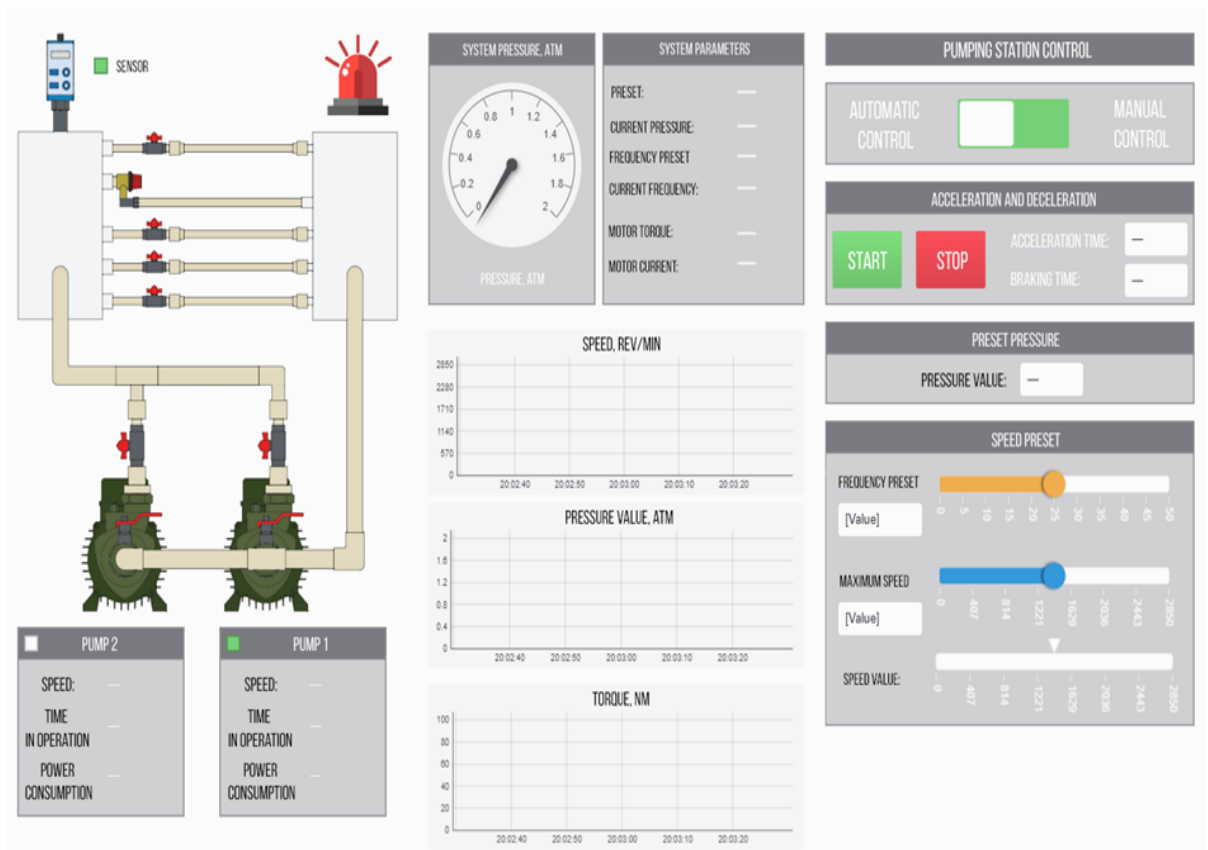


Figure 1. The symbolic circuit.

The scheme is divided into several blocks. The first ones are used to display data from pressure sensors and feedback signals. Other blocks are necessary to define operating presets and parameters, like required speed frequency of the motors. Also, there are several toggle-switch blocks that give us an opportunity to change the operation mode of the station in real time. Blocks-indicators represent current operating values of the system. This scheme is absolutely dynamic, as a result, it can be modified any time you like.

On the other hand, there are certain disadvantages of WebHMI. The biggest problem of WebHMI is cyber security; it basically restricts implementation of the device.

To sum up, implementation of WebHMI technology is another way to automate and digitalize an enterprise. Moreover, the world industry needs such kind of technologies, since nowadays a great number of enterprises are forced to operate remotely. Such circumstances make the technology really marketable and relevant.

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TRENDS IN THE DEVELOPMENT OF MODERN INTERNATIONAL MARKETING.

Key words: European integration, world markets, international economic relations, international marketing, risks, internationalization

For Ukraine, European integration is a way to modernize the economy, overcome technological backwardness, attract foreign investment and new technologies, create new jobs, increase the competitiveness of domestic producers and enter world markets.

In the context of globalization, almost all enterprises participate in international economic relations, the effectiveness of which depends largely on the ability to form an optimal marketing strategy that takes into account the factors of internal and external environment at the enterprise level, micro and macro.

In the modern world community, it is important to develop international economic relations, which are objective, stable commercial relations between individual countries or groups of states. Each of the countries, in addition to conducting domestic trade, seeks to carry out foreign trade activities, which is a complex mechanism of relations that arise in the process of buying and selling goods or services on the world market. The developing world cooperation noticeably strengthens tendencies to internationalization of economic processes, promotes the international specialization and cooperation of the enterprises, trade, an exchange of innovations. International marketing involves planned, constant, active work in the world market during the various stages of promotion directly to consumers of goods or services [1].

Strategically important dominants of the development of the modern paradigm of international marketing should be divided into three groups [2]:

- general, which reflect the main vectors of its development;
- conceptual, characterizing the essence, qualitative parameters of its improvement (greening, individualization, marketing of new ideas);

- operational, related to the practical aspects of international marketing operations.

The algorithm of formation of a complex of international marketing communications consists of the following successive stages:

- definition of tasks of the complex;
- research of the target audience and the desired feedback;
- choice of application form;
- choice of means of influence;
- budget formation;
- formation of feedback channels.

In conditions of intensifying competition in today's highly saturated product markets, a significant part of strategic and tactical marketing decisions are made in the field of brand management. At the same time, marketers of the world's leading corporations are paying more and more attention to the methods of psychological influence on the addressees of marketing communications.

The risks faced by enterprises in sales promotion and direct marketing, as well as in the use of synthetic communication tools, remain insufficiently studied. The risks of branding and rebranding in modern conditions are very significant and are being studied by scientists. In our opinion, special attention should be paid to the study of risks that arise in the formation of a set of integrated marketing communications.

Thus, the development trends of modern international marketing are associated with the dynamic development of the world economy, competition of producers in the world market, with the internationalization and integration of society.

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CONSUMER LOYALTY DEVELOPMENT AND MANAGEMENT WITHIN ENTERPRISE MARKETING ACTIVITIES

Keywords: loyalty, loyalty programs, management, marketing communications, consumer.

As of 2018, 90% of companies in the Ukrainian market use loyalty programs in their activities. Among them, 42% have developed and are developing programs for more than 5 years [1, p.7]. Despite the recognition of the importance of consumer loyalty as a component of marketing activities of the enterprise, the problem of having a comprehensive approach to loyalty program management based on a theoretical approach, rather than the practical experience of bonus and discount programs. In a pandemic, many businesses understand that it is easier for consumers to switch to competitors in the absence of loyalty. Moreover, loyalty is acquired through the functioning of an effective management process of the loyalty program.

Almost 50% of Ukrainian companies stated that the sales department manages and develops loyalty programs [1]. As a result, half of the companies do not realize the importance of marketing activities in managing the loyalty program. Thus, the cost of marketing communications is not consistent with the goals of the loyalty program. This leads to the fact that it will not get the desired economic results and the level of loyalty, which determined the relevance of the topic.

In order to make an effective loyalty programs it must be managed by the marketing department of the enterprise. Therefore, there are steps of the marketing activities that should be influenced for making the effective loyalty programs. The first step consists of the perception of the company and awareness of its products and services. At this stage, the marketing activities of the enterprise will be aggressive and informative [7, p.318]. This includes active advertising activities that will motivate the consumer to make the first purchase of the company's goods. Also, use a tool such as sampling so that the consumer can try, use this product and feel the emotions. In addition, another tool that can be used during this stage is to

implement a strategy of "low prices". However, it is important not to set too low prices at which consumers will not buy the product because of doubts about its quality.

The second step in the development of the consumer program loyalty is to establish stability and stimulate the activity of repeat purchases. At this stage, the marketing activities of the enterprise is still aggressive, but also motivating [7, p.318]. Therefore, marketing tools are used as advertising activities that encourage instant purchase; formation of an attractive price offer or additional service. Already at this stage, the company can develop price loyalty programs in the form of certificates, discounts on subsequent purchases.

The third stage is to meet the needs and expectations of the consumer. The marketing activity of the enterprise is moderately motivating because the goal is feedback from the consumer [7, p.318]. The tool of such communication is usually the creation of questionnaires, where the consumer indicates their preferences and shortcomings. It is common practice for a company to give gifts to encourage questionnaires. The advertising campaign is reduced to the brand, not to the characteristics of the goods.

The fourth stage is the formation of value relations with the company for the consumer. The nature of marketing activities is supportive in a simplistic way [7, p.319]. The tools used at this stage are greetings with general holidays. At this stage of relationship development, consumers are less sensitive to price, so the firm has the opportunity to set inflated prices.

The last fifth stage is the achievement of loyalty, where marketing activities are individualized [7, p.319]. The company can use the following tools. Development of special offers for each consumer, individualized payment terms, change of product characteristics for unique needs. Maintaining constant personal contact with the client, for example, greetings on personal holidays.

The introduction of such stages of marketing activities provide an opportunity to form a base of loyal customers and create an effective loyalty program.

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MARKETING ACTIVITY OF THE COMPANY IN THE CONTEXT OF DIGITAL MARKETING

Keywords: marketing activities, digitalization of marketing, marketing automation, sales promotion

Over the past two decades, digitalization has revolutionized not only consumer marketing, industrial marketing, but also public marketing.

Digitalization of marketing involves the following information technology: marketing, sales and service management systems; telephony and messenger; document management and personnel management systems; accounting systems and many other corporate applications that are designed to communicate, increase interest and sales promotion.

Marketers increase content marketing, use marketing automation platforms, more often use chatbots to interact with customers, and look for new perspectives in social networks.

First, in terms of digital marketing, the company's marketing activities should be formed on the basis of personalized marketing. Using artificial intelligence, you can automate the process of segmenting customers by testing websites and creating an individual customer map (in the form of customer data) and provide constant support for each customer.

Second, in the context of digital marketing, the company's marketing activities should include the use of video marketing, because the use of video ads and videos about the company's activities increase customers' interest to the content.

Third, in the context of digital marketing, the company's marketing activities should include the promotion of the company in social networks. Thanks to Facebook and Instagram, which display the company's content on each screen and influence on customers' motive to buy something, sales are growing.

Fourth, in the context of digital marketing, the company's marketing activities should focus on mobile platforms and foresee their creation, because focusing on mobile users will help to increase quantity of searchers and customers.

Fifth, in terms of digital marketing, the company's marketing activities should allow marketing automation of content creation and promotion, advertising campaigns (technologies that provide incoming traffic), conversion of leads (tools for obtaining contact data, communication channels), interaction with leads (email, SMS, calls, push, chatbots), management of leads (CRM, qualification of leads, tools for lead movement at different stages of the sales funnel), billing (payment acceptance), advertising campaigns analytics (all tools that can count some metrics and indicators), as well as ensure the use of computer marketing programs: Voice Marketin, Site tracking, Lead scoring, Behavioral factors, Triggers, etc.

Sixth, in the context of digital marketing, the company's marketing activities should help extend the life cycle of strategic business units of the company and investment profitability. Marketers must analyze customers' behavior data to find out at what stages of the lifecycle purchases are made and use the results of the analysis to send ultra-personalized offers and offers to block sales.

The current COVID-19 crisis has forced companies to change their marketing strategy and adapt it to the digitalization of marketing, because the introduction of social distance on a large scale to limit the spread of the virus, has greatly promoted the development of digital marketing.

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CONDOMINIUM MANAGEMENT

Keywords: condominium, housing maintenance, homeowners association, maintenance tariffs, structure of housing, real estate

One of the most effective forms of housing management is condominium, homeowners association (HOA, OSBB in Ukraine). A condominium in the United States is a type of living space similar to an apartment but independently sellable and therefore regarded as real estate. The condominium building structure is divided into several units that are each separately owned, surrounded by common areas that are jointly owned. Condominiums are a type of common-interest development (CID). Similar concepts in other English-speaking countries include strata title in Australia, Malaysia, New Zealand, and the Canadian province of British Columbia; commonhold in the United Kingdom; and sectional title in South Africa.

Condominium is an invented Latin word formed by adding the prefix con- 'together' to the word dominium 'dominion, ownership'. Its meaning is therefore 'joint dominion' or 'co-ownership'.

Condominia (the Latin plural of condominium) originally referred to territories over which two or more sovereign powers shared joint sovereignty. This technique was frequently used to settle border disputes when multiple claimants could not agree on how to partition the disputed territory. For example, from 1818 to 1846, Oregon Country was a condominium over which both the United States and Great Britain shared joint sovereignty until the Oregon Treaty resolved the issue by splitting the territory along the 49th parallel and each country gaining sole sovereignty of one side.

The difference between an "apartment" complex and condominium is purely legal. There is no way to differentiate a condominium from an apartment simply by looking at or visiting the building. What defines a condominium is the form of ownership. A building developed as a condominium (and sold in individual units to different owners) could actually be built at

another location as an apartment building (the developers would retain ownership and rent individual units to different tenants).

The common areas, amenities, and utilities are managed collectively by the owners through their association, such as a homeowner association.

A homeowners association (HOA, OSBB in Ukraine), whose members are the unit owners, manages the condominium through a board of directors elected by the membership. This exists under various names depending on the jurisdiction, such as "unit title", "sectional title", "commonhold", "strata council", or "tenant-owner's association", "body corporate", "Owners Corporation", "condominium corporation" or "condominium association". Another variation of this concept is the "time share", although not all time shares are condominiums, and not all time shares involve actual ownership of (i.e., deeded title to) real property. Condominiums may be found in both civil law and common law legal systems as it is purely a creation of statute. Among other things, the HOA assesses unit owners for the costs of maintaining the common areas, etc. That is, the HOA decides how much each owner should pay and has the legal power to collect that.

There are many forms of real estate ownership that are similar to condominiums but not identical.

Classic privately owned detached houses on privately owned lots may be part of a community that has a homeowner's association. Such an association may administer a common park area, for example, or an access road, or architectural standards for the houses.

In a townhouse complex, multiple physical houses are combined into a single architectural building. Each unit owner owns an identified plot of land and the building affixed to it, but that building is physically part of a larger building that spans lots. There is a continuous roof and foundation and a single wall divides adjacent townhouses. If there is an apartment below not owned by owner of townhouse, then it is not a townhouse, just a bi-level apartment/condominium. Legally, this is very similar to detached houses, but because of the intertwining of interests in the single architectural building, a homeowner's association is required. It would be impractical, for example to replace the roof of just one townhouse. But unlike the condominium, the townhouse complex's HOA owns none of the building or the land under it. It is essentially under contract to the townhouse owners to maintain the parts of the building that are hard to divide. Even the walls between townhouses are usually outside the purview of the HOA, being jointly owned and maintained by the owners of the townhouses on either side. Like the condominium, the townhouse complex often has common areas for roads, parking, clubhouses, and such.

A rowhouse is like a townhouse except that the houses are not physically connected. They are independent structures that simply have no space between them. Technically, they are detached.

A building with multiple residential units may simply be owned in common by multiple people, with each having specific rights to a particular unit and undivided interest in the rest. This is like a condominium, but there is no HOA with legal powers. It is much harder to govern, as the individual unit owners often have to agree unanimously or court intervention is required.

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MODERN DIRECTIONS OF MARKETING INFORMATION SYSTEMS

Keywords: text tone analysis, sentiment analysis, text pre-processing, text classification, classification accuracy, machine learning, natural language processing

Marketing, as a component of the management of firms, is designed to develop a promising strategy for their development. He is at the forefront of management, namely in the formation of long-term plans of the firm and their implementation. Marketing research has perhaps the greatest degree of uncertainty compared to other components of management. This uncertainty, among other factors, affects the uncertainty of the information needed to perform marketing procedures.

On the other hand, marketing should monitor the consequences of decisions about the company's activities, i.e. to provide feedback between the external environment and the

company. Our further material of these theses is devoted to this aspect of marketing. To implement these two functions of marketing — promising and retrospective, appropriate information support is created on the basis of modern information technologies. This will be discussed further.

Every year, more and more companies go online, where they improve sales efficiency, availability of information to customers and other areas of business. Online sales optimize many cost categories, such as store rentals. After going online, it is enough to use complex premises and offices.

The 2020 pandemic has only accelerated this process. For example, due to quarantine, the «Silpo» supermarket chain, which is owned by the FOZZY GROUP network of companies, entered online shopping earlier than scheduled. In March 2020, they launched their own online sales system in two weeks. In turn, in August 2020, the traffic of the hypermarket site «Epicenter» increased, according to the retailer, by 75% according to August of the previous year, and the number of sales by 95%. «Rozetka», which has specialized in online sales in Ukraine since 2004, notes an increase in competition in online retail [1].

It is vital for online store owners to respond in a timely manner to customer feedback and comments. Quality service is an important point in a competitive environment [3]. Therefore, it is important to develop a model for classifying responses into positive and negative. An additional complication is that there are fewer ready-made solutions for the Ukrainian language compared to English or Russian [4]. Machine learning and natural language processing are one of the tools used for this purpose [2].

Classification is teacher training that requires a set of sorted historical data for modeling. To do this, we used customer feedback about online stores. The data was collected from the online service of product selection and price comparison — Hotline.ua. Each review includes a score from 0 to 10 inclusive and a text description of the experience of working with a particular online store. Reviews that were rated 7-10 were classified as positive, and those that were rated from 0 to 3 were classified as negative. The result of data collection was a database of responses sorted by classes in the Ukrainian language, which contains 3034 reviews (positive - 1113, negative - 1923).

Texts on the Internet usually contain a lot of noise and uninformative details, such as HTML tags or links. Therefore, pre-processing is required, which is a process of clearing the text and unifying the tokens. Works related to the analysis of the tone of the text, before modeling, use the following approaches to clean the text [2]: remove punctuation marks, paragraphs, numbers, convert all uppercase letters to lowercase. Also classic solutions for removing uninformative words and unifying words with similar meanings are lemmatization,

n-grams and other approaches. Lemmatization — the transformation of a word into its vocabulary form. This mechanism is similar to stemming, but in contrast, lemmatization finds a derivative form of the word, not the root. That is, the words “задоволеною”, “задоволенем” will be reduced to the word “задоволений”. N-grams are an alternative to morphological analysis and removal of stop words. N-gram is a part of a string consisting of N characters [4].

An important step before learning the models is the vectorization of the text corpus. TF-IDF is an effective and popular solution. TF-IDF (TF — term frequency, IDF — inverse document frequency) is used to assess the importance of words in the context of a document that is part of the body. The weight of a word is proportional to the number of uses of that word in the document, and inversely proportional to the frequency of use of the word in other documents of the collection. TF-IDF is calculated as the product of tf (1) and idf (2) [5].

$$tf(t,d)=n_i/(\sum_{k=0}^m n_k) \quad (1)$$

$$idf(t,D)=\log (|D|/|(d \ni t)|) \quad (2)$$

where t - current word, d - current document, i - count of this word in document, D - corpus of documents

The main performance indicators used to evaluate the classification results are accuracy, precision, recall and F1-score [6].

The F1-score is based on the values of accuracy and completeness. Precision shows the ratio of the number of correctly classified documents that have been assigned to a particular class to all documents that have been assigned to that class. Recall is the fraction of documents found by a classifier belonging to a certain class, relative to all documents of this class in the network data [7].

In the course of solving this problem, software was created using python3 and libraries scikit-learn, lang-uk, nlp_uk. Basic text cleaning and lemmatization tools were applied to all text data. We used Logistic Regression CV, Ridge Classifier, Passive Aggressive Classifier, Perceptron, Multi-layer Perceptron for review classification.

After conducting an experiment with the tools described above, the results were obtained (Table 1), which show that machine learning is one of the potential tools for determining the tone of customer feedback. It is important to continue research and data collection to improve the efficiency of the models.

Table 1.

Modeling results

| Model name | Precision | Recall | Accuracy | F1-score |
|-------------------------------|-----------|--------|----------|----------|
| Logistic Regression CV | 0.81 | 0.81 | 0.81 | 0.81 |
| Ridge Classifier | 0.80 | 0.80 | 0.80 | 0.79 |
| Passive Aggressive Classifier | 0.80 | 0.80 | 0.80 | 0.80 |
| Perceptron | 0.80 | 0.79 | 0.79 | 0.78 |
| Multi-layer Perceptron | 0.78 | 0.79 | 0.79 | 0.78 |

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DIGITAL MARKETING IS A REQUIREMENT OF TODAY

Keywords: digital marketing, internet marketing, digital communications

The diversity of views of researchers is due to the many tools of digital (digital) marketing and the identification of digital and Internet marketing. This activates the need for in-depth study of the features of digital marketing in the enterprise.

An integral part of the modern complex of integrated marketing is digital communications, ie it is digital marketing and its tools, which are designed to include all possible forms of digital channels for product promotion. Digital today is an influential field, and there is no other trend that would affect business as quickly and powerfully as digital technology.

Today, digital marketing uses five digital channels: Internet and devices that provide access to it (computers, laptops, tablets, smartphones, etc.); mobile devices; local networks (Extranet, Intranet); digital television; interactive screens, POS-terminals.

The main methods of digital marketing are: - contextual advertising Google Adwords, Yandex Direct; Big Data technology - gigabytes of large-scale data; retargeting 8- mobile marketing; - Email; - viral marketing; RTB - real time bidding; SMM - social media marketing; SMO - social media optimization; SEO - search engines optimization; SEM - English search engine marketing.

Digital marketing is greater than Internet marketing at:

1) new perspectives of mobile communication: - text messages (SMS); - voice automatic menu (IVR); - multimedia messages (MMS); - local radio communication between communication means (Bluetooth); - wireless data transfer protocol (WAP); - mobile code - a combination of numbers that allows you to make payments or receive discounts; - QR-code - a picture on printed products, which allows a quick transition to a virtual environment; -

technologies Click To, Flash SMS, Location Based Services (LBS) - technologies of convenient loading of software products;

2) new possibilities of television: - augmented reality technology (Augmented Reality) - technology of reproduction of virtual elements in reality; 3) new features of interactive screens: - 3D-projections (3D-mapping) - technology of image projection on the object of the environment;

3) new perspectives of POS-terminals, video cameras: - biometric technologies - technology of automated identification of buyers on the basis of physiological (fingerprints, face recognition, DNA, iris pattern, palm or ear shape, smell) or behavioral (handwritten or keyboard handwriting, voice, lip movement, gait) characteristics. For example, with the help of biometric technologies you can pay for goods by putting your finger (eye, ear) to the scanner. Appropriate cameras make it possible to conduct marketing research on the attitude to the product or advertising messages in the form of observations of demographic and behavioral characteristics of customers (turns of the head, blinking, movements, facial expressions, gait, emotional reactions). Based on this technology, some outlets are already using face recognition to create consumer databases.

4) new prospects for e-mail: - sending to mobile devices electronic advertising messages in the form of sms, a combination of telephone marketing with mailing.

Pros of digital marketing [1]: interactivity - active encouragement of the buyer to interact with the brand; no territorial restrictions during the implementation of marketing ideas; ease of access to the resource (web and wap resources); significant spread of the Internet and mobile communications provides active involvement of the target audience; the ability to quickly assess campaign activities and manage real-time phenomena.

Digital marketing is divided into:

1. Pull-form (extraction): the buyer chooses the information (content) he needs and applies to the brand. In this case, the audience uses what is offered to them.
2. Push-form (pushing): the client, regardless of his desire, obtains information (sms-mailing, spam, etc.). This form has a significant disadvantage - the information obtained in this method is often not given due attention and therefore, such work is sometimes insignificant [2].

The main challenges facing digital marketing are closely linked to technological progress, and over time, they will only become relevant, driven by innovation and increased power and availability of computers. All players in almost all markets understand that ignoring or resisting rapid change around the world is a disaster for business. Internet marketing is a component of e-commerce. It is also called online marketing. It may include parts such as online partnerships,

information management, public relations, customer service and sales. E-commerce and Internet marketing have become popular with increasing opportunities for the Internet and are an integral part of any marketing campaign. The segment of Internet marketing and advertising is growing as in the consumer segment. The key advantages of Internet marketing are interactivity, the possibility of the most accurate targeting, the ability to post-click analysis, which leads to the maximum increase in indicators such as site conversion and ROI of Internet advertising. Internet marketing includes such parts of the system as: - media advertising; - contextual advertising; - search marketing in general and SEO in particular; - promotion in social networks: SMO and SMM; - direct marketing using e-mail, RSS, etc .; - viral marketing; - guerrilla marketing; - Internet branding.

We can distinguish the following postulates of digital marketing [3]:

1) consumers and customers should be actively involved, not seen as passive viewers or just the target audience;

2) you need to determine which set of channels achieves the best results;

3) to ensure the constant interest of consumers, the content will be increasingly independent of special methods of distribution;

4) significant part of the content will be created by consumers themselves.

5) chat with participants should be conducted only with their permission and based on the stated preferences of each;

6) the use of address channels requires optimization of the marketing mix and ensuring continuous improvement of interaction with the consumer;

7) today approaches to integration are imperfect, the use of consumer data allows dialogue with him;

8) marketing approach, based on decision-making, from statistical information, does not meet today's requirements of the time;

9) big data will become the "circulatory system" of marketing and will reflect the need for a dynamic process of brand management.

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PRODUCT PROMOTION STRATEGIES ON THE MARKET BY DOMESTIC COMPANIES

Key words: promotion strategy, promotion complex, promotion methods, brand

In today's rapidly changing market environment, competition for the consumer in the domestic market is becoming increasingly fierce. Manufacturers do not need to develop quality products, set attractive prices and accurately distribute products to outlets, they need to skillfully use various tools of the complex of product promotion. Successful use of these tools can give manufacturers much more financial resources than they spend.

Foreign and domestic economists such as Lane W., Rossiter J. R., Comanor W., Wilson T., Trockmorton J., Strang R., Kotler F., Evans J., Hershgen G., Khrutsky V., Gerasymchuk V., Mann I., Yakovlev A., Pererva P., Kretov I. and other devoted their research to the problems of product promotion. In the works of these authors the question of the role of promotion in marketing is considered, the characteristics of methods and channels of promotion are given, the questions of planning of separate actions of advancement are stated, the receptions used at planning and realization of actions of action are detailed.

The promotion strategy is to develop ways to stimulate sales of products or services. Modern marketing involves the development of a set of methods of promotion, which will make it possible to implement effective sales promotion through the use of advertising methods, public relations, direct marketing, personal selling and other methods.

In general, in the marketing literature, promotion is understood as any form of communication that an enterprise or organization uses to inform, persuade, remind about itself, its products and / or services. Accordingly, the promotion complex is a set of means of influencing the target market segments or other contact audiences in order to form a favorable attitude to the enterprise, its goals and objectives, goods and services [1].

The strategy of promotion of goods allows to make the forecast of future development taking into account a condition of the market and resources of the company. With the help of product promotion strategy, you can assess market risks and opportunities, identify free market niches or ways to penetrate the already occupied, to determine the basis for media and creative campaigns [2].

The promotion strategy is to position the brand and create a system of integrated marketing communications.

"Rodynna Kovbaska" is a Lviv company, which history began with the creation of a small family business. Since 1998, the company has grown into a large network of stores in 10 regions of Ukraine. Today the company is one of the few agricultural companies in Ukraine that operates on the principle of closed production: its own fields, livestock farms, raw materials, production and sales network. That is why the company guarantees high quality products in its own stores.

Analyzing the activities of "Rodynna Kovbaska", in particular its strategy to promote products on the market, it should be noted that the company prefers to promote the brand and, accordingly, within this strategy and promotes individual products. An example of this is the latest advertising campaign, which launched in November 2020 under the title "When it's delicious, you don't pretend", which includes four videos, audio clips, offline billboards and online banners.

To introduce and promote a new product on the market, it is first necessary to conduct a survey of consumers and their taste preferences. To analyze customers, you need to get acquainted in detail with the process of making a purchase decision and its implementation. To do this, it is necessary to find out who consumes the product, influences the decision-making process to buy it, buys the product, finances its purchase.

Research shows that consumer opinion is often influenced by membership groups. Such groups in this case include relatives and friends. They help in choosing a certain type of product, and acquaint existing customers with the novelties of the company. In general, the greatest impact is observed among women housewives aged 35-55 years. If we take into account the influence of the family, it is safe to say that the decision to buy is mostly made by one person, as the company produces food, and consumers are several family members, or the whole family.

Situational factors also influence the buyer's behavior. Specialists create situations that lead to an increase in purchases at the time of purchase. Given that the company has its own chain of stores, to increase sales, marketers are actively using the main tools of merchandising - slow music, convenient layout, favorable interior and exterior decoration of the store, the appropriate color scheme, and excellent service and more.

It is worth noting that "Rodynna Kovbaska" actively promotes its products on the market with the help of both offline and online tools, in particular, such as:

1. Advertising on the radio. Radio is one of the most popular and unobtrusive media. Despite the widespread use of the Internet, the radio is still listened to by a huge number of people, including motorists, housewives, visitors to shopping malls, people who use public transport.

2. Branding of goods. Branded products help to form a positive image of the company, evoke positive associations and unobtrusively advertise the company in the circle of human communication.

3. Branded showcases. The most important function of showcase branding is to achieve success by memorizing the name of the company, the store. Exterior and interior design of the window is an important means of brand positioning and the formation of the buyer's necessary ideas about the range and quality of goods or services.

4. Loyalty program. "Rodynna Kovbaska" has introduced its own loyalty program for its customers, through which each participant can accumulate bonuses called "Thank you". So far, the company is the only one in Ukraine among competitors in its industry, which has introduced such a system of gratitude.

5. Social Media Marketing. SMM has become one of the main tools for working with target audiences for global companies in today's economy. The company "Rodynna Kovbaska" actively promotes products through such social networks as Instagram, Facebook, Viber, You Yube and Tik Tok.

Thus, product promotion - creates a dialogue between the company and the consumer, implemented, on the one hand, through information and persuasive actions, and on the other - through the commercial offer of the company to meet consumer needs. Therefore, it is necessary to make considerable efforts and resources in order to successfully promote the product on the market. However, this will increase sales, firm profits, create a certain image of the firm in the minds of consumers and gain market share.

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FEATURES OF MARKETING IN RESEARCH UNIVERSITIES DURING THE COVID-19 CRISIS

Key worlds: marketing, research universities, crisis, higher education, e-Learning, SMART education

Currently, the new market conditions for research and education services, due to the Covid-19 pandemic, are forcing all established systems to change and adapt rapidly. Research universities are forced to reactively implement new methods and technologies for the development and provision of educational, scientific and innovative functions entrusted to them. There is a need to create effective solutions for the digitalization of educational and research activities (transition to SMART-education), increase the level of external digital - communication and introduce new tools of Internet marketing.

Research universities are important to move from e-Learning to SMART education. A learning system based on formalized teaching but with the help of electronic resources is known as e-Learning [1].

The main characteristics of SMART-education:

1. Compatibility between different software. Seamlessness allows universities to provide equal learning opportunities regardless of the devices used, ensuring the integrity and continuity of information transfer.
2. Independence from the time and place of training, mobility, ease of access to educational information and interaction of subjects.
3. Autonomy of teachers and students (use of mobile devices to access educational and organizational information).
4. Motivational models in the educational process.
5. The relationship between individual and organizational goals of employers and educational organizations.
6. Assessment of changes in the competence of students and teachers, and not only on the results of acquired knowledge (the ability to apply and use knowledge in practice).

7. Flexibility of learning in terms of preferences and individual capabilities of the student (individual approach to each student, taking into account the initial knowledge, experience and skills, learning style, physiological and psychological conditions at a particular time of study, etc.) [2].

According to investment intelligence firm HolonIQ, the first half of 2020 was the second-largest half year for global education technology investment — at \$4.5 billion — three times greater than the average 6-months of VC investment during the prior decade. Much of this investment is focused on higher education and its intersection with the workforce [3].

The crisis is changing preferences and strategies of consuming services. Some services are becoming less popular, while others, on the contrary, are becoming more popular and needed in the market. Research universities should create and promote new research and educational services, such as the provision of educational services - distance and full-time education (in different proportions), distance and dual education.

Also, strengthen the level of cooperation with business (joint educational programs, provision of scientific, consulting and research services of business) and improve the infrastructure of research universities (introduction of VR-technologies in educational activities, use of new learning services (Google classroom, Moodle, Edmodo) and video communication applications (Skype, Zoom, etc.).

Research universities need to focus on marketing their own services, enhance communication with all university stakeholders, staff, students and applicants through a variety of communication channels (Facebook, Twitter, YouTube, own site etc.).

Informing about positive changes avoiding negative news and alarming forecasts, providing useful advices (learning time management skills, using new technologies and services). Support and creation of student and teaching competitions, for example, The ompetition "The best teacher through the eyes of students" or The competition "The best Innovative Project of the year". It is also necessary to help and support in finding new grants, to introduce an annual awarding of teachers for the number of published articles and participation in grant programs, which will increase the motivation of staff and students of research universities, as well as increase loyalty.

Thus, the use of motivational models of the educational process, improving digital communication and increasing the cost of Internet marketing, will avoid reducing the negative effects of the pandemic on research universities. Increase the level of trust of students, university staff and stakeholders, improve the level of awareness and brand loyalty of the research university. The crisis stimulates positive changes in conservative systems, such as universities around the world and provides new opportunities to expand its target audience.

Effective marketing of research universities will provide and demand for research and educational services and increase it (at the expense of applicants, who planned to study abroad, cooperation with business, etc.).

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4PS MARKETING ANALYSIS FOR FILLERS

Keywords: 4Ps, cosmetic product

Due to the fact that the popularity of health and beauty is growing rapidly I decided to prepare 4Ps analysts for a cosmetic product - Filler. Of course, not everyone knows what it is, so let me a little in view of you up to date. Fillers are fillers (from the English word “fill” - to fill), which are injected under the skin in order to adjust the volume of the lips, the shape of the nose, cheeks, cheekbones, get rid of deep wrinkles, etc. Everyone wants to be forever young and beautiful, but the way to create this miracle remedy was rather thorny.

For the first time in 1800, cosmetologists began to use paraffin to adjust their appearance. A similar procedure was available only to secular ladies, but had negative consequences. Paraffin, at best, caused severe allergies, at worst - led to serious health problems. Therefore, cosmetologists stopped the experiments.

After a number of side effects and negative consequences, they decided to stop studying this area right up to 1950. That's how silicone boom just started then. And silicone has become the main component of fillers. But again, they failed to achieve positive results: the silicone filler moved around the face, creating defects instead of fixing them. An intermediate invention was a filler based on bovine collagen (protein). Fortunately, it worked as scientists intended. True, in this barrel of honey was a fly in the ointment. Since animal protein often caused strong allergic reactions. And only in 2003, scientists were able to find the perfect formula for beauty. They decided to develop a filler based on hyaluronic acid (a polysaccharide that is present in human organs and tissues). And this discovery was a breakthrough in the beauty industry. The minimum number of allergic reactions. Returning to our 4Ps analysts. Since the competition in the field of beauty is incredibly large. My choice was on fillers. I want to note that different drugs are used for different parts of the face. Therefore, I decided to narrow the spectrum by choosing lip fillers and contour plastics.

Product: All fillers are packed in 2 or 4 syringes per package, it must have a barcode on it, the date of manufacture. One of the most important aspects of packaging should not be fallen.

For lips:

- Surgiderm 30XP. The best firmness, natural and beautiful lip shape;
- Juvederm Ultra Smile. Excellent value for money, hypoallergenic;
- Dermafill lips. Better ductility, easy and even distribution;
- Revolax Deep. No swelling and inflammation, maximum natural results;

For a contour plate:

- Teosyal Ultimate. The best quality, compliance with international safety standards
- Sculptra. Collagen activation activation, relief leveling
- Glytone 4. Complex effect, replenishment of the lost cheekbone volume
- Aquashine HA. Intensive hydration and softening of the skin, elimination of asymmetry of the cheekbones.

The price is for 2 syringes in a package:

for lips:

- Surgiderm 30XP - 4285 UAH;
- Juvederm Ultra Smile - 1789 UAH;
- dermafill lips - 1889 UAH;
- Revolax Deep - 2000 UAH;

for a contour plate:

- Teosyal Ultimate - 4699 UAH;

- Sculptra - 7000 UAH;
- Glytone 4 - 3842 UAH;
- Aquashine HA - 3400 UAH.

The margin in the salons for drugs gets used to 15-20%, plus the price for the work of the master. As we see injections on the face, pleasure is not from the budget.

A place:

- Promua, MakeUp, etc.;
- Beauty salons;
- Private entrepreneurs (may be scammers, pay attention to their license);
- Directly from the manufacturer, for wholesalers.

Promotion:

- Bloggers;
- Internet advertising;
- Advertising friends who have already done this procedure.

Summing up the analysis of the best fillers, it must be said that there are no such substitutes. The competition is small, hence the high price of the drug itself and the work of the master. However, in the field of beauty is one of the fastest growing. In order to keep this product on the market, innovations will be added over time. It is known that they will begin to be used in the treatment of patients with neurosis.

My filler promotion suggestions:

- advertising campaigns for salons;
- contributions and exhibitions;
- the use of fillers in the treatment of patients, of course, free of charge;
- free primary treatments in salons
- advertising through gifts and various certificates.

Purpose: will distribute fillers throughout the world.

About the fillers themselves, there is no tool perfect for everyone. The quality of the procedure and the subsequent result is affected not only by the quality of the drug, but also by the condition of the patient's skin, the presence of diseases, previously performed cosmetic procedures, and even well-being at the time of the injection. It cannot be said that the result of injections largely depends on the qualifications of the specialist. After all, fillers are used in most cases on the face, where the skin is quite thin and sensitive. Only a professional cosmetologist will be able to carry out the procedure qualitatively and without negative consequences. Therefore, it is important not only to choose a drug, but also not to save on a specialist, and to carry out the procedure in specialized clinics or centers.

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**CREATION AND INTRODUCTION OF A NEW PRODUCT ON THE
MARKETS IS ONE OF THE WAYS TO INCREASE THE EFFICIENCY OF THE
ENTERPRISE**

Key words: new product, promotion, innovation

In the era of economic prosperity, Ukraine has chosen a very effective way to enter foreign markets - the path to European integration. It promotes the state to the international arena, allows you to open new borders to establish relations with other countries, gives the chance to borrow or improve the European technologies of manufacture, development, advancement, bringing to a higher level of the product, analog with competitors but different from others due to its properties, structure or novelty.

Since current trends in the food industry are very variable, therefore, demand should be actively studied, consumer privileges, countries where these products are sold, main competitors to be ready to fight.

After all, at the moment it is extremely difficult to get positive feedback from consumers about domestic products, because now the market is very crowded with imported goods and the consumer prefers them, because he has the opportunity to estimate the price, taste policy, and most often one of these elements is the main one in choosing an international or domestic Ukrainian manufacturer.

But this is not the only factor that causes a decrease in demand for Ukrainian goods, the main problem, according to the author, is the incorrect promotion of their product on the market, or the inability of professionals to implement their plans to introduce the product and convey information to potential buyers about the differences and privileges created by the manufacturer in order to, to win the trust of the consumer.

Therefore, in order to overcome this obstacle, it is necessary to apply existing mechanisms for promoting new products on the markets, ut with a new approach to the modern consumer and taking into account trends in healthy eating.

The topic of "Promotion of products on the market" is devoted to the works of many specialists, among which, the author considers it necessary to single out economists such as: Lane W., J., Hershgen G., Khrutsky VE, Gerasimchuk VG, Mann IB, Yakovlev AI, Pererva PG, Kretov II and others [1, p.4]. They highlighted in their work the importance of advancing in marketing, revealed and explained the ways and methods of promotion, but the theoretical foundations are not so relevant, they are the basis for the formation of the enterprise's practical mechanism for bringing the product to market and directly to the consumer.

After all, the novelty of the product is its idea, should be so carefully analyzed in the direction of marketing, that at all stages of formation of the goods there were no factors which can considerably influence a product and its removal.

Therefore, the main role in the promotion of the product is given to the marketing department, the success of the product on the market and the formation of consumer love depends on them. They are the main figure who plans the effective operation of the enterprise at each stage in developing a strategy for entering the innovative product market.

After all, innovation, in the XXI century is a step towards finding new ideas in the direction of expanding the range, improving product quality through new technologies, recipes and structured work of the enterprise when creating a new product.

And the new product is the one, which is different from its counterparts in the food industry, due to its innovation. And since the consumer is very demanding of new products that are actively appearing on store shelves, and most often prefers the brand already familiar to him, therefore it is necessary to attract his attention by all means and to fix a look at the innovation which is put in the goods.

Therefore, promotion - is a very complex process, because it requires not only theoretical knowledge of the staff of the market, product, direction, weaknesses and strengths of the organization, but also taking into account the human factor - the needs of the consumer.

After all, for the enterprise gaining consumer confidence in its product, especially the new category is not just a way to increase profits, it is also an opportunity to open new sales borders of innovative type of goods, promote your brand and become even more competitive in the retail space.

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**RESILIENCE STRATEGIES: EXPERIENCES IN THE HORTICULTURE
FARMING SYSTEM OF POLAND AND LESSONS FOR UKRAINE**

Key words: resilience, challenges, strategies, farming system, SURE-Farm, European Union, Poland, Ukraine

The concept of resilience [1] is becoming increasingly important as farming systems across the globe face various challenges coming from environmental, economic, social and institutional background. The understanding of permanently dynamic and changeable environment leads the researchers and practitioners to search for ways to strengthen the farming systems' resilience capacities and prepare them for either sudden shocks or long-term stresses.

Resilience of farming systems and strategies aiming at its improvement are the scope of the European Union's Horizon 2020 research project entitled SURE-Farm [2], which is an acronym for "Sustainable and resilient EU farming systems" (funded under Grant Agreement No 727520). The project's research approach tackles various farming systems across 11 EU case study areas, including Belgium, Bulgaria, France, Germany, Italy, Netherlands, Poland, Romania, Spain, Sweden and United Kingdom.

Polish case study covers the activity of the horticulture farming system particularly active in two voivodeships: Mazowieckie and Lubelskie. This region is traditionally dominated by horticulture, determined by its diversified landscape. Horticultural production is mainly carried out by farms with less than 10 ha, most being family farms [3].

In the Polish case study there is a growing interest in creation of producer groups (e.g., joint investments in storage facilities) among fruit and vegetable farms, yet currently the network of horizontal integration connections in agriculture is in general poorly developed, with the exception of some fruits production (e.g., apples). The soft fruit market is also poorly organized, due to the lack of horizontal and particularly vertical integration links. There are very frequent distortions in this market, manifested by drops in purchase prices, at some points reaching levels below costs (e.g. apples, black currants). Farms are also confronted with a lack of seasonal workers. Fruit and vegetable production as well as growing of industrial plants

(tobacco, hops, herbs, sugar beets) requires high labor inputs, yet in recent years the demand for seasonal workers significantly exceeds supply, which influences the development of production [4].

The study revealed through interaction with stakeholders that in order to withstand the past challenges the horticulture farming system has used various strategies. Overall 7 key strategies were aggregated including [4]: diversification, marketing, horizontal cooperation, vertical cooperation, state support, insurance and enduring. From methodological point of view it is important to stress that some strategies appeared more than one in answers of particular stakeholders, therefore to avoid “double effect” of such answers and minimize possible distortions of the analyzed scores, the scores of such stakeholders were taken as an average. This was mainly the case for the “marketing” and “state support” strategies.

In terms of the above strategies and their application the stakeholders helped to identify the most popular ones in terms of actual adoption in the past within the farming system. Generally, the most applied strategy that occurred was “diversification”, which was adopted in reply to primarily economic challenges (i.e. fluctuation of prices, raising costs of production). Actions taken within the strategy included searches for additional sources of income, switch to a different type of production.

Second most popular strategy was “enduring”, which means farmers decided not to take active stand and tried to withstand the challenge with minimal actions. Thus, among such actions were the waiting for a better market conjuncture, price decrease, switching to cheaper inputs.

Third most commonly applied strategy was “marketing”, being the reply to economic challenges including the underdeveloped cooperation. Actions taken within the “marketing” strategy included mostly the searches for the new markets, promotion of Polish products abroad, labeling of local producers, certification and labeling of organic products, promotion of pro-health products and nutrition.

Two remaining strategies of “state support” and “insurance” have a common core, as stakeholders voiced expectations of government actions in both cases. Within the “state support” the actions included trainings for producers about the global markets, control of domestic minimal prices, coherent policy on the "producer-consumer" line, stabilization of production and prices, development of organic farming, agri-environmental payments. Within the “insurance” strategy, state reimbursements of insurance premiums and government actions toward regulation of losses and damages in the event of natural disasters were expected.

The last but not least strategy outlined was the cooperation divided into horizontal and vertical. Actions associated with “horizontal cooperation” were the creation of cooperatives

(primarily producer groups), which could aid in withstanding the price fluctuations (as the cooperatives usually implement measures to minimise the negative market effects, e.g., by building storage and cold storage facilities for fruits). “Vertical cooperation” was also perceived as price stabilisation instrument based on contractation.

The abovementioned strategies reveal the multitude of approaches implemented by the farming systems in regard to strengthening their resilience. It is understandable these could serve as an example for other countries and farming systems. Yet not only the research results, but the SURE-Farm methodical approach could be highly beneficial to evaluate Ukrainian farming systems, which need a particular attention in terms of their resilience. This could be the basis for understanding the optimal strategies and ways to enhance their resilience and ensure the delivery of their essential functions.

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BASIC SMM TOOLS

Key words: social networks, content, promotion, communication, strategy, traffic

It is impossible to imagine our society without communication and social networking. A social networking website is endowed with two-way communication: the ability to receive and transmit messages, leave comments, and likes, gather in and create groups, which can be transformed in the developed systems of "groups", where the participants with similar tastes cooperate. Social networks also gather their users in various communities according to their interests. That is why social networks as social media can be effectively used in marketing.

Social Media Marketing (SMM) is referred to promoting a company, brand, product, or services through social networks. Its main task is to attract traffic, create a positive reputation for a brand or product, and communicate with an audience.

Social networks are gaining their popularity from day to day. The most popular worldwide social networks are Instagram, Facebook, Twitter, You Tube, LinkedIn, Telegram etc. They provide unlimited opportunities for communication, finding and making acquaintances. Such a large platform has attracted the attention of marketers and advertising specialists. Moreover, the fact that users of social networks are in a psychologically relaxed state, when communicating, creates very favourable conditions for an advertising attack on a specific target audience.

There are many marketing strategies and instruments used to increase the demand in goods and services produced or provided and to attract people's attention to them. Some popular tools of SMM are described below.

1. Content Marketing. Here, content is considered to be any content that your target audience prefers. It may be social media presence, description of a business, posts, images, videos, live streams, and gripping stories. SMM starts with content marketing. The quality of content determines the work and effectiveness of all other SMM tools.

2. Community management. It is primarily about communicating with the potential users. The community manager studies the users' questions, objections, and negativity. As for the reaction time, it is 1 or 2 hours. In the process of communication with users, you need to strive for two-way communication and stimulate the audience to discussions that will maintain activity in groups.

3. Working with bloggers. This SMM tool is more often used when we meet Instagram promotion, as well as any video shared in YouTube and/or Facebook. You can negotiate with bloggers through exchanges and agencies or on your own, offering gifts from the company as a payment.

4. An organic advertising. It is referred to the placement of paid publications in well-known popular promoted groups and/or public pages. The publication can contain either information about the promoted company, or a promotion, or a contest post. It is convenient to post such publications through special post exchanges. Working with such exchanges, you can calculate in advance the coverage of a published publication. You need to choose public pages of related topics and with the most loyal audience.

5. Hashtags. It is also a useful SMM tool. # Hashtag gathers and shows all the content of the social network connected with this or that Hashtag.

6. Video broadcast. It is the fast-developed type of social media content. Video broadcasts on Instagram, Twitter via Periscope and Facebook work well.

7. Search optimization within social networks. Such social networks as Google, have their own internal search. Therefore, groups and publics, as well as in SEO, need to be optimized to rank higher in the search for social networks.

8. Targeted Facebook messaging. According to the principle of operation of this SMM tool, messages arrive in large quantities, but in a targeted manner. Messages can come as private messages to the subscribed users of Facebook newsletter, section community, and to those, who have allowed the receipt of such messages.

Thus, if you want to establish contact with potential buyers, you should know that social media may be considered as the most suitable platform, which is convenient for users to receive information, and for companies - to maintain communication, using various formats and tools. To conclude, SMM is a popular universal channel that suits both small and medium-sized business companies and large corporations.

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SALES PROMOTION STRATEGY FOR IT EDUCATIONAL SERVICES IN THE CONTEXT OF THE FORMATION OF THE INFORMATION SOCIETY

Key words: information society, IT education market, tools of communication policy, sales promotion, marketing strategy

A society in which the creation, dissemination and use of information technology education becomes the most significant economic activity and cultural achievement of society. The information society is focused on the interests of people in such a way that everyone can create information and knowledge, use and share it in order to enable individuals, communities and peoples to fully realize their potential and improve their quality of life [1].

Back in June 2004, the XI session of UNCTAD adopted by Sao Paulo Consensus, which proposed a program to build a new information society. Among other things, the task was set to strengthen training, including in vocational schools and with the participation of a wide range of specialized enterprises that provide computer education services in various areas on a commercial basis [2].

The ITU World Forum on the Use of ICTs for Sustainable Development (ICT & SDGs), held in Argentina on 9-20 October 2017, adopted the Buenos Aires Action Plan, which included specific tasks and expected results for bridging the digital divide and enhancing the use of ICT in professional activity and life.

The state of development of the IT society is measured using the global IDI development indicator, which measures access to ICT infrastructure, records the intensity of ICT use and assesses the IT capabilities and skills of the population [3]. According to this indicator, Ukraine ranked 79th among 176 countries, we have IDI (5.62) less than in Poland, Bulgaria, Azerbaijan, Moldova, etc. Therefore, the topic of building the potential of IT knowledge in Ukraine is a challenge today.

This problem can be solved by having a balanced market that supports basic IT education and specialized services focused on meeting specific knowledge in various areas of IT.

According to the IT-platform DOU for 2019 in Ukraine there are about 73 business institutions that provide services for IT education [4]. However, it is difficult for small businesses to compete with such large structures as universities and colleges. They must have a balanced marketing strategy to survive in a competitive environment. In particular, it is necessary to adapt their actions to stimulate the sale of services in the consumer market.

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SEASONAL MARKETING

Key words: seasonality of sales, fluctuations in demand, marketing, sales volumes

Seasonality is a factor that affects almost all areas of business. In some areas, it is clearly expressed and has limits on the decline and growth of relevance from the point of view of demand, and in others, the seasonality factor manifests itself only with small deviations from the average level over a certain time. In any case, there is a need to be always ready for seasonality and have a clear action plan, for this you need to carefully study the target audience, changes in its preferences and interests.

The following types of seasonality can be distinguished: 1) Seasonality according to the season; 2) Seasonality during holidays and other popular dates; 3) Business activity throughout the year (vacation season, long winter and spring weekends, etc.); 4) Budget planning by government agencies; 5) large-scale events of global importance in the world of sports, culture, politics, etc.

Fluctuations in product demand seriously affect certain types of businesses. There are several types of fluctuations in demand for products, depending on the degree of influence:

- Sharp or "hot" (products are in demand for a very short period of time, for example, New Year's attributes, etc.)

- Significant (changes in sales are about 35-50%, e.g. winter sports equipment, winter car tires, etc.),

- Moderate (such products are all-season, and changes in demand for them are up to 15%).

Between these periods, a seasonal decline in demand for certain products is possible. But thanks to high margins, the short seasonal spike in consumer activity can earn enough to offset the downtime. The challenge for seasonal marketing is to find methods to smooth out fluctuations in the distribution of demand through flexible prices or by preparing for the start and end of demand peaks.

During the "hot" period, the main task of marketing specialists using social networks and other promotion channels is to support and ensure as many sales as possible. Therefore, appropriate actions for seasonal goods and services should be provided. Among them are:

- Arranging active (aggressive) advertising campaigns;
- Attracting opinion leaders in directions;
- Increasing the number of positive product reviews;
- Processing negative responses - instant online response;
- Providing all communication channels (messengers, social networks, mail, telephone) 24 hours a day;
- Providing up-to-day information and obligatory daily posting in all directions.

The period of decreasing consumer demand can also be used to the benefit of a company: 1) to carry out planned repairs, relocations, etc., 2) to put in order the equipment, 3) to improve and re-equip production, 4) to pay great attention to the issues of personnel training in order to prepare people for high-quality work during the period of growth in sales, 5) to develop and launch new products, which will subsequently replenish the company's assortment list and help increase sales.

Besides, to stimulate sales one should use discounts and sales, promotions (interesting advertising events, sweepstakes and other marketing moves), appropriate advertising campaigns, favorable terms of purchase (bonuses, free shipping), creating an artificial shortage, adjusting the range (adding goods to the product portfolio, the maximum demand for which will fall on the period of the greatest decline in sales of other products), reorientation to another target audience.

In addition, one can minimize costs by organizing a seasonal operating mode. This issue can be solved in two ways: either by hiring employees for the season, or sending employees on vacation strictly during the seasonal decline in sales.

In order to avoid an increase in costs due to downtime of equipment and premises during a seasonal drop in demand, one can organize contract manufacturing at one's own facilities.

To identify seasonal fluctuations in demand, long-term observations and their analysis are needed. Therefore, one can use a variety of studies that will help him/her build a business strategy taking into account all seasonal fluctuations.

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STAGES OF IMPROVING THE MARKETING COMMUNICATION POLICY OF THE TRADEMARK IN THE CONSUMER MARKET

Key words: marketing policy of communications, communications, communication system

Every day, companies are looking for new ways to improve their core activities, improve products, their own strategies etc. In the conditions of fierce competition in the market of detergents and home care in Ukraine, issues related to the marketing activities of enterprises are relevant [1].

Correctly formed communication policy in modern conditions is one of the most necessary elements in the company's marketing activities in consumer markets. Successful implementation of this policy requires the use of strategies and tools that would clearly "rebuild" the company's brand in the minds of target consumers and remain in demand in the market.

First of all, this research analyzed the concept of marketing communication policy and improved the classification of the concept of "marketing communication policy", which was developed based on the analysis of scientific approaches such as systemic, functional, procedural and complex.

After systematizing the research of various authors, it was determined that marketing communication policy is a purposeful activity of the enterprise to regulate the movement of information messages and flows, which carries out planning and interaction with all subjects of the marketing system based on a sound strategy to meet consumer needs and making a profit [2].

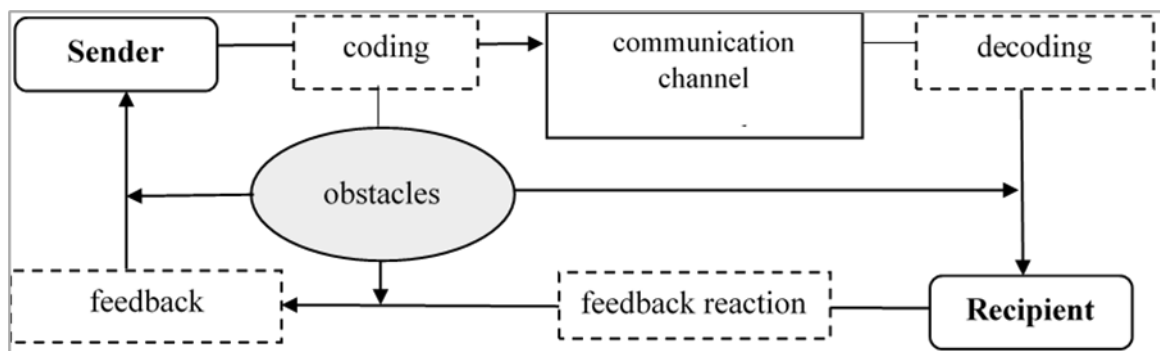


Figure 1. The process of information transfer in the communication system (Improved by the author)

Marketing policy of communications is implemented through an appropriate process of many elements, which were divided into subcategories, consider them in more detail [3]:

Subjects:

- sender (source of information) – an enterprise that offers its goods and services and sends relevant information about them, addressing it to its target market;
- recipient – a consumer to whom information about the goods or services of the enterprise is transmitted;

Object (message):

- appeal – is information addressed to the target audience, presented in the form of a set of characters;

Message-related processes:

- coding – a representation of the idea of communication, which transmits information to the recipient in the form of texts, symbols and images;
- decoding – is the decryption of the message, when the symbols that come through communication channels, acquire in the consumer's mind specific values;
- feedback reaction – consumer feedback, their actions in response to receiving and decoding the appeal;
- feedback – is the part of the feedback that becomes known to the sender;

Tools:

- communication channel - means of dissemination of information, its specific media;

Intervention factors:

- obstacles – unplanned distortions of information as a result of interference in the communication process of environmental factors.

The above communication process allows us to proceed to the definition of the main stages of work on creating a system for disseminating information (communications).

However, it is necessary to approach the process of communication policy development more systematically and it is proposed to expand these stages in the context of analysis as follows [2]:

1. Analysis of the marketing environment and study of the positioning of competitors in the market
2. Identifying the problems and capabilities of the enterprise.
3. Defining the goals of marketing communications of the enterprise
4. Selection of the target audience and its specification.
5. Choice of means and channels of communication.
6. Development of communication appeal.
7. Determining the budget of marketing communication activities.
8. Defining indicators and evaluating the effectiveness of communication activities.
9. Management and control of marketing communications.

This paper highlights the main approaches to defining the concept of marketing communication policy and marketing communications, as well as describes and improves the scheme of the marketing communications process. And on the basis of the given stages of development of communication policy, and also, received as a result of research of data, the communication policy of TM of the company in the consumer market can be improved. In this

study, the analysis of marketing communication policy and its improvement was conducted for a company operating in the market of household chemicals.

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KEY ASPECTS OF COMPETITIVE STRATEGIES

Key words: competition, market, competitive strategy, profit, company

Each company is trying to expand its business and maximize its profits in today's economic development. Being in such conditions, the subjects of economic relations are forced to enter the stage of the competition, because each of them seeks to oust the competitor from the relevant segment of the target market and capture its share (a striking example is the competition of “Coka-Cola” and “Pepsi”). Competition is the main stimulus in the process of introducing innovations in the field of production, forcing companies to improve the quality of products offered, productivity, expand the product range, and more. Competition cleans the market of economically weak and unviable economic actors, enabling companies to grow [1].

In the process of competition, companies form competitive strategies, which become the basis of their further functioning in the market, because they determine the behavior of the subject of economic relations in the market and allow companies to gain an advantage over competitors [2]. When we were summarizing the views of scholars on the category of “competitive strategy”, it was found that the competitive strategy of the subject of economic relations is related to its goals and means of achieving them. That is, to establish itself in a

certain segment of the target market in a changing business environment, it is extremely important for the company to properly build its behavior in correlation with the chosen competitive development strategy [3]. Based on the carried out researches, we have formulated key principles on which, in our opinion, competitive strategies of subjects of business are generated (fig. 1).

Today, for a company to succeed, it is necessary to develop an optimal competitive strategy, the process of formation of which should include: the study of the dynamics and structure of demand, SWOT-analysis, and the nature of competition between economic actors. It is the implementation in practice of effective strategic actions and ensures that companies achieve competitive advantage and gain leadership in the relevant segments of target markets.

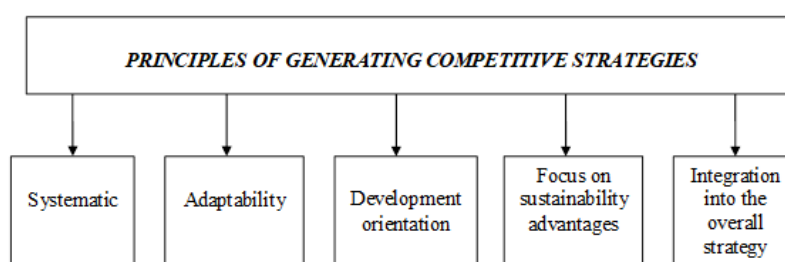


Fig. 1. Principles of generating competitive strategies*

* source: built by the author

In the process of developing and forming a competitive strategy, marketers should apply several methodological approaches because it is impossible to take into account the set of actions, both external and internal factors of the marketing environment. Given this fact, we believe that it is objectively justified to use basic approaches in the development and formation of competitive strategies. The process of developing and forming a competitive strategy is a key condition in the process of the company. After all, it provides the subject of economic relations with the opportunity to achieve the set goals, improve the quality of products offered, expand the product range, gain leadership in the industry, as well as maintaining the lead in the relevant segment of the target market.

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DIGITAL MARKETING TOOLS IN THE COMMUNICATION POLICY

Key words: communication policy, digital marketing, strategy, website, advertising, social networks

Marketing communications strategy is the strategy used by a company or individual to reach their target market through various types of communication. It includes your message (what is to be said), the medium (where it is to be said), and the target (to whom your message is reaching).

Digital marketing uses the Internet, mobile devices, social media, search engines and other channels to consumers. Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing. Digital marketing channels are:

1. Website Marketing. A website is the centerpiece of all digital marketing activities. Alone, it is a very powerful channel, but it's also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use.

2. Pay-Per-Click (PPC) Advertising. PPC advertising enables marketers to reach Internet users on a number of digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook and show their ads to people searching for terms related to the products or services. PPC campaigns can segment users based on their demographic characteristics (such as by age or gender), or even target their particular interests or location. The most popular PPC platforms are Google Ads and Facebook Ads.

3. Content Marketing. The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through

social media, email marketing, SEO, or even PPC campaigns. The tools of content marketing include blogs, ebooks, online courses, infographics, podcasts, and webinars.

4. Email Marketing. Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that's not what email marketing is all about. Email marketing is the medium to get in touch with your potential customers or the people interested in your brand. Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.

5. Social Media Marketing. The primary goal of a social media marketing campaign is brand awareness and establishing social trust. As you go deeper into social media marketing, you can use it to get leads or even as a direct sales channel.

6. Affiliate Marketing. Affiliate marketing is one of the oldest forms of marketing, and the Internet has brought new life to this old standby. With affiliate marketing, influencers promote other people's products and get a commission every time a sale is made or a lead is introduced. Many well-known companies like Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.

7. Video Marketing. YouTube has become the second most popular search engine and a lot of users are turning to YouTube before they make a buying decision, to learn something, read a review, or just to relax. There are several video marketing platforms, including Facebook Videos, Instagram, or even TikTok to use to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

8. SMS Messaging. Companies and nonprofit organizations also use SMS or text messages to send information about their latest promotions or giving opportunities to willing customers. Political candidates running for office also use SMS message campaigns to spread positive information about their own platforms. As technology has advanced, many text-to-give campaigns also allow customers to directly pay or give via a simple text message.

A person opens a message in the messenger in 95% of cases, compared to an electronic mailbox where the percentage of messages read is only 40%. [1]

A recent ComScore study found that 51% of smartphone users downloaded zero new apps for the current month. This phenomenon is called "application fatigue," when there are simply too many options without obvious benefit. In addition, according to the study, only 37% of respondents aged 35-54 years have an interest in new applications. Thanks to the bot, messages will not fall into the "spam basket" and will not go unnoticed. The possibilities are limited only by fantasy and money allocated for its development. [2]

Most in Ukraine are trying to apply sequential schemes in three areas of communication: advertising, sales promotion and public relations. One of the problems is that libraries do it all on their own, they do not receive a budget for advertising or other marketing services. An important role in the company's concentrated marketing strategy should be played by activity in social networks through its information function - its task will be to communicate information about value factors to consumers, and especially to explain the benefits of services. The evaluation of the effectiveness of the digital strategy is carried out thanks to social network statistics.

Today, social networks are the main tool for communicating directly with their audience. Even without big budgets, good results can be achieved. By creating useful content for the audience, you can attract the attention of new customers through it. The main condition is that you need to analyze content, trends daily, understand exactly what the audience likes and how best to attract it to interact with you. You need to understand that taking breaks in publications on social networks is a slow, stable and quality key to success. A content plan is a necessary step before content is created. Its writing should be mandatory, especially you need to write all information guides in advance for a month. Moreover, social media marketing is an effective marketing channel for feedback. You can analyze reviews, likes, reposts comments and other metrics. If customers had a bad experience, they are more likely to report it via social media than by email or phone. This allows you to respond in time and keep a specific client, and also attract others.

SMM is not only posts, you need to clearly follow your plan, set goals and KPI, if they are not thrown in, then edit tactics and see why so.

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CORRESPONDENCE OF THE MODEL OF OVERCOMING POVERTY OF NOBEL LAUREATES TO THE CONDITIONS OF THE ECONOMIC SITUATION OF MODERN UKRAINE

Keywords: poverty, imbalance, disproportions, Nobel laureates

Since the proclamation of Ukraine as an independent state, the living standards of the population have increased significantly. Despite the positive developments, Ukraine still faces many challenges: The protracted war, one of Europe's lowest GDPs, and growing international debt. These aspects have a strong negative impact on the welfare of the population.

The 2019 Nobel Prize winners - Abhijit Banerjee, Esther Duflo, and Michael Kremer (UNIAN ,2020) - showed how to solve the problem of global poverty by breaking it down into a series of smaller - but more precise - issues at the individual or group level. They responded to each of them with a specially designed field experiment (The prize in economic sciences 2019, 2020). The first study of the winners focused on the problems of the education system. The main obstacles identified by the Nobel laureates were the inconsistency of the program and method of teaching with the needs of students, the frivolous attitude of teachers to the performance of their duties, and the low level of schools. By addressing this, additional targeted work with the weakest students is seen, which has a positive effect in the medium term.

Another study in this area was to increase the motivation of teachers by employing them on short-term contracts. Teachers were more interested in better teaching students since the test results would determine whether their contract would be extended or not.

The next branch was medicine. The study found that 75 percent of parents gave their children deworming and antiparasitic pills if they were free, compared to 18 percent when the price was about one US dollar. The lack of doctors, the inaccessibility of a number of medical services in small towns and villages, and the constant shortage of vaccines have been addressed through mobile clinics.

The microcredit program did not have a significant impact on improving the well-being of the population. As a developing economy, Ukraine has a similar list of problems with the countries listed in the study, so ways to solve them can be borrowed. In their research, Nobel

laureates looked at key areas of human capital development, such as education, healthcare, and personal finance. The question arises: what is the situation in Ukraine with these industries?

In Ukraine's state budget for 2020, these public funding areas have undergone the largest reductions compared to previous years. Expenditures of the consolidated budget of Ukraine by functional classification, % of GDP, have been reduced by the following items: health care, education, social protection and social security (ZN.UA., 2020).

In all educational institutions of the country, the number of students is declining sharply. In the coming years, the aggravation of the problem of the shortage of qualified personnel in Ukraine will be a very expected phenomenon. Real gross domestic product (GDP) in the second quarter of 2020 compared to the previous quarter (taking into account the seasonal factor) decreased by 9.9% and compared to the second quarter of 2019 - at 11.4%.

The personal finances of the population also underwent significant reductions. If in 2010 as of January the amount of arrears of wages in the country as a whole amounted to 1390.8 million hryvnias, in September 2020, the arrears increased to 3421.4 million hryvnias without taking into account part of the occupied territories in Donetsk and Luhansk regions (State Statistics Service of Ukraine, 2020). Reduction of consolidated budget expenditures on health care, social protection, and social security, reduction in the number of students in higher education institutions, fall in GDP, increase in arrears of wages - all these are factors in the falling level of economy and development of Ukraine.

It is easy to say that, of course, the use of the Nobel laureate model in Ukraine will have a positive impact. Still, the problem will not be fully resolved because it is very multifaceted and requires a comprehensive approach, the work of government officials and the public. This scientific work can be presented to public activists as recommendations on areas of work and ways to implement them, but in no case as a scientific basis for legislative processes, the lack of which is so detrimental to the national economy. Therefore, recommendations should be developed for government officials that can be used in the development of regulations.

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MARKETING DURING A PANDEMIC

Keywords: pandemic, internet platforms

Pandemic has touched every part of common life, working space especially. As businesses across the whole world continue to cope with the crisis, they are asking themselves how marketing is being affected, and what they should do. In this paper the most significant data will be highlighted about the situation in whole and some ways how to get away.

Although three-quarters of advertisers have held back campaign launches, most (52%) are expected to resume or ramp up their advertising spending this summer.

Marketers are concerned about the impact of pandemic as much as no one is. Restrictions are making this job hard to do which leads to holding back on campaigns and reassessing them. However, in periods of uncertainty, organizations will look to cut, meaning there is numerously less marketing noise from the competitors.

87% of consumers appreciate brands that go out of their way to deliver timely and relevant information during the coronavirus pandemic.

People feel like having to adapt to the new normal; they're concerned about their financial and emotional wellbeing. This is the opportunity for brands to be a resource to them. Consumers are worried more about how ones service is going to change during the pandemic rather than affection of the working process of a company. The best solution to keep the audience is using the tools to keep them updated.

70% of marketers have moved their face-to-face interactions partially or fully to a virtual platform, and many don't see that as a short-term fix.

Working with the internet platforms such as Teams, Zoom, Skype etc has shown that online system is being quote successful to marketers. This gave a solution for kind of flexibility in uncertain times in future. It is being said that platforms are going to be a part of working process to marketers in addition to face-to-face meetings.

Total media ad spending worldwide will decline by 4,5% this year.

Unsurprisingly, marketers have reduced their ad spending significantly this year, with forecasters predicting a decline to 4.5% from pre-pandemic estimates of 7%. Marketers are instead focusing their energy on organic social media campaigns with existing audiences, hence the drastic increase in content creation like blogs and videos.

Search engine ads forecast to grow 5,9% this year.

While total media ad spending is on the decline, search ads are on the up—one area of marketing that has seen increased spending this year. With consumers spending more time on the internet, it makes perfect sense for businesses to invest more heavily driving traffic from search engines to their websites.

Marketers expect a 66% increase in social media content creation during the pandemic, followed by blog content at 57% and video production at 50%.

As traditional marketing and advertising spend decreases, the inverse is true of digital marketing during the pandemic. While a third of marketers will be reducing or keeping their content creation at the same level, two-thirds are increasing their output. This is for two principle reasons: the first is the continued rise of content marketing as a top priority for businesses for bringing in leads; and the second is a reaction to the pandemic, with some marketers making the decision to double down on their content to improve their engagement online.

To sum up, market is changing and the only way to keep up with it is getting used and adjust. Marketers all over the world feeling lack of normality these days, yet what is a marketing with a sense of something ordinary. It is clearly that with all opportunities gone a lot of new ones are appearing. It is all about reacting and finding ways to live with that.

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FORMATION OF THE MARKETING STRATEGY AND PLANNING OF THE MARKETING PROGRAMS

Key words: marketing strategy, marketing programs, marketing

Marketing planning is related to company-wide planning, in the process of which the goals of the activity are determined, the means necessary to achieve them, and the most more effective in specific conditions methods of action. Regarding marketing part of the company-wide planning, this will mean the need to create and adhere to the dynamics of management correspondence between the goals of the enterprise and its potential opportunities in the process of market activity.

The basic principles of marketing planning (as well as any other business planning) include:

- completeness and comprehensive (the maximum possible number of facts is used, events, situations in their interrelation;
- plans cover all directions of marketing activity of the firm);
- specificity (plans focus on specific markets and time period with specific numerical expression of planned values);
- flexible (the ability to adapt the plan to changes in the environment, make appropriate adjustments);
- continuity (sequence and consistency of marketing activities during the three free time);
- reality (the real possibility of implementing plans and achievement of planned indicators);
- efficiency (costs for planning should pay off with appropriate income).

Considering the formation of marketing strategy firm, you need to understand the concept of company-wide (general corporate) strategy or even business strategy, whereas marketing strategy is a functional strategy, component of the company. Therefore, under the strategy (firms, enterprises, entrepreneurship) understand a comprehensive program actions (measures)

that ensure the implementation of the mission (general goal) firm and achieving its multiple goals. The strategy is always multi-object. In particular, the objects of the strategy may be capital, profit maximization, market behavior, competition profitability, technology and other elements of the market management systems.

Some marketers recommend considering marketing strategy as a set of specific strategies for markets, complex (structure) of marketing and level marketing costs. The marketing strategy must be clear identify market segments in which the firm will focus its core effort. For each of the selected segments you need to develop a separate marketing strategy, including the components of marketing lexis (e.g., on the introduction of new goods, pricing, sales, advertising, etc.). At the same time, you need to determine the size of the marketing budget, necessary for the implementation of these marketing strategies.

The practice of implementing the strategy can have several options:

- stretching the product line - phased addition new products to the range familiar to buyers for research of new market segments;
- a sharp increase in the number of products - simultaneous release to the market as many modifications of each product as possible;
- product improvement - performance improvement products of the company, extension of warranty periods, development areas of after-sales service, implementation in improved technological lines.

In general, the choice of market coverage strategy depends from the following factors: the company's resources; level of homogeneity of production of products; stage of the product life cycle; level of homogeneity of purchase requests; marketing strategies of competitors.

The marketing program provides planning specific actions for the implementation of marketing strategies. It optimally combines marketing tools with taking into account the specific period of validity of the plan and the corresponding financial security.

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COMPONENTS OF THE IMAGE OF THE ENTERPRISE

Keywords: image, image policy, internal image, external image, product image

The success of the enterprise in modern conditions depends on its reputation and public opinion about the organization. Thus formed a public perception of enterprises and forms its image.

Based on the analysis of scientific works [1-3], we determined that the image is an emotionally colored image of the object, based on the formed ideas and values in order to form its competitive advantages. According to the definition, it follows that the carriers of the image can be the territory (city, country), enterprise, person, product, brand, and so on.

According to the definitions of "image" and "image policy" it is necessary to distinguish the following rules:

- the image must correspond to the development strategy of the enterprise, based on meeting certain needs of the market or its segments or niches;
- image formation should be based on the stage of the life cycle of the organization or enterprise;
- it is necessary to constantly work with possible changes in the image in order to flexibly and adaptively respond to market conditions;
- clear correspondence of the internal image of the business entity to the external image.

It is an indisputable fact that the creation of a positive image directly affects the business success and reputation of the company because it creates a favorable atmosphere of trust in the business entity. However, in shaping the image of the organization, staff need to think about the conformity of the created image to the demands and needs of consumers or the public; about the originality and creativity of the image against the background of others like it; about the flexibility and adaptability of the image, ie the ability to quickly change and transform.

When managing the image of an entity, you need to have a clear understanding of the structure of the image. In general, in the structure of the image of the organization, it is necessary to distinguish two parts (sides): external and internal image.

It should be borne in mind that these parts, in principle, cannot function separately from each other. Therefore, the formation of a positive image and its management is possible only in the harmonious interaction of these two parts.

Components of the external image of the enterprise are the image of the product (clear compliance of the characteristics of the product to the needs of consumers, which determines their decision to purchase); business image (business reputation in carrying out business activities by the enterprise); visual image (aesthetic, psychological and cultural features of perception of information messages about the enterprise); consumer image (ideas about the importance, loyalty, solvency of consumers); socio-ecological image (a set of ideas of the general public about socio-environmental goals and the role of the enterprise in society).

Components of the internal image of the enterprise are the image of the staff (generalized ideas of employees who reveal the characteristics of the enterprise); the image of the head (ideas about skills, motives, abilities, the purposes, value orientations, and individual psychological characteristics of the head of the enterprise); corporate identity (a set of permanent textual, artistic and other components in all advertising materials about the company); corporate culture (a system of norms and values that are followed by most employees of the enterprise, which contributes to the formation of a favorable socio-psychological climate within the organization).

Summarizing the above, the main advantages of a positive image for the company should be highlighted: the possibility of establishing long-term partnerships with consumers, suppliers, intermediaries; the possibility of attracting investment by increasing investment attractiveness; increasing the efficiency of marketing communications of the enterprise; growth of indicators of efficiency and effectiveness of the enterprise; new opportunities to gain market leadership.

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**THE INFLUENCE OF THE QUALITY OF EDUCATIONAL SERVICES ON
THE COMPETITIVENESS OF THE HIGHER EDUCATION INSTITUTION IN A
PANDEMIC CONDITION**

Key words: quality of educational services, competitiveness, global information environment, pandemic

The issue of quality of educational services has always been relevant, because it is one of the important factors influencing the competitiveness of higher education institutions in general, as well as other factors, in particular, the composition of specialties, image and level of accreditation. The growth of the quality of educational services allows the educational institution to significantly increase its competitiveness not only in the domestic but also in the international market of educational services. This task is especially relevant in a pandemic, because today an important advantage of higher education institutions in the market of educational services is the ability to quickly adapt to changes in the educational environment.

Conceptually, the quality of educational services is laid down in such a document as the educational program with which the institution of higher education enters the market. Educational program – a single set of educational components (subjects, disciplines, individual tasks, tests, etc.), planned and organized to achieve certain learning outcomes [1]. Educational programs are designed to meet the needs of consumers in education, training and retraining [2].

Educational programs must meet the requirements of the market as much as possible and at the same time be unique. The higher education institution is obliged to follow the constant changes and open new specialties important for the labor market.

A mandatory step to improve the quality of educational services is the introduction of modern educational and methodological support, as well as the latest technologies and advanced methods in the learning process, assessment of knowledge and skills of higher education.

During a pandemic and quarantine training, the maximum use of the opportunities of the global educational information environment becomes relevant. Researchers are obliged to use information and communication technologies of distance learning when providing educational services. In addition, an important condition for the formation of relevant competencies by applicants for higher education is the development of skills of self-acquisition of knowledge, which is also achieved through distance learning.

Another important tool for ensuring the quality of educational services is academic integrity, because the global information space not only opens new opportunities for providing quality educational services in a pandemic, but also provokes problems of abuse of access, misappropriation and various manipulations of information. The practice of adhering to the principles of academic integrity in an educational institution forms the level of reputation of research and teaching staff, which, in turn, affects the rating of higher education institutions, increases their ability to receive scientific grants and, consequently, increases its competitiveness.

In the case of ensuring the high quality of educational services, a graduate of a higher education institution is formed, which is competitive in the labor market. A successful graduate is a permanent and long-term carrier of the image of a higher education institution, and the level of competitiveness of a specialist in the labor market is clearly correlated with the probability of his further employment. In addition, to assess the level of educational services and, accordingly, the competitiveness of higher education institutions, it is necessary to take into account: the ratio between employed and all graduates; between those employed in the specialty and all employed graduates; the average term of employment of graduates [2].

Higher education institutions to increase the employment of their graduates should research the needs of the labor market, establish contacts with future employers, enter into agreements on internships with possible subsequent employment of higher education in certain enterprises.

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THE IMPACT OF COLOUR ON CONSUMER BEHAVIOUR

Key words: consumer behaviour, marketing, customer

Business is increasingly going into the online sphere. As a virtual user can not physically touch the product, marketers need to look for other ways to attract attention. One of them is to communicate with a consumer by using colours and interface to make them interested in products and services. According to statistics, the colour of the product influences the customer's behaviour in about 94 per cent of the cases [3].

Responsible manufacturers should understand that their own colour preferences may not be liked by the consumers or associated with the product. Therefore, it is necessary to choose a colour scheme for one's brand and logo based on colour associations and recommendations of designers.

Most people associate blue with calmness and trust. Psychologists note that people who prefer marine shades are productive and inquisitive [2]. Trust is a quality that is necessary for consumers of companies in the field of technology, finance, transport, and sports. Good examples are BMW, Volkswagen, Visa, Samsung, Windows, HP and other brands [3]. As a universal colour for both genders, blue is actively used for logos of social networks such as Skype, Facebook, Twitter, Vkontakte etc.

Green symbolizes success and new beginnings. From the point of view of psychology, it means harmony [1]. Web developers of any site use this colour for clients to relax, for example, on the waiting page. Green is recommended for the healthcare, food, home, and finance industries. This has become a good solution for Glovo, Privat24, Starbucks, Ariel, Fairy and other companies.

As for the red colour, it fits the description of aggression, passion and attention. Thus, it is suitable for manufacturers in the fields of entertainment, promotion, food and drinks, health, as well as for discounts. Colgate, Redbull, McDonald's, Coca Cola, Netflix, YouTube, KFC use red quite successfully [3].

Black is the colour of the premium segment. It symbolizes uniqueness and wealth [1]. It is well suited for manufacturers of cars, sports, as well as fashion and design companies, such as Chanel, Adidas, Calvin Klein, Nike, Sony, and Apple.

Shades of brown inspire confidence and trust, while yellow inspires joy, optimism and goodness. The combination of these colours is perfect for the automotive, food and fashion industries. They are widely used by Louis Vuitton, Porsche, Chevrolet, M&Ms, McDonald's and others.

In the course of our research, we interviewed 50 people to confirm or deny the statistics presented above. We asked a simple question: What colour is associated with a particular quality? The results of the survey are presented below. The colour that symbolizes a certain trait according to world statistics is outlined in pink.

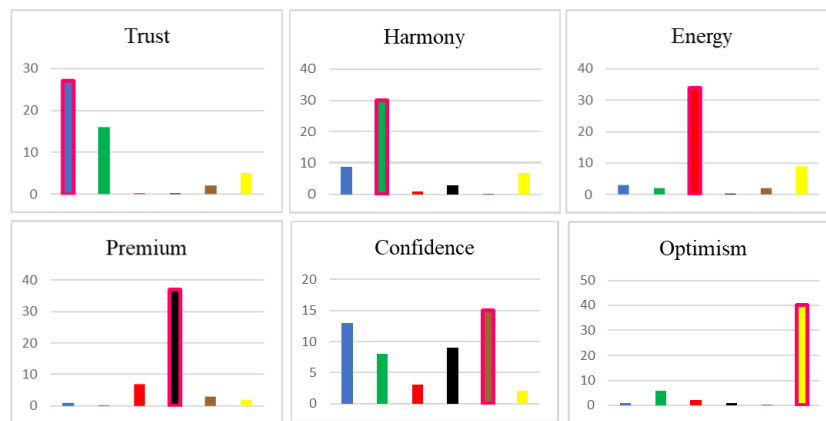


Figure 1. The impact of colour on consumer behaviour

An important aspect is the portrait of the target audience of the brand. It is different for all companies. Bright and saturated colours are recommended for young people, and soft shades for more mature customers. As for the gender issue, the majority of women prefer calmer colours, while men do exactly the opposite [3].

When creating their brands, manufacturers need to be interested in colour and understand the trend of colours in their field not to be led by their own preferences. However, it is necessary to focus on the preferences of the target audience regularly analyzing it. The correct use of shades promises the indispensable success of the company.

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INSTAGRAM POSTS AND VISUAL NEUROSCIENCE

Key words: Instagram posts; creating Instagram posts; Visual neuroscience

A lot of social networks exist nowadays. Each of them has its own advantages and disadvantages. Every social network has its supporters and opponents. But all users from any social network will agree with the statement that there are successful and unsuccessful publications. Let's single out from the whole variety of social networks those where one or more static images is a standard post (like Instagram). How successful the publication will be depending on how pleasant it is to look at the image. Whether the content of the image meets the expectations of viewers. The number of likes and re-posts depends on this, and as a result, the number of those who will see this post.

Also, do not forget that all social networks have long become platforms for companies to interact with their customers, and almost any social network is a marketing tool for interacting with a potential consumer. As a result, any successful publication is approx. So, what is the reason for the successful posts? How to make a great post?

These are difficult questions because success is made up of many factors. Many experts in this field have written and are writing about them [1]. Separately, I would like to dwell on such a factor as neuroscience visualization. We know that visuals are one of the key components of any post. And we know how visuals to appear to our clients/ But there is rarely a question raised of why they might appeal to them. The visual system is a largely complex network facilitating the processing of fine detail and perception. This in turn, can drive multisensory function [2]. So, if we creating best post, what can help for we in sensory neuroscience?

Specific parts of the visual cortex respond to specific aspects of the visual scene. Some neurons respond to orientation, whilst others respond to motion and others to colour. The system is constructed in a hierarchical manner, with basic orientation processed first, and more complex considerations last [2]. Further a few theses.

The color scheme of our posts is a way in which we can manipulate visual neurons so that they pay attention to what we want to draw the attention of viewers. Psychologically, this means that the eyes and brain prefer dark contrasts against a light background. Therefore, highlighting

important aspects of your slides with darker colors will probably draw more attention to them than if they were a light color on a light background. A faded color loses out to a bright and saturated color. Contrast is the key to success.

Visual illusions are another tool for manipulating visual perception, like the Titchener circle illusion. Black dots are the same size, the visual system makes you think that the black dot on the right is larger. This is largely due to the distance between dots of different colors. Conclusion, the visualizations should be simple and the background consistent to avoid unwanted manipulation of perception.

How does our audience process visual information? Many factors influence: for example, attention and prior knowledge of information. We often expect certain objects in certain places. For example, viewers will look for the company's logo in the publication in the same place where it was in previous publications. Contact information is usually found at the end of the publication everywhere, as is the price. If you arrange the usual elements of the publication in an unusual place, such a publication can cause a negative viewer. This is just a small part of how you can make your publication more successful using techniques visual neuroscience.

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MARKETING ACTIVITIES FOR PROMOTION OF GOODS IN SOCIAL NETWORKS

Keywords: marketing, social networks, SMM, promotion tools

Today, human society is developing at an accelerated pace, so it is obvious the emergence of new evolutionary and innovative tools that help humanity meet their needs. Nowadays, the socialization of the environment, which includes social communications between the subjects

of life on the planet, is of great importance for society. As a result of public demand for communications and the rapid development of the Internet and cybernetics, there is a proposal for today's society - social networks.

Social networks are the existence of a social environment in cyberspace. By studying the space and nature of social networks, the public began to use virtual objects for commercial purposes in a market economy, and not only as a mobile and flexible communication tool, but also to promote their business in potential and existing consumers. Such activities of economic entities in the space of social networks necessitated the creation of a new direction in the commercial activity of mankind, which was called Social Media Marketing.

Social Media Marketing is a set of activities aimed at promoting the product of economic activity, as well as work and communication with potential or existing consumers on the Internet platforms of social media resources.

The main types of SMM are social networks (Facebook, LinkedIn), blogs (Blogger, Typepad), microblogs (Google+, Twitter), photo and video services (Instagram, YouTube, Pinterest), social news (Pikabu, Chuv.com.ua, Digg, Newsland), podcasts (Ustream, Smotri, TED, Rpod), web forums (BbPress, Flux BB, Ikonboard), geosocial networks (Google Locator, Foursquare).

Representatives of big business were among the first to realize the potential of social networks and began to actively use them to promote their own products. With the help of social networks, big business solves such strategic long-term marketing tasks as: 1) branding, 2) raising awareness of the target audience, 3) increasing loyalty and trust in brand products, 4) tracking opinions and moods among the target audience, 5) determining which there will be a support system and others.

Representatives of the following business spheres are highly active in social networks: 1) developers and developers; 2) manufacturers; 3) banks and other financial structures; 4) film studios; 5) network service operators; 6) retail chains.

In order for SMM to give results, it is necessary to correctly develop the way of its activity. The most effective way of SMM activity includes several steps, namely:

- 1) correctly conducted marketing analysis;
- 2) clear definition of the purpose, strategy and methods of realization of activity;
- 3) creation of a full-fledged SMM-team;
- 4) correct and clear division of responsibilities between the members of the SMM team.

Thus, marketing on social networks is a fairly new area of marketing. This direction, like any other, has its advantages and disadvantages, which can affect not only the product but also the company as a whole. On the one hand, doing business using social networks allows you to

attract new customers, thus increasing the company's profits. And on the other hand - in social networks there is an opportunity to quickly share impressions, because one of the consumers will discover the shortcomings of the advertised products, a large number of people will learn about it. Thus, the promotion of the product on a social network can provoke the opposite effect.

Therefore, if the decision is made to involve social networks in the implementation of marketing policy, it is necessary that the company's marketers take a responsible approach to this decision and perform as detailed an analysis as possible. The effectiveness of the use of social networks to promote one's own products depends on this analysis.

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MARKETING ACTIVITIES AS THE BASIS OF STRATEGIC COMPANY MANAGEMENT

Key words: marketing activities, strategic management, market activity, industry dynamics, agribusiness.

Formation of management strategies to ensure the competitive development of enterprises is carried out with the help of separate constituent components, elements. All the defined components together form the organizational mechanism. The components of ensuring competitiveness are determined for each area separately and selectively. This is facilitated primarily by production factors. In the commercial component, the main attention is paid to the components of strategic management and strategic development. Strategic management for companies is the most appropriate management system. This is also facilitated by the existing conditions and dynamics of the development of market relations.

Subject to the transition from the production mechanism of company management to a strategic one, the formation of a commercial idea begins to occupy the main place. The mechanism for generating ideas for strategic management will be completely different in terms

of areas of activity. Thus, in the process of managing a company, most of the strategic ideas come down to the formation of marketing activities. At the same time, for example, the subjects of the agribusiness sphere have special conditions. The main differences from theoretical provisions in the field of agriculture, first of all, are formed on the basis of the production cycle. The second most important is the ratio of supply and demand. At the same time, the features are formed not only in the presence of periods of market activity, but also taking into account the peculiarities of the relationship with consumers. It should also be noted that there are differences in the field of agribusiness and within. For example, marketing management to ensure the competitive development of companies in the crop and livestock industries will be completely different. Moreover, if we are talking about the raw materials component of the market, then the marketing tools will be in one model. When it comes to the food component of agribusiness, the set for marketing management is already closer to the general trade theory of marketing.

The outlined features are the basis for the formation and functioning of the organizational and economic mechanism of the marketing activities of agricultural enterprises. At the same time, the mechanism of strategic management is a broader concept and includes marketing. But it is marketing in the existing market conditions that is the basis of the strategy of any company.

Marketing management has its own characteristics of implementation in the management system of agricultural enterprises. The effectiveness of marketing management primarily depends on the conditions of the company and their production direction. It should also be noted that marketing is only developing in the field of agribusiness. And at the same time, according to the first results, it becomes clear that agricultural marketing and strategic management in the field of agribusiness requires the formation of its own special theoretical base.

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INNOVATIVE TECHNOLOGIES IN THE COMPANY'S CLIENT SERVICE

Keywords: enterprise marketing policy, innovations, customer service, omni-channels, Interactive Voice Response, voice biometrics, chat bot, speech analytics system

Marketing activity is an integral part of a successful company policy. Achievement of the highest economic results is possible through active innovation. The effectiveness of a contact center is determined by its ability to provide fast, high-quality and inexpensive communication with customers. Companies are embracing the technological innovations that drive this: speech recognition and synthesis, intelligent self-service systems, and voice biometrics.

Inside for progress towards the application of innovation in customer service: the client calls the bank, store or service provider; the waiting time, on average, can be from 5 minutes to half an hour; when an operator receives a call, a client who has been waiting for a connection for a long time experiences negative emotions.

The result of this situation is a “Lose - Lose” strategy where both parties do not benefit. The business loses lost profits, the client lowers the level of loyalty, wasting time and nerves. Progress is making it possible to reduce the number of such cases by using technologies that solve the problem of poor contact center efficiency.

Today, the call center is a powerful tool in the fight for the consumer. This is possible only with the right approach and the choice of suitable technological solutions. Modern information technology helps to improve the quality of customer processing and the profitability of the contact center, as well as reduce the operating costs of its maintenance. The issue of using the right IT to improve the efficiency of call service centers turned out to be relevant for a variety of companies: for enterprises in the financial sector, retail, telecom operators and others [1]. There are several tasks that can be solved with the help of information technologies developed specifically for the departments responsible for communicating with clients, we will highlight some of them.

1. The habit of comfort. Businesses lose money and customer loyalty when call center agents fail to process incoming calls. An intelligent self-service system comes to the rescue. It works in two modes – outgoing and incoming. In the first case, the system independently dials

up to the customers, informs them, recognizes the answers and records them in the CRM system. In the mode of processing incoming calls, the system provides the client with the necessary information without the help of an operator, through the IVR (Interactive Voice Response) tool [2]. It is necessary to press the buttons to go to the desired level of the voice menu. Advanced systems have learned to recognize what the customer is saying. You no longer need to use the keyboard to navigate to a section of interest. The benefit for the business owner is that appeals do not go unanswered, clients are promptly informed. Reduces the burden on operators who are connected only if necessary.

2. Today, customers want to receive service through their convenient means of communication. Companies in developed countries are striving for so-called omni-channels interaction with consumers. Omnichannel marketing is a type of marketing that involves the inseparable use of several communication channels to interact with the consumer [3]. This allows you to control every step of your client, which is very important for every business. Methods of communication between the brand and the client: website, online advertising, mobile applications, offline stores, outdoor advertising, social networks, email newsletters, push notifications, etc. The transition of contact centers from mono-channel to multi- and then to omnichannel also implies the introduction of new principles of customer service, providing them with the most convenient and functional services.

3. A relatively new and popular channel of interaction with consumers is chat bots. These are programs that, instead of live operators of contact centers, communicate with consumers in text chats, instant messengers, on websites, in social networks. They analyze the request using artificial intelligence technologies and compose an answer in natural language or find a relevant ready-made answer in an expert system. Chatbots can take on some of the routine operations with low implementation and maintenance costs [4]. This is a good way to significantly relieve contact centers.

4. A familiar voice. The topic of voice biometrics is actively discussed by experts [5]. Soon, it could increase customer loyalty. The contact center operator can, literally in seconds, confirm the identity of the calling client by his voice. This greatly speeds up and simplifies interaction, makes it more convenient and secure. Now the client does not have to keep in mind the passport data, code words, answers to security questions, and the operator does not have to check them. Moreover, an attacker will not be able to steal information when calling a contact center. Voice is unique. Determining the identity of the client in a standard way takes about 30-50 sec. The use of voice biometrics can cut time in half, increase the number of processed calls.

5. In the struggle for sales. The human resource is limited. When employees are tired, the number of outgoing shipments does not grow or even falls. The human factor can have a

significant impact on sales figures. To solve this problem, to increase the efficiency of the contact center operators, and also to increase the number of calls during the day, the outgoing dialing system allows [6]. It connects the employee only after a successful connection with the subscriber. As a result of the implementation of such a system, the number of calls to clients during the day increased 2.5-3 times.

Table 1.

Benefits of voice biometrics

| Authentication with special information | Voice biometric authentication |
|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 49% of users think this process takes too long | 80% faster than proprietary authentication - takes about 5 seconds |
| 67% of mobile app users reset their password at least once a month | \$ 15 million - Average savings of companies over three years of using voice biometrics |
| 85% of users are unhappy with existing authentication methods | 90% of users prefer voice authentication |
| Do not always remember additional information for verification | Safer than additional credentials authentication |

Source: based on source [8]

6. The speech analytics system is a tool that will help you quickly identify problems in communication with clients. The activity and emotional state of the speaking parties is determined, interruptions, pauses, the presence or absence of keywords are taken into account, a full-text analysis of speech is performed [7]. The analytics system is becoming a new source of information for management and helps in making decisions, including strategic ones.

Conclusions: the difficult economic situation is currently holding back the full-scale development of contact centers. Modern technologies are expensive and it is very important to competently approach the assessment of investments, correctly formulate goals and objectives for the solution of which it is planned to introduce a certain system. Companies that delay development run the risk of being outsiders compared to more active competitors. Successful progressive organizations tend to be active consumers of innovative tools that ultimately bring profit. The most effective will be the use of omnichannel marketing in combination with biometric authentication, as well as a speech analytics system and outbound dialing.

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**HOLISTIC BUSINESS MODEL AS A BASE FOR MARKETING STRESS
TESTING DEVELOPMENT FOR ACHIEVING ECONOMIC SUSTAINABILITY IN
CHANGING ENVIRONMENT CONDITIONS**

Key words: marketing stress, marketing, sustainability

World faces a problem of gaining sustainability in a long term period of time in changing economic environment. Forthcoming global crisis and unexpected epidemic of Covid-19 revealed a problem of appropriate reaction to external forces. One of the solutions to keep companies competitive on markets despite extreme external threats became a new method of marketing stress testing, that for the first time was developed and presented by authors in their previous publications [3, 4].

Marketing Business Model Stress Testing – is the process which provides a detailed sequential procedure, formalization of the hierarchical system of business models of the enterprise, conducting situational analysis in order to reveal probable turbulences in company's environment and potential limits of such turbulences; system of indicators formation, that define enterprises' business model sustainability, modeling scenarios of company's probable directions of development; on this basis defining weaknesses in the system of enterprise' business models and limits of its functionality, formation of propositions. The key subject of marketing stress testing analysis became a business model. But none of analysed earlier business models approaches could not satisfy enough main aspects of marketing stress testing (MST) procedure.

So a new holistic approach was defined. Holistic approach to business model – is a system of different kinds of hierarchies business models, that corresponds to different management levels: corporate, business, functional. On the highest levels the general strategy and vision of business as a whole is defined, on the second – business processes, which form and provide a core of competence of the company as a source of its steady competitive advantages, the functional level where a company's functions are divided in partial processes within a business

cycle, which ensures its implementation. The enterprise holistic business model system is shown in Figure 1.

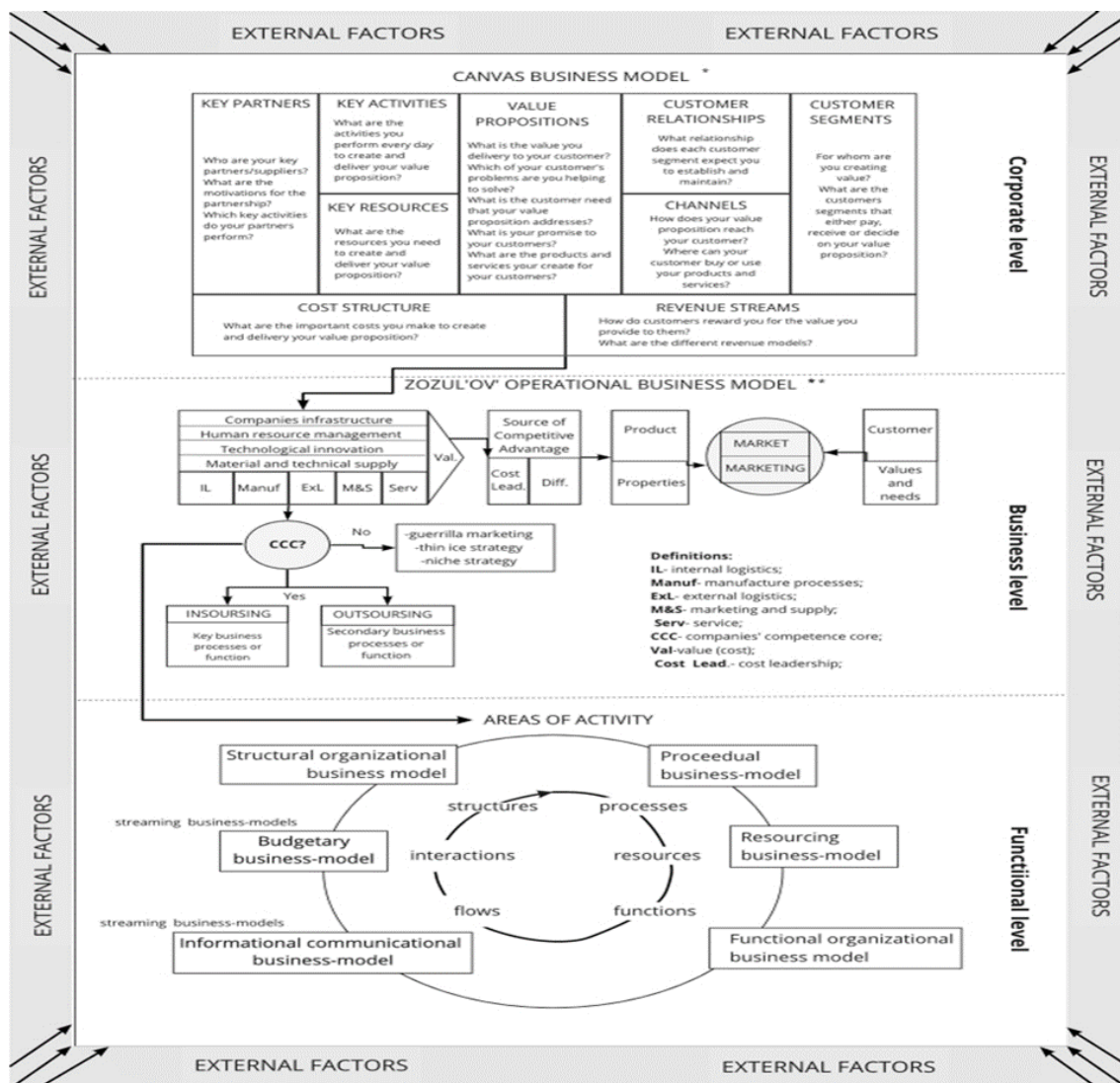


Figure 1. Holistic business model [own development]

According to the information above, the marketing business model stress testing method is a complicated process that needs new models and approaches to be developed in order to achieve effective methodology implementation. Holistic enterprise business model should be a base for further providing qualitative and quantitative research, systematic and consistent processes.

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CRISIS CONCEPT OF THE TRAVEL AGENCY

Key words: tourism crisis, crisis management, tourism industry, travel agency, tourism sector

The tourism industry is an important element of economic growth and prosperity. The growing national tourism sector is creating jobs, raising national incomes and improving the country's balance of payments, but in recent years the tourism industry has faced numerous crises.

The crisis is situation that has the potential for long-term negative impact on the usual environment of the travel agency. The crisis in the field of tourism is a clearly recurring, unexpected and unpredictable phenomenon and, accordingly, the main task of crisis management is to eliminate the negative effects of the crisis in the post-crisis period [1].

The crisis of travel agency requires managers to take a number of non-traditional measures to overcome the situation. In the conditions of internal crisis the management of the enterprise acquires a number of features in comparison with a normal condition and stable activity of the company. Proper use of available funds and the development of the necessary actions in a particular situation can allow to move from recession to development and the planned growth rate of financial indicators [2].

The crisis situation of travel agency can arise for the following reasons:

- abusing of job duties by managers or staff;
- changing of market conditions;
- increasing pressure from competitors;
- implementation of new laws or other regulations, including international agreements;
- changes in the political situation (redistribution of power);
- natural disasters and global pandemics [4].

Today, the tourism sector is one of the world's worst hit by the COVID-19 outbreak, which affects both supply and demand. This will provoke further regression in a weaker world

economy, geopolitical, social and trade tensions, as well as uneven efficiency among major outbound travel markets.

According to the UN World Tourism Organization - the flow of tourists in the world in 2020 decreased by 81% due to the closure of borders caused by the coronavirus pandemic. According to their estimates, due to a significant drop in demand for tourist travel, in 2020 there were a total of about 440 million international trips, which led to a loss of 460 billion dollars in the global tourism sector.

This is about five times more than the losses of international tourism recorded in 2009 during the global economic crisis. Asia suffered the most, where the flow of tourists decreased by 72%, in Europe it decreased by 66%, in Africa and the Middle East - by 57%, and in America - by 55% [3].

Thus, we can conclude that the tourism crisis is an event that carries risks for the normal activities of travel agencies and carries losses to the tourism destination as a whole. The crisis is a stage of cyclical historical development and a good time to optimize the internal structure of companies, actively replace outdated paradigms with more perfect and promising ones.

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HUMOUR IN ADVERTISING AND IT'S NECESSITY THROUGHOUT THE PANDEMIC

Key words: psychology, marketing, economy, pandemic, COVID-19, advertisement, emotion, humor

The human's psychology is powerful field of study, which help to understand the human being, behavior and mind. The strength and at the same time frightening consciousness have been discussed for a long time by great philosophies and scientists. Even Albert Einstein wrote: "The illusion that we are separate from one another is an optical delusion of our consciousness" [2]. I am convinced actually true marketer should know the psychology of a customer and using it on practice. At this abstract, I want to underline the importance of emotional aspects in the advertisement.

So let we dive into our 2020 most triggering theme – the pandemic of COVID-19. The isolation at our homes, the rising level of depression through the population. The Household Pulse Survey shows increasing level of anxiety symptoms in USA from April 2020 – 30,8% of interviewed to November 2020 – 36,3% [1]. There are, of course, digitalization and negative impact on businesses. For our conference theme, it will be useful to notice the different consequences on the market: the problem with distribution through ban on the export and import to and from most affected areas, the workforce, cash flow, consumer demand and sales. However, life is still going and marketers have to work despite the challenges.

Why I have mentioned all these themes? For our main abstract – the humor and it new power while pandemic. From the vocabulary definition, humor is the intellectual ability to notice their comical, funny sides in phenomena. A sense of humor is associated with the subject's ability to detect contradictions in the surrounding world. The people are filled by negative everyday statistics of affected by illness and negative news. They are tired and need something new in the world of fullness by everyday stream of information indeed. I suggest the method of using humor in the advertisement.

Scientists in neuromarketing studied the effectiveness of emotional aspects in ads. Md. Hafez [2] explains that marketing specialists must develop a positive and favorable brand image

in the minds of customers through the development of attractive ads with emotional content. Neuromarketing research has empirically evidenced that most purchasing decisions are made emotionally. Therefore, creating initiatives to build an emotional bond is the main task of experts to improve marketing performance.

Despite the criticism of approach of neuromarketing because of it more unethical technologies than others marketing techniques, the case of humour not looks unethical at all.

Let's look at the most popular Ukrainian marketing agency – Banda. They decided to use humor in the widely known PrivatBank advertisement campaign “Беремо і робимо” which means, “we take and we do” [3]. The both sides of campaign were satisfied with the delightful customers and Banda call it itself “the largest communication restart in PrivatBank history.” They also did several others campaign with visible humoristic subtext.

Bright representative of using humorous advertisement is Japan. Far known for the robots, sushi and advertisement, Japan began use this approach many years ago and become the best at this field. Their ads are bright, with rapidly changing scenes and some story. I think, if the country if the Rising Sun uses humor for so long period, we should take a gaze at this side of marketing.

People need to see something new and hooking at their screens and it should be adverts with positive notes. Will the company that affect the smile on face cause the good attitude to themselves? I think the answer is yes. The decision on the admissibility of such techniques remains with each company, but it is important to remember that consumers develop along with brands. Testing neuromarketing techniques such as humor may make brand campaign effective and lead to making profit, but do not need to use them as the basis of marketing strategy.

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SOCIAL ORIENTATION AS A COMPONENT OF MODERN MARKETING CONCEPTS

Keywords: marketing concept, socially-oriented marketing, consumer needs, public interests, ethical business behavior, quality of life

The current conditions of the rapid development of production, technology, as well as a social activity, and consciousness and other aspects of social life, cause the objective need to further improve the concepts of marketing.

Domestic scientists [1, 2, 3, 4] consider socially oriented marketing to be a new and promising tool for forming a successful image for Ukrainian enterprises. Socially oriented and socially responsible marketing, according to the vast majority of scientists, are essentially the same.

At the same time, some researchers consider socially oriented marketing in three aspects: 1) as a mechanism for reconciling the needs and interests of consumers; 2) the needs and interests of the enterprise; 3) the needs and interests of society.

The strategic direction of socially oriented marketing involves multiple measures that should be aimed at the production of quality products; preservation of the environment, maintenance of ecological safety; taking into account the interests of consumers of the company's products, suppliers, employees and shareholders; respect for human rights; stable payment of taxes; ethical business conduct; creating safe jobs; development of the potential of employees of the enterprise; interaction with government agencies and government officials to solve various social problems in the region in which the company operates [5].

The concept of socio-ethical marketing assumes that the interests of both the consumer and society intersect, because, as noted above, the consumer is part of society and all negative processes in society directly or indirectly affect him. Besides, according to research, the interests of society and the consumer may also contradict each other. In practice, social ethics is sometimes opposed to individual ethics, and as a result, the interests of society contradict the

interests of the individual. That is why socio-ethical marketing must be fully understood not only by the producer but also by the consumer. The main task of manufacturers is to promote such understanding among their customers (Fig. 1).

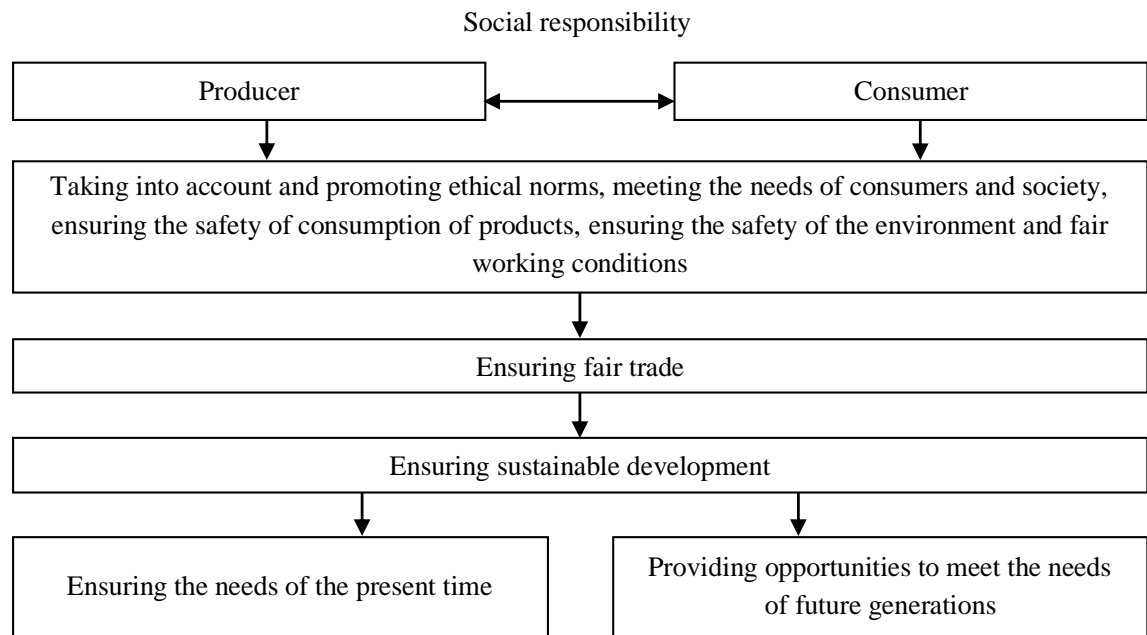


Figure 1. Social responsibility of the producer and consumer [6]

Awareness of social responsibility should be the basis for the introduction of social and ethical marketing, as it should be a guarantee of ethical principles in the development and implementation of marketing activities, which together are designed to influence the behavior of society to ensure sustainable development.

Elaboration of scientific publications allowed to single out the most important characteristics of the concept of social and ethical marketing:

- a) with the idea of the concept (provides for the production of goods and services that meet the existing needs of consumers with the requirements and constraints of society);
- b) with the purpose of the concept (meeting the needs of target markets while preserving all types of resources and the environment);
- c) with the main tools for the implementation of the concept (involves the use of a set of marketing tools; consumer research; study of social and environmental consequences of production activities).

Systematizing the research, we conclude that in the implementation of the socio-ethical concept of marketing in the activities of enterprises, the most typical and mandatory requirements are as follows:

1. The mission and main purpose of the enterprise must be to meet the reasonable needs of consumers and meet the interests of society.
2. The company must constantly seek opportunities to create innovative products that better meet the needs of consumers.
3. The company is obliged to stop the production and sale of goods that are contrary to the interests of consumers, which may harm them and society as a whole.
4. Consumers should support only those enterprises that constantly care about meeting their current needs.
5. Consumers who care about preserving and improving the quality of their lives will not buy the goods of enterprises that use environmentally friendly "unclean" technologies, even if they produce the goods they need.
6. The company must constantly create and implement in practice such programs of social and economic development that meet the interests of the company, its staff and are useful for the social development of the region where the company operates.

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HOW TO IDENTIFY COMPETITORS: MAIN STEPS

Keywords: trends, information, analysis, competitor

Competitive analysis is a process of comparing the strengths and weaknesses of your own business or product to those of other businesses, in order to make your business or product more competitive. We can detect new entrants coming in and out of the market and prepare for their arrival, and keep abreast of the latest developments in order to avoid surprises and predict competitor's actions when making a forecast. Besides, we can turn on an early warning system to win time for correcting actions, such as adjusting prices based on competitive threat. The last benefit is a customer perception, which helps us to focus on relevant competitors.

Competitive analysis process includes three steps. The step to start with is gathering information. The first information source for the product and management of opponents is the company website. The second necessary source is financial analysis, which is useful for private equity firms, those that do not publish their financial information. Besides, industry analysis and trade publications are useful for analyzing the rating of the company on the market. Two other important sources are web traffic and social media, those that have top hashtags, top users and keywords. With the help of such tool as Alexa, marketers can access different website details such as search volume, audience demographics, and so on. Other competitive analysis tools include Google Alerts and Google Trends.

The next step in competitive analysis process is analysis of collected information. We can divide the market into two types of competitors: direct and indirect ones.[1] Direct competitors exist in the same market and offer similar products and services. Indirect competitors can exist both in the same market and in different markets offering similar products and services and fulfilling the same functions. We can choose which companies to focus on by using such criteria: [2]

1. Consider the time when competitors will pose a substantial threat.
2. Research your competitors' sales tactics and results.

3. Pay attention to your competitors' pricing, as well as any benefits they offer.
4. Consider indirect competitors more seriously, in case of rapid technological change.

After identifying competitors, all information gathered must be processed using competitive analysis models. The most famous structure used to evaluate a company's competitive position and to develop strategic planning is SWOT analysis. This visual arrangement provides a quick overview of the company's position. Another famous model is Porter's Five Forces. The methodology identifies five forces that determine the level of competition, and, therefore, the attractiveness of doing business in a particular industry. The frequently used model is PESTLE analysis.[3] It involves researching up to date trends in such specific categories as political, economic, social, technological trends. The last analysis model is perceptual map, used to visualize how the average statistical consumer perceives the positioning of competing products.

The third step in competitive analysis process is action. Defensive actions are about protecting brand's market profitability and product positioning against competitors, for example countermeasures, product differentiation or diversification. Offensive actions are about securing market share from competitors regardless of the existing competition. The most common ways are entering a new market segmentation or executing a new go-to-market approach with different channels for different segments.

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MARKETING STRATEGIES: FORMATION FEATURES AND PROCEDURES

Key words: marketing, management, strategy, research, market, enterprise, efficiency

Marketing activity is one of the tools for increasing the competitiveness of an enterprise. At the same time, the greatest effect can be achieved not only with the use of separate marketing, but with the formation of marketing strategies for the development of companies. At the same time, the method implies compiling a mechanism for the functioning of marketing in the enterprise management system.

It should also be noted that the creation of mechanisms for economic growth in agriculture is based on the involvement of basic marketing tools using the analysis of the target market. This is facilitated by mechanisms for increasing the level of competitiveness of agricultural enterprises through the use of strategic management.

Research of market conditions in the formation of marketing or market strategies for agricultural enterprises. One of the options for optimizing strategies for market activities is the use of numerical methods of market equilibrium. The results of such experiments show the possibilities of introducing business processes in the marketing activities of enterprises.

Also, in the formation of marketing strategies, statistical methods are used in marketing research. This is due to the fact that the formation of marketing is based not only on mathematical calculations using forecasting formulas, but also on the indicators of the market form and the formation of market conditions.

Taken together, all of the above actions will make it possible to form more accurate and realistic marketing strategies and thus will form part of the marketing direction in the formation of a company management system.

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LOGISTIC ASPECTS OF IMPROVING SALES EFFICIENCY IN EXPORT OPERATIONS OF THE ENTERPRISE

Key words: logistics, marketing, export

The main foreign economic activity is an export-import business operation, which combines organizational and administrative documented actions of counterparties from different countries and aimed at exchanging goods, capital, works, services or intellectual property and is carried out through contracts developed on the basis of national legislation. and international treaties.

Export operations are the final export of goods, ie the customs regime under which Ukrainian goods are released for free circulation outside the customs territory of Ukraine without obligations to re-import them [1].

The company can export goods if such conditions as:

- compliance with current legislation of Ukraine and international law;
- payment of taxes and fees, which are established in the implementation of export operations;
- provide customs with documents that are the basis for the export of goods.

In modern conditions of rapid growth of competition, export activity is a necessary component of the complex functioning of the country's economy and an important type of foreign economic activity. Enterprises engaged in export activities are less vulnerable to the influence of microeconomic factors of the operating environment. Export of products of enterprises helps to solve a number of important tasks: increase profitability; increasing sales; search for new business partners; improving the quality characteristics of products; avoiding seasonality of demand for goods, etc.

Given the importance of exports for the country's economy and for the functioning of all spheres of business, an important element of the effective functioning of export activities is the continuous assessment, analysis and identification of trends and development of this type of foreign economic activity. These tasks can be solved by implementing a number of diagnostic

procedures for export activities, as diagnostics involves the process of assessing, analyzing and determining the characteristics of activities and trends in certain areas of the enterprise (export activities) or its operation in general through a system of business indicators. making informed decisions at all stages of management of the organization to direct their actions to eliminate shortcomings in the activities of the enterprise and highlight the strengths of the market structure.

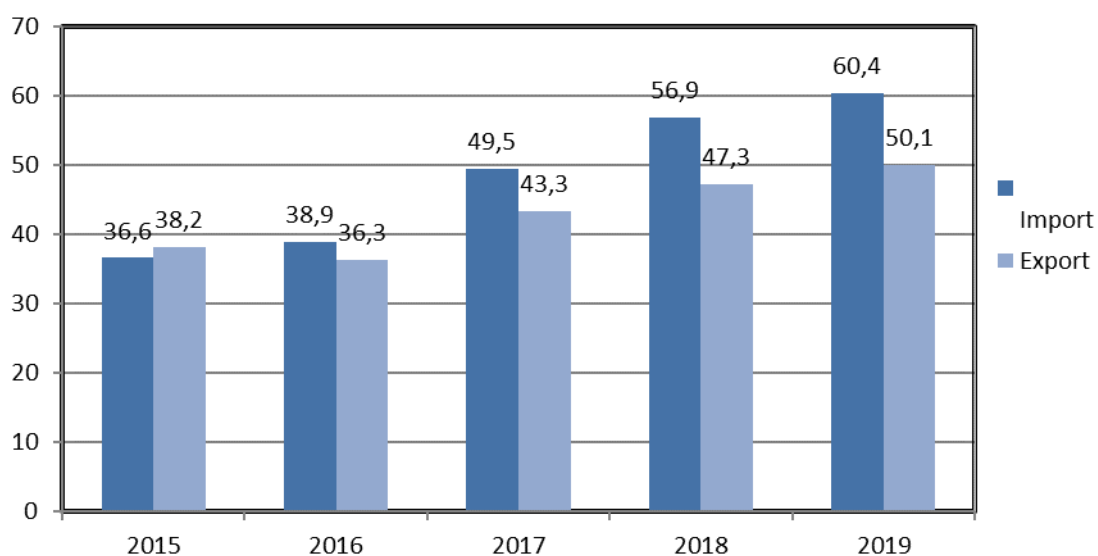


Figure 1. Dynamics of exports and imports of goods of Ukraine, billion USD

Given the importance of exports for the country's economy and for the functioning of all areas of business, an important element of the effective functioning of export activities is the continuous assessment, analysis and identification of trends. These tasks can be solved by implementing a number of diagnostic procedures for export activities, because the diagnosis involves the process of assessing, analyzing and determining the characteristics of activities and trends in certain areas of the enterprise (export activities) or its operation in general through a system of business indicators for accumulation the necessary information on making informed decisions at all stages of management of the organization to direct their action to eliminate shortcomings in the activities of the enterprise and highlight the strengths of the market structure.

Prospects for further development in this area are extremely relevant for the work of enterprises in the interaction of economic markets of different countries.

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FEATURES OF CONSUMER BEHAVIOR ON THE DROGERIA-MARKET OF UKRAINE

Keywords: drogerie market, consumer behavior, Customer Experience Management

These days there is an active development of the drogerie market in Ukraine. Drogerie is a grocery store that sells non-food everyday products, including cosmetics, perfumes, hygiene products, related products [3]. According to the report of the research company GT Partners Ukraine for 2019, the undisputed leader is the EVA Store Line, which is twice the number of outlets of the nearest competitor Watsons. Prostor closes the top three companies in the market of household goods [3]. In order to keep up with competitors, companies operating in the drogerie market must make the detailed study their customers behavior and, accordingly, develop a set of marketing activities.

The main task of drogerie-marketing is to meet any specific needs of a narrow market segment, which will allow the company to form long-term partnerships with customers.

On the example of the EVA Store Line, the peculiarities of consumer behavior in the drogerie market have been considered. To determine consumer behavior, Customer Journey Mapping was created, which depicts the entire path of the consumer in the direction of the purchase of goods, which begins with obtaining information about him [1].

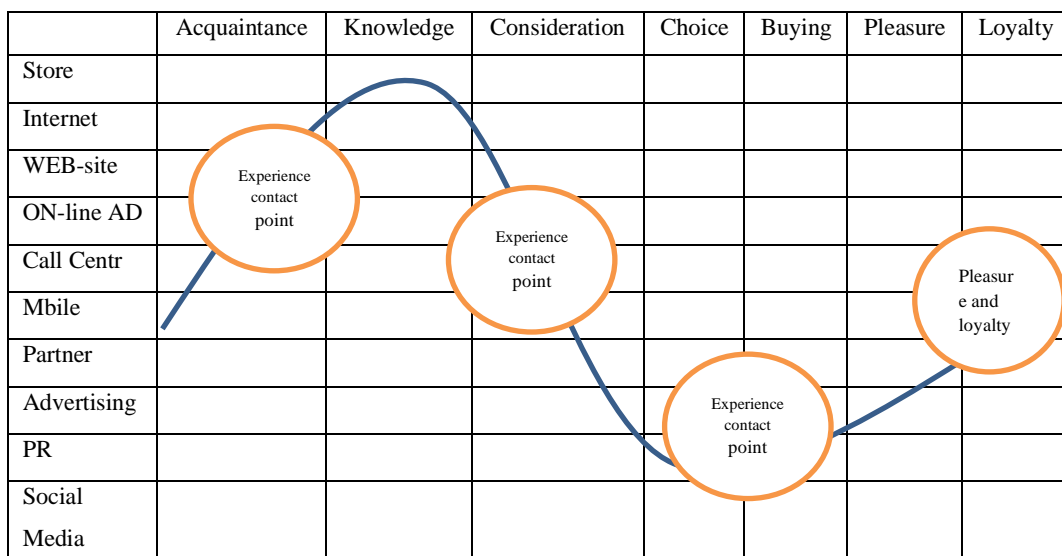


Figure 1. Customer Journey Mapping of the EVA Stores Lines Customer [4].

This card usually consists of the following stages: acquaintance with the product, gaining knowledge and consideration of product's characteristics, decision-making, purchase of goods, use of the product, completion (achieving loyalty).

However, in drogerie markets, the duration of the transition from one stage to another is shorter than in other markets, which focus on a wider range of consumers [3].

In the event that the consumer knows that the company can meet his or her special needs and will do it well, it is very easy for him or her to move from decision-making to purchase, because there is a small quantity of analogue products or they are not available at all. Therefore, the main task of the company in the drogerie-market is to find its customers and develop means to influence them.

Consumers are often unaware of their need, or are aware of it, but do not address it or address it differently. The main task of the company in the drogerie-market is to show people that this or that problem exists and can be solved with the help of a certain product or service.

Sociopsychological factors also play an important role in drogerie marketing. When buying goods for the customer is important not only the price and properties of the product, but also the emotions and feelings that accompany the purchase of goods. It is important for the consumer how and where to buy the product in order for the purchase to be accompanied by a certain emotion, attraction, background. The customer is already expecting maximum involvement from the retailer. He wants the company to be everywhere and its reaction is immediate [1].

Thus, the specific feature of consumer behavior in the drogerie-market is Customer Experience Management. It is important for companies to know about the customer what he or she generates when making his or her purchases: what he or she bought, in what quantity, how often, where. For example, the EVA Store line collects this data through a CRM system, segmentation, clustering, which imposes additional information about the customer. Also, it uses Customer Journey Mapping and customer feedback. For example, if a customer called a hotline, wrote on Facebook or any other channel, you answered him or her and the customer is happy - it still needs to be recorded [1].

Companies in the drogerie-market should take into account the following features of marketing:

1. Analysis of points where the customer interacts with the brand to transfer the brand from the category of "just to meet the needs" in the category of wow-brands.
2. Retention and loyalty. It is necessary to develop marketing activities so that the customer communicates more often with the brand. This is where Customer Experience Management helps

Thus, the most important thing in the drogerie-market functioning is to form a portrait of its consumer and focus on the main innovative aspects of such a market. Accordingly, the positioning program is being formed now.

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BRAND NAMING PHILOSOPHY

Key words: brand, marketing, naming

Naming is an important stage without which it is impossible to build any successful brand. The name of the company is considered to be the first handshake with potential customers. Combined with reputation, this helps to build brand awareness. The name is what customers face without knowing about the product offered. Naming has 3 main tasks:

- communicative: the formation of consumer confidence in the brand and promotion of recognition among the names of competitors;
- commercial: the known name helps the owner of the product to increase income;

• legal: it is impossible to register a name, if it coincides with the registered name of a similar product or company not to be the basis for legal action.

Interesting figures in favour of naming are given on the site of Koloro Brand Agency [1].

1. 11% of consumers refuse to use the company's product or services, if they do not like the brand name;

2. In 90 cases out of 100, the buyers choose the product or firm they trust;

3. 77% of enterprises with an unsuccessfully chosen name cease to exist and to operate on the market within one or two years from the date of starting;

4. Every year more than 10 thousand new trade marks are registered in Ukraine, and more than 120 thousand new trade mark names are registered within the international registration procedure.

A properly chosen company name helps to reveal both attitude and approach to business. The rules of naming to be followed are:

1. Do not make your customers struggle to work out what your brand name means.

2. The more natural it feels to pronounce the brand name, the easier it is for customers to promote it through word of mouth. Similarly, the shorter and easier the brand name is, the quicker customers can find it when searching online.

3. Brand names need to be memorable to become household names.

4. When choosing a brand name the peculiarities of the definition of the word in a foreign language environment should be taken into account. For example, a Chevrolet Nova car with the Spanish "No va" is translated as "Not driving".

The naming methods used by well-known companies include:

- the combination of words: for example, the name of the world-famous sportswear brand Adidas

is formed from Adi (a nickname for Adolf) and Das from Dassler (the company founder surname);

- the method of analogy: for example, the Bounty chocolate name comes from the name of the Bounty Islands archipelago in the Pacific Ocean, near New Zealand.

- the name of a mystery method : for example, few people know that NIVEA comes from the Latin language and is translated as "white".

- acronym or abbreviation method: for example, IKEA (Ingvar Kamprad Elmtaryd Agunnaryd), BMW (Bayerische Motoren Werke AG), or NASA (National Aeronautics and Space Administration).

The right name is the key to brand success. A unique brand name will attract a large number of potential customers. Different people may perceive a brand name differently. Experts

believe that a name is not just a sound, but an association, and each person reacts to a new brand individually, depending on their own life experience and education.

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MARKETING ACTIVITIES DURING THE CRISIS

Key words: marketing, crisis, consumer behavior, communications, optimization

Global crises usually have a negative impact on the activities of all companies, enterprises and organizations in any area of business. But the crisis is not only a continuous negative, but also a time to open new opportunities. It is very important in this situation to orientate in time and act clearly and creatively. It is during this crisis period that the role of marketing and relevant marketing activities becomes very important for the activity.

During the crisis, the level of socialization of society decreases, consumer preferences and behavioral stereotypes change significantly. Among the main changes in consumer behavior are the following phenomena:

- 1) falling demand for goods that do not belong to the so-called basic necessities;
- 2) an important factor in the successful promotion of products on the market is its price;

3) significantly reduces interest in prestigious brands, products of well-known companies, sales of which are slowing down, even with high quality;

4) consumers pay much less attention to the external attractiveness of the product (packaging, advertising), that is, on all of them everything that is not related to the price;

5) significantly changes the logistics structure of the channels of supply of goods to consumers.

In a crisis period, in order to effectively respond to emerging environmental problems and to maintain market share, companies usually try to: 1) switch to anti-crisis management with a short planning period; 2) minimize all possible costs; 3) suspend investment projects; 4) reduce debt liabilities and increase cash reserves as much as possible; 5) maintain the business reputation and employees who play key roles in the organization.

In order to maintain their market position in order to not only regain lost profits in the future, but also significantly increase them, it is advisable for companies to build such marketing communications that are carefully thought out, carefully considered, creative enough to take into account psychological aspects of consumer behavior. Of course, we are talking primarily about the use of Internet technologies, which are very convenient to use during this period at the lowest cost. In addition to optimizing marketing communications, to successfully overcome the crisis, companies are encouraged to try to use a number of marketing measures, among which are the following:

1) to monitor the market situation as closely as possible and try to react quickly to changes (habitual behavioral stereotypes and consumption habits change - this opens new opportunities for entrepreneurs; work with "hot" demand will be relevant);

2) optimization of the number of market segments in which the company operates (stay on the most promising segments and look for new attractive niches);

3) optimization of the structure of consumers (preservation, first of all, of customers who are able to ensure highly profitable activities of the enterprise);

4) to optimize the range of products (identification of highly profitable goods and concentration on working with such assortment items);

5) revision and optimization in accordance with the terms of the pricing policy (prices should not scare away buyers, otherwise they will prefer cheaper offers from competitors);

6) optimization of sales policy and product distribution channels (it makes sense to change the operating conditions of the sales network by implementing significant savings);

7) review the main business processes (increase the level of organizational flexibility, try to encourage company staff to universalize and combine certain responsibilities);

8) take care of the company's employees who remain to work in a team in such a difficult period (maintaining employee loyalty, receiving emotional dividends, reducing panic, increasing productivity and maintaining operational efficiency).

The emergence of crises in the economy is always a new serious challenge, especially for the company's marketing, time to develop and implement new ideas and products, optimize existing assets and find additional reserves and opportunities for doing business. Therefore, the role of marketing activities and decisions that are associated with the stable operation of companies in this period is very important, and finding the right direction to respond to change and development are crucial for the further effective operation of the organization.

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SEXUALIZED IMAGES IN ADVERTISING

Key words: sexual objectification, advertisements, sexualization

Objectification women's and men's bodies became an issue for modern people with which they don't want to accept. There seemed what a problem of naked bodies' pictures with sexual subtext in ads, TV or on big boards? Maybe many people see nothing negative in this issue. Actually, it is and puts under attack costumer's self-esteem, makes violation of personal boundaries normal and, even if it sounds strange, have a negative influence on perception of the product. Unfortunately, we still live in the world where men's attitude to women and women's attitude to men are largely sexist. In addition, this attitude supports by marketers who ignore this problem and carries on to use in their work sexual objectification. We have to change it and furthermore new researches tell us about negative influence of objectification on sales.

Fourth size bust on the ads big board, which advertises tire pumps or naked men in confectionery who wear only apron and cook deserts etc. Ads like these see 21st century children of consumer culture and it is not important whether they want or not, because it is customary to consider: sex sells. Sex in ads often strengthen wrong gender stereotypes. Men are demonstrated like sexually aggressive and women like dependent or less influential. Stereotypes like these could work before but now less people are influenced by them [1].

A new research, published in the academic magazine *Sex Roles*, question the statement "sex sells" which means to use naked people (mostly women) in suggestive poses. Authors believe sex in the end isn't sold, they add "researching's results question sexualization like useful marketing strategy" [2].

Looking through advertisements with elements of sexual objectification, women claimed that these goods had less attractive, and they less likely to buy them compared the reaction after viewing neutral ads. The authors explained these responses partly to the fact that female participants reported experiencing higher levels of negative emotions after viewing ads with sexualized imagines compared to neutral ones. In fact, advertising made women feel unwell, and it affected their impression by products. It should be added that ads with male models in suggestive poses left women just as unmoved. Ads with sexualized male models also was less attractive to men than neutral.

Previous researches forested that images of women with sexual subtext actually increased the number of men who were more interested in buying goods, but new researches have deviations showed that for men "the level of female sexualization of ads doesn't influence the level of interest". Researchers explain these changes to the fact that previous analysis of men's responses to sexualized ads included researches dating back to the early 1970s. Since that time society largely evolved, thanks to expanding women's opportunity, and "people maybe thanks to different women's and men's models in ads, which go beyond sexualization" [3].

However, men with a higher level of hostility to women said they were more likely to buy goods after viewing suggestive advertising. In a nutshell, marketers are forced to work with customers who want to see sexualized images in ads, although current trends promote people to refuse from sexist views. It's closely related with the image of famous companies that provide goods or services. If you use sexual objectification and sexism like tool of influence on costumers - nobody will cooperate with you.

The issue of the use of sexualization in advertising will be open for a long time, but it is important to note that sometimes using of it is justified and appropriate. For example, advertising barrier contraceptives or women's/men's underwear is not possible without depicting naked bodies or imitating sexual actions.

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GREEN MARKETING: PROPAGANDA OR NECESSITY

Key words: green marketing, organic products, eco-companies, eco-labelling

Nowadays, corporate communities targeted not only at everyday gains, but also at long-term profitability are accountable for environmental sustainability. The business code of ethics of the 21st century is green. It is too difficult for companies with the sole objective of making money to reach sustainability. Companies are mindful of their obligations towards staff, customers and shareholders. Global changes force them to take decisive steps concerning environmental and social issues. They are based on the concept of environmental protection rather than the viability of the company.

In modern conditions of economic development Ukraine still feels the consequences of the global financial and economic crisis as well as the internal crisis associated with a difficult geopolitical situation. Today not enough attention is focused on solving ecological problems and protecting the environment from the negative impact of scientific, technical and agricultural activities of people. Ukrainian enterprises are less enthusiastic about spending money on environmental support than enterprises in countries with well-developed economy.

Green marketing is the economic activity of enterprises aimed at producing environmentally oriented products, creating demand for these products, making profit without harming environment.

Environmentally responsible companies develop ecological strategy and promote green marketing. They spend money to educate consumers and promote recycling to prevent waste. Green image of corporate organizations can be created by branding a green enterprise. For example, Ukrainian green company Koloro specializes in the production of ecological products. The company proves the fact that the environmental advantages of a product and its use may add value to a product and attract more customers, which can boost revenue and profits[1].

Initially, the main idea of the green marketing concept was based on ecological packaging and product labeling. However, at the beginning of 2000, researchers decided that the ecological

component should be integrated into all aspects of marketing. Nowadays, businesses and organizations are using green marketing to promote their brands. At the same time in Ukraine there are too many cases when some firms abuse the terms “eco” or “bio”. Sometimes this negatively affects green marketing in general. Furthermore, if a company wants to use ‘eco’ label, it must be certified by GENICES (Global Ecolabelling Network).

Moreover, solving the existing environmental problems requires not only limiting the impact of enterprises on the environment, but also the active use of the concept of green marketing at the level of strategic planning of the country's development. Green marketing concept provides activities for the production and promotion of environmental products and formation of consumers’ environmental needs. Using green marketing concept will allow companies to reduce payments connected with ecology and improve corporative image.

An environmental company should take care of natural capital rather than strive for decreasing consumption of natural resources. So, enterprises should create a system of ecological management and environmental regulation; limit pollutions; investigate new ecological technologies.

The research of the behavior of potential consumers of organic products shows that customers would buy organic agricultural products:

- for themselves and their families, because environmentally friendly production cannot harm their health (79,3%);
- for children, because chemicals are dangerous to them (11,7%);
- to improve the environmental situation in country (9,0%).

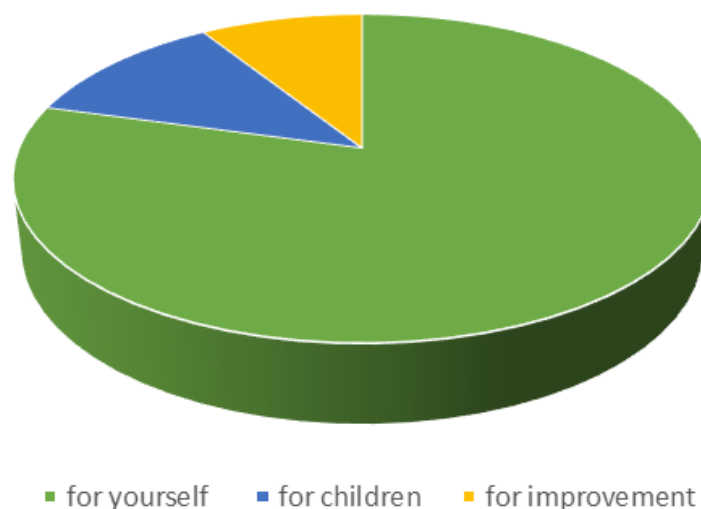


Figure 1. The demand of organic products [2]

Prospects for green marketing in Ukraine are:

1. creating a new eco-technology of production;
2. creating a new green marketing concept;
3. developing eco-oriented state policy.

Green marketing is seen as a perspective way to the safety of social-economic community development.

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THE ROLE OF THE INTERNET IN THE MODERN WORLD

Key words: Internet, users, market, virtual networks

Today, it is probably quite difficult to imagine life without the global Internet. Most of the world's population uses this resource almost daily. Companies transfer all business to a virtual network and communicate through it with their customers. The need for businesses to access the Internet is provoked by the fact that consumers in the process of finding the desired product turn to this resource. When we study the dynamics of consumers' connection to the Internet, it is safe to say that by the beginning of 2020, most of the world's population are Internet users. There were 4.54 billion users in the world on January 1, 2020, but in 2019 this figure was 4.2 billion users [1].

The development of the virtual network has had a significant impact on the process of forming relationships between companies and potential customers. After all, in the virtual space, the product is not in short supply in this role is the potential demand. Business on the Internet also operates according to the classical laws of economics and aims to achieve the standard goal – to maximize profits [2]. Achieving the latter is ensured through the process of forming a single market space that allows the use of digital technologies, the use of which gives

companies much greater opportunities in today's world. The role of the global network in modern conditions is difficult to overestimate because the Internet can influence almost all sectors of the economy [3]. For example, researchers note that it is Internet technologies that have made it possible to minimize costs in the global logistics sector, make better use of staff skills, and develop relationships between countries and regions, even during a global pandemic [4]. The Internet is also changing the very mechanism of competition. The Internet provides companies with the potential to grow rapidly. Both start-ups and those that have been operating in the market for a long time have these opportunities.

Given the dynamics of using the Internet, we can predict that in the near future the virtual network will become a key component in the process of establishing communication links between different countries. The Internet has already influenced educational processes, the activities of companies in the field of trade, innovation, marketing, management, and others.

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T-SHAPED MARKETING

Keywords: marketing, T-Shaped marketing, broad knowledge, T-Shaped marketing skills

The idea of a T-Specialist replaces the idea of the classic expert with a narrow profile. The T-Shaped marketer is a specialist who is well versed in a particular area and at the same time has knowledge in many areas. An example of the knowledge structure of a T-Shaped marketer is presented in the diagram:

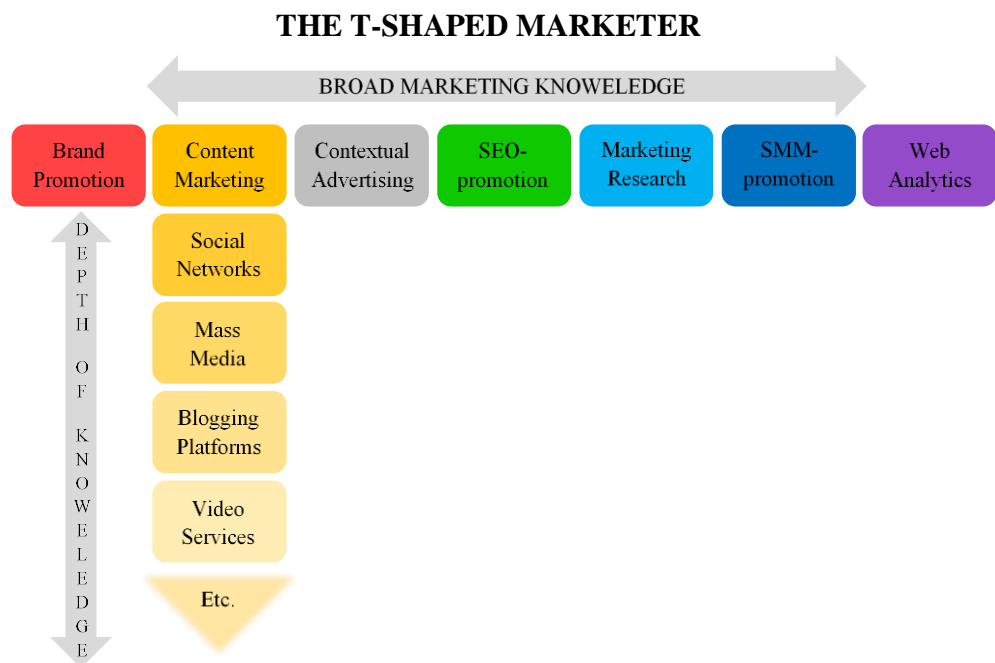


Figure 1. Knowledge structure of a T-Shaped marketer

The first T-Shaped Skills model was proposed by David Guest in 1991 as a competency concept [4]. In his research he gave the definition of T-Shaped people as professionals who combine an expert level in their professional sphere with a broad knowledge of related fields [5].

The vertical bar of the letter “T” shows the depth of knowledge in one area. The horizontal bar in the “T” shows the breadth of knowledge that will help to collaborate with experts in other fields and can be useful in areas different from their own [2].

The T-Shaped marketer’s abilities and knowledge are divided into 3 components:

- basic knowledge (areas of knowledge applicable in any job, not just marketing);
- main knowledge (specific marketing areas of knowledge applicable in different areas of marketing);
- expert knowledge (narrow marketing channels related to audience engagement and customer acquisition).

Each member of the marketing team should have all the basic and the main knowledge as well as achieve mastery in at least one area of the expert level.

Most likely, the abilities of the person will not fit strictly in one leg of “T”. This is especially true, if the marketer is actively studying and developing. The concept of a T-Shaped marketer is seen as a structure in which it is impossible for people to fit perfectly. In some cases “T” can have several vertical bars of different lengths or one long bar. This indicator depends on the area in which a person develops [2].

In order to develop the T-Shaped marketing skills, first of all a niche in marketing need to be chosen [3]. Two questions are to be answered:

- “What am I the best at?”, - the answer will show the vertical part of the letter “T”, that is, in which area the person is an expert;
- “What am I the worst at?”, - the answer will show the directions for the horizontal part of the letter “T”, that is, knowledge in which areas need to be improved.

The next step is to study the target audience because its incorrect definition can lead to a failure. To avoid a collapse, it is important to use real statistics.

The Internet platform has become a part of society. It means that the T-Shaped marketer must understand how the target audience will interact with the product online and how to make it as simple and convenient as possible to use.

Another important point is the development of creativity. Numbers, understanding of functionality, analytics should be combined with ingenuity – non-standard moves, chips and especially emotions. The consumer will not remember the product until it evokes any emotion in him. [1]

All things considered, it is worth to specify that it is important for a T-Shaped specialist to constantly be in action. T-Shaped marketers are those who have the ability to use their universal knowledge and collaborate with all team members on absolutely every aspect to create an amazing strategy.

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INCREASING THE EFFICIENCY OF MANAGEMENT OF PRODUCTION ACTIVITIES THROUGH MARKETING

Keywords: management of production activities, marketing research, efficiency

One of the tools to increase the efficiency of production management in today's market environment is marketing. Marketing focuses on consumer needs, and marketing research is the basis for developing strategies and tactics of the company's behavior on the market. The information about the views of consumers contributes to effective management decisions in the field of production. The production function of marketing is the organization of production of new goods, the organization of the material and technical supply; the product quality and competitiveness management. The organization of production of new goods and goods of the highest consumer value is carried out on the basis of conclusions of marketing research that gives the opportunity to increase the level of consumer satisfaction with the offer of the enterprise, and to make a profit to the company. Marketing helps to organize the material and technical supply with less time and money. The product quality and competitiveness management aims to create a competitive offer based on the availability of similar products on the markets [1].

In today's market conditions, the role and influence of marketing research on the production activities of economic entities is growing. The marketing research should be conducted in the initial stages of the production process and be present at each subsequent stage of the product life cycle. This approach is the key to success and the appropriate level of customer satisfaction. Activation of marketing activities allows companies to make management decisions and make appropriate changes at the level of each structural unit of the business entity, then the company has the opportunity to increase the level of competitiveness, profitability and efficiency. Marketing approaches allow businesses to better adapt to market economy conditions [2, p. 208].

Marketing research includes analysis and forecasting of the main conjunctural factors, potential markets, financial condition of potential buyers, effective demand for the company's products; study of the competitiveness of manufactured products; research of the competitive

environment. Effective management of production activities of the enterprise is provided by marketing research of target markets; new product planning; ensuring the sale of products; timely provision of the enterprise needs with quality production resources; organization of material and technical supply of the enterprise [3, p. 16].

The use of marketing provides the flexibility and diversity of the production program, the adjusting of the production plan in accordance with changes in the external environment of the enterprise, the choosing of optimal production solutions depending on a particular scenario. The use of marketing tools allows companies to optimize and streamline the use of their economic resources.

Thus, the success of the management of production activities of enterprises in market conditions depends on the quality and full implementation of marketing functions, namely: production planning based on a detailed study of the market, consumer needs and demands, product competitiveness; expansion of the product range by mastering the production of new products, introduction of new production technologies; increasing in sales due to the penetration into new markets. Decision-making based on the marketing tool is the basis for improving production activities and gaining competitive advantages through production technical, technological, product, organizational changes.

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UKRAINIAN PHARMA MARKET CHALLENGES

Key words: pharmaceutical market, price elasticity, index of market growth, average market price

Healthcare is one of the most important priority for all countries and for the world community in general. Nevertheless, differences between regions and challenges in the field of healthcare usually reflect research and development in medicine, chemical and pharmaceutical industries.

On the one hand, cheap and well-skilled Ukrainian labour forces are one of the most important incentives for future national development. From this point of view, national healthcare system is the key for current and prospect socio-economic reforms. During the last 25 years in Ukraine were created many national healthcare strategies with the participation of International agencies or different organizations. We should notice that none of these long-term visions was fully realized in the practice. Ukraine continues to use post-soviet medical procedures of financial management and healthcare in general.

On another hand, Ukrainians are one of the most dynamic market that have weak government regulations and big capacity. Not the last reason of this high dynamic of the Ukrainian pharmaceutical markets is the inefficiency of the national healthcare system. People have to use pharmaceutical products, nutrition, biologically active products, and cosmetics by their own risks, very often without consultations with doctors. Thus, we have to take into account the low quality or culture of the Ukrainian pharmaceutical consumption.

According to our estimations, the average actual index of market growth in hryvna is 1.0179 per month over our sample and it is above 20.8% total increase in 2019. But, comparison of this tendency with the market dynamic in units can show us that this growing is not growth in fact. The summary statistic of these three estimations of market changes demonstrates that quantity changes have the lowest standard deviation and the highest have hryvna changes of

market consumption. If we look inside our sample, we can easily discover that calculated skewness and kurtosis of different market estimators support our idea. The skewness of market estimations in the hryvnia 0.775 and kurtosis 2.488. If we consider the same indicators in the euro we got 0.586 and 2.529 respectfully. But in the units estimations we got the skewness 0.1941 and kurtosis 2.477.

Comparing changes in indexes, we can conclude there are some relations inside our sample. Firstly, the consumption of pharmaceutical products in Ukraine increase when exchange rates (market or official) UAH/EURO demonstrate the growth. However, the consumption in units is slightly sensible for changes in market average prices in the euro. Secondly, the decreasing in price indexes of medical services has significant negative relations with consumer price indexes of medical services. According to the matrix of partial correlation between these indexes, we can make a conclusion about the density of this negative relation. So for further research, we have consider about relations between average market prices and exchange rates and, additionally, between average market prices and consumer price indexes of medical services in Ukraine.

According to the aforementioned context, we have to clarify the following aspects of the Ukrainian pharmaceutical retail and e-commerce projects: 1) key trends of the Ukrainian pharmaceutical market and the changes in the retail segment over 2008-2020; 2) the role and place of the e-commerce in Ukrainian pharmaceutical retail; 3) the most popular online websites on Ukrainian pharmaceutical retail and their main technical characteristics; 4) the key rules of the general market and non-market conditions of the Ukrainian pharmaceutical retail; 5) new prospects or key opportunities for Ukraine pharmaceutical retail development; 6) explore 2019-2020 online sales of one hundred pharmacies via one of the most popular and powerful website.

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BUSINESS STRATEGIES OF UKRAINIAN PHARMACEUTICAL COMPANIES UNDER MODERN CONDITIONS

Key words: pharma security, pharmaceutical marketing project, consumer behaviour model, on-line pharma

However, healthcare problems, R&D investments in the pharmacy and consumer expenditures for medicine not always have a clear correlation from region to region in the world. Moreover, healthcare technologies and a level of pharmaceutical development have a crucial impact on the national labour capital in many developing countries, as in Ukraine. From the corporative decision level, the main competitive fields for Ukrainian pharmaceutical companies in the online retail are following:

1. Price policies, discounts and loyalty programs are main traditional competitive tools for retail market agents. In Ukraine, all these are marketing instruments work also online but their usage has some specific and they are under pressure of non-marketing competition.

2. On-line pharma stores, including delivery, are one of the key for future development and doing business in big cities. The changes in behaviour models of consumers in Ukraine are the same like around the globe. All on-line pharmaceutical market places offer consumers proximately similar options: ordering, booking and manage different types of logistics. We will explore on-line retail in details further.

3. Participation in government social programs is a non-market aspect but a very efficient marketing tool. We consider that the importance of social programs in Ukraine is rather big because of the common consumer behaviour model – “expectation of a costless government support”. The participation in government social programs is an indicator for Ukrainian consumers that the retail store is officially recognised and this shop is under government control.

4. Marketing projects and initiatives from producers are the part of the non-economic competition in Ukraine. It is usual in Ukraine to involve retail stores into wholesale retailer strategies. The Ukrainian retail is a part of a full supply chain from producers of chemicals to a retail pharma-store.

5. Urban logistics and stock management in store are keys for working in the most profitable segments of the Ukrainian pharmaceutical retail. The concentration of retail drug stores in Ukrainian cities increasing from year to year. So, a consumer can easily switch from one pharma shop to another in the most Ukrainian cities. In this case, the stores can compete in the assortment and efficiency of stock management.

6. Pharma security and chemical utilization usually are not a competitive filed for retail stores. Nevertheless, in Ukraine the retail logistics and pharmaceutical chemical utilisation often is a part of retail costs. It is not seldom in Ukraine to sale remedies with out of the date with big discount. This policy allows minimizing reverse logistic costs for producers and wholesalers.

7. The Ukrainian healthcare system is strongly connected with pharma producers and official authorities. So, the government contracts and social policy based on the commercial potential of the biggest pharmaceutical groups. For instance, we can mention the situation with insulin injections a couple years ago.

Generally, Ukraine is one of the most dynamic market that have weak government regulations and big capacity in European region. Consumers have to use pharmaceutical products, nutrition, biologically active products, and cosmetics by their own risks, very often without consultations with doctors. Thus, we have to take into account the low quality or culture of the Ukrainian pharmaceutical consumption. Consumers need a high level of consulting support when they buy remedies and that is the most important factor of low level of online activities.

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QR-CODE AS IMPORTANT MARKETING TOOL

Keywords: QR-code, marketing campaigns, mobility, world experience, application

We can meet QR-code anywhere and on any surface. It was created by Japanese company «Denso-Wave» about twenty years ago. QR-code is black and white square which reminds a labyrinth. It is two-dimensional code which allows to encode any information (text, web-link, telephone number etc.). QR-codes became the most widespread during the period of mass distribution of gadgets and smartphones in the world. QR-code is able to contain any combination which consists of numbers and symbols.

The main advantages of QR-code are:

1. serviceability - QR-code can be replaced on any web-site, published in social networks, print on any materials and scanned by telephone camera;
2. capacity - QR-code is able to encode 7089 numbers, 4296 symbols, 1817 hieroglyphs;
3. attractiveness- a person notices a specific picture sometimes in the most unusual places - it makes people to try something new;
4. mobility - QR-codes provide quick access to the new functions of the mobile phone;
5. accessibility –it allows to get the information which is encoded in the QR-code or in the Internet;
6. an effective tool for promotions and PR-actions –it involves a wide audience to promote goods and services;
7. high-perspective – a lot of companies begin to use QR-codes more often.

World experience:

1. In China QR-codes are widespread as tool of payments. You can pay for your purchases, present gifts through codes and even give alms to the municipal beggars with help of multifunction application «We Chat».

2. There is supermarket which has pictures of products and their QR-codes in South Korea. A customer scans QR-code and pays for purchases at the cash desk. Then the purchases are delivered straight to the client's house.

3. There are QR-codes on the surfaces which clients can scan-out through Nike Plus application in the Nike-shops. It gives customers access to the gifts. Customers also use QR-codes to speed up the checkout process and avoid the queues.

4. There is experience of QR-code printing on products, so customers can learn about history of product, learn more about shop or restaurant or find information about special offers.

5. Guinness company created the special glasses with printed QR-code on them. It is possible to scan QR-code when the glass is filled with Guinness dark beer. When the glass is empty or filled with white beer, QR-code is impossible to read. If a customer can scan it, then he gets an access to the special page with promo-code and other interesting information.

As seen from experience, QR-code is getting more popular in different spheres. Companies have the opportunity to encode any information with QR-code and use it as part of advertising campaign. It has the advantages above classic methods and becomes more popular, especially among young people. As a result, quick distribution and new technologies are promoting to replace QR-codes that lead to high-perspective from its application. That's why QR-code became an important tool of marketing. It is new popular kind of marketing that is called QR-marketing.

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ASSESSMENT OF THE DOMESTIC MACHINE BUILDING MARKET IN LVIVSKA AREA

Keywords: domestic market, industry, machine building, Lvivska area

Ukrainian economy currently undergoes systemic changes in all activity areas same as most world economies. The country's industry is not an exception. Military actions of the Russian Federation in 2014 caused the radical change of the sales market structure of most

industrial enterprises, including the machine-building industry. It is worth mentioning that many segments of our machine-building industry haven't managed to reorient at export. Ukraine's inability to make railroad cars or machinery for the EU countries serves as an example. Therefore, when talking about the domestic market and industries that require the special attention of the state, it is worth mentioning machine-building because the sector is the driver of demand for metallurgy products and it creates a long value chain. Lvivska oblast being among the leaders in machine building in Ukraine is no exception.

Fig. 1 shows the share of machine building in the industry in general. It is worth noting that it had been consistently growing since 2016.

It is worth mentioning that in 2018, the volume of industrial products in the region increased by 1.4%. The largest growth rates were recorded for the machine-building enterprises (by 6.3%) and food, beverages, and tobacco production enterprises (by 6.1%). Production volumes in mining and quarrying had grown by 4.0% and in processing – by 3.6%. Meanwhile, the volume of production at energy, gas, steam, and conditioned air supply enterprises reduced by 11.3% in 2018 [2].

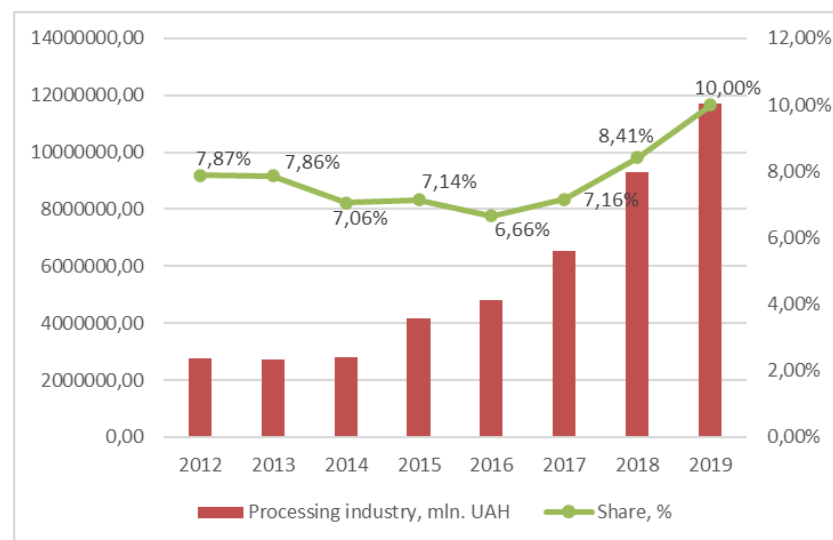


Figure 1. Share of machine-building in the processing industry of Lvivska oblast

Source: calculated based on data [1]

To determine the domestic market of the machine-building products in a region, we use the formula [3]:

$$DM = SP - E + I, \quad (1)$$

where: DM – domestic market; SP – the volume of sold products; I – import of goods and services; E – export of goods and services.

Based on the formula, we determine the domestic market of the machine-building industry in Lvivska oblast (Fig. 2).

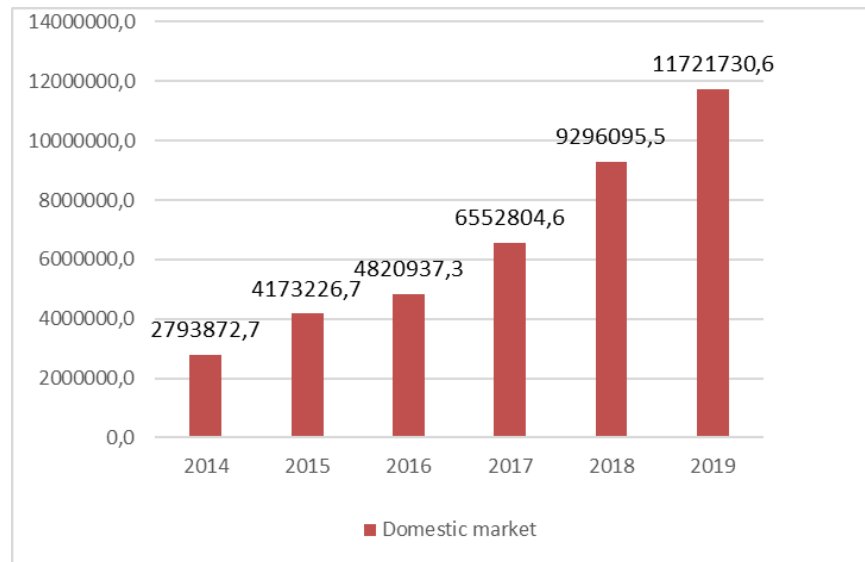


Figure 2. Volume of the domestic machine-building market in Lvivska oblast

Source: calculated based on data [1]

It is obvious that the size of the domestic market had been consistently growing in the period under research, testifying to the efficiency of this industry in the region.

The SWOT-analysis of the machine-building industry in Lvivska oblast shows a range of weaknesses and threats and represents the opportunities and strengths (Table 1).

Table 1

SWOT-analysis of the machine-building industry in Lvivska area

| Strengths | Weaknesses |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Enterprises manufacturing unique products Demand on the external market for certain sectors High R&D capacity Experience in operating on the market Large reserves of domestic raw materials Location close to the European market | High production cost Insufficient competitiveness of products High taxes Resource-dependent production Customs barriers Low popularity on global markets Export mostly to the CIS countries Lack of qualified staff |
| Opportunities | Threats |
| Improvement of the systems of mechanization, design, and production Opportunity to enter new sales markets Growth of transport slows | Inflation expectations The growing cost of resources for production Coronavirus pandemics High credit resources cost Foreign exchange rate volatility High competition on foreign markets Lack of consistent funding Lack of state interference with the machine-building development |

The conducted research brings us to the conclusion that the machine-building industry has a high development capacity in the region and consistently increases the domestic market size, testifying to the development efficiency and future perspective.

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**ATTRIBUTIVE ANALYSIS OF THE EVALUATION EFFECTIVENESS OF
STRATEGIC BRAND MANAGEMENT**

Keywords: attributional analysis, brand, marketing strategy, product

As for approaches to the effectiveness of brand evaluation, today in the literature there are many related studies on the brand. But when it comes to evaluating and measuring the effectiveness of strategic brand management, we see a large number of measurement methods that do not have a single opinion on measuring the value of the brand. The model of product attributes assumes that the consumer's choice is based on the characteristics (or attributes) of the brand. The consumer gets the benefit based on the level of these attributes that the brand has and which it chooses within a limited budget.

In the model, the consumer maximizes utility (U) in his choice of brand. This choice depends on the consumer's budget constraint (k), which must be greater than or equal to the price (p) in combination with the quantity of product (x). The choice is based on the vector of attributes of the product (z), which provides maximum utility to the consumer, based on the

acceptable levels of attributes in the brand and the number that can be purchased. The presented matrix of transformation coefficients of products-attributes b_{ij} shows the level i of attribute a_i , achieved from the consumption of one unit j of product X_j . The simple form of this model is shown below (1): Maximize $U(z)$ (2).

$$\text{Object } px \leq k \quad (2)$$

$$\text{Where } z = Bx \quad (3)$$

$$Z, x \geq 0 \quad (4)$$

There are three key components to analyzing the product attribute model: the perceived level of product attributes for the brand, budget constraints (referred to in this appendix as the efficiency limit), and the consumer or consumer indifference curve.

Consumers have advantages in terms of product characteristics (or attributes). Each product is a set of attributes. For example, milk differs in fat content, presence or absence of lactose, composition, etc. Instead of comparing the products themselves (as in the indifference curve and the analysis of budget constraints), the theory assumes that people choose among the main attributes of goods. Understanding why a consumer chooses a product based on its attribute helps us understand why some consumers have an advantage over certain brands. This allows you to analyze the competition of brands. The product attribute model explains individual choice as the process of selecting sets of product attributes specific to goods and services. The model assumes that consumer choice is based on maximizing utility (or level of satisfaction) from product attributes that fall under budget constraints. The model is especially useful in the analysis of differentiated product markets. These markets have brands that replace each other and differ in their composition of a certain set of characteristics. (3) Understanding consumer preferences for the attributes that distinguish brands can help determine the best combination of positions and marketing for a particular brand. The quantity of goods that the consumer can afford to buy will depend on the price of the goods and the consumer's budget.

Consumer choice is made by maximizing its usefulness, as determined by a set of consumer indifference curves, taking into account budgetary constraints. Thus, the consumer's choice is influenced by his model of preferences in the attribute space. The product attribute model can be used to analyze the brand positioning and its impact on consumer choice, is important for a brand that combines positioning and marketing. This model of product attributes can help companies understand the market segment for the product. This can then allow the company to identify the appropriate target market (s) for a particular brand.

Businesses that know the tastes and preferences of consumers by different attributes can include these attributes in their product intended for a particular segment of consumption.

Businesses can also look for market segments that are dissatisfied with current market offerings and develop their product to appeal to that segment.

The product attribute model allows companies to see how a brand is perceived among competitors by a critical attribute. An enterprise can assess whether it is operating from a position of strength or whether it is vulnerable to competition. If the company is vulnerable, it can identify appropriate measures: create a new product, change an existing product, change the price, or create a new promotion strategy.

If the company introduces a new product that can be taken as an advantage to the opportunity represented by a "gap" in the attribution space. This "gap" indicates that existing products do not meet a certain ratio of features. If a sufficient number of consumers want this ratio, a new product can be developed with the appropriate ratio of attributes, which maximizes the usefulness of this market segment.

If an enterprise wants to change an existing product, the product attribute model indicates which attribute of the existing product may be in short supply. The company can then make the changes necessary to move the product to a more favorable position in the market. The product attribute model can also help predict the increase in market share that is possible with product improvement.

Advertising can change the perception of the product in terms of content and attribute proportions (distance from the source to the end point and / or the slope of the product beam). It can also affect the consumer's taste for attributes (the shape of the individual consumer's indifference curve). Advertising can make an attribute important to consumers that may not have been considered before. In this case, the product must take into account the new attribute of the attribute model.

Bids can be used to effectively reduce prices for specific purchases. These promotions adjust the performance limits of the advertised product for those who make a specific purchase.

Therefore, for strategic brand management, attribution analysis provides a clear idea of consumer commitment to a particular attribute that provides the product. With the successful distribution and endowment of the attributes of the product, the brand can gain long-term consumer preference and lead to a stable position of the company in the market.

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**TRENDS OF INTERNET-TECHNOLOGIES' DEVELOPMENT, INTEGRATED
INTO THE SYSTEM OF STRATEGIC MARKETING OF MODERN UKRAINIAN
ENTERPRISES**

Keywords: Internet marketing; Internet technologies; strategic marketing; e-commerce; advertising.

The rapid development in the field of innovation and information technologies has significantly affected the relationship of all market participants. The rate of enterprises penetration into the virtual global network is growing every year, including in Ukraine. The integration of enterprises into the virtual business environment has significantly increased the level of competition in the market. Both small and large enterprises cannot continue to operate without adapting to modern conditions of doing business and promoting goods and services on the Internet.

Huge competition and the desire to optimize the costs of the enterprise prompted marketers to use Internet tools in business. Every day the number of companies that develop and implement modern innovative approaches in the field of marketing, using Internet technologies is growing. Understanding the trends of Internet technologies' development is a way to understand all the processes of modern Internet marketing.

Many scientists and researchers have studied issues related to Internet technologies in business and their role in economic activity in general. In particular, economic phenomena that occur in the network sphere have been considered by such scientists as: Mozgova G., H. Alokhina, K. Valtukha, V. Heiets, A. Holubieva, O. Koval, A. Tkachova. Also, J. Alik, R. Atkinson, S. Hertsenberh, K. Omae, M. Porat and M. Rubin studied theories concerning the transition of the economy to a new virtual type. All developments and research are important both from a practical and theoretical point of view, but still do not fully reveal the importance of Internet technology in the modern economy and business, so this topic remains important and relevant in the future.

As a rule, online marketing is an important component of the entire enterprise marketing strategy and is closely related to understanding the goals of strategic marketing. The main task of strategic marketing is to ensure the continued existence of the company in the existing market conditions while maintaining its position, search and implementation of such measures that would further increase profitability and strengthen competitive position. And for this purpose to the process of developing effective marketing strategies is involved usage of Internet tools. These tools provide a huge number of opportunities when used wisely for business purposes.

According to research by M. Pasternak, published in February 2020 [1], over the past 10 years marketing has changed more than in the previous 50 years. And not the last role in this process was played by artificial intelligence and visual search.

The state of development of Internet technologies and the degree of involvement of these technologies in the system of enterprise strategic marketing also determines the state of modern development of e-commerce in Ukraine. We propose to consider the main trends of Internet-technologies' development [2] integrated into the system of strategic marketing of modern Ukrainian enterprises (Figure 1):

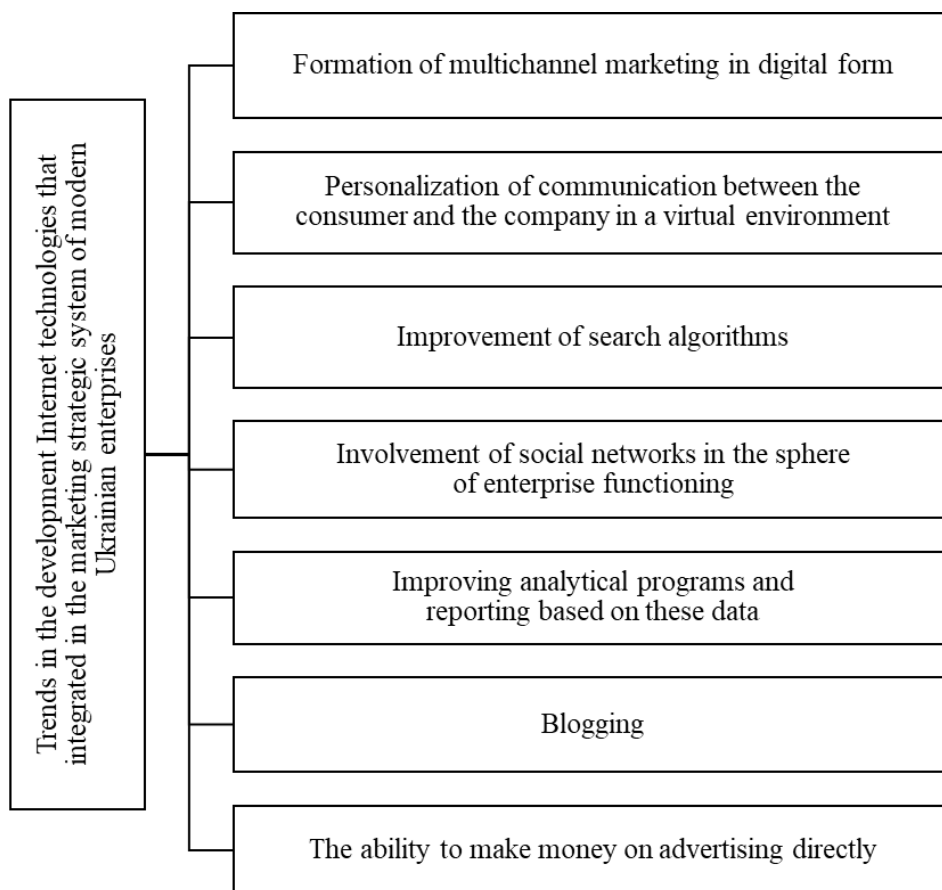


Figure 1. Trends of Internet-technologies' development, integrated into the system of strategic marketing of modern Ukrainian enterprises

Given that the field of Internet marketing is changing very quickly, the key trend in the development of Internet technologies in Ukraine is the automation of processes. Everything that can be automated will be automated. The speed of automation today is literally synonymous with the speed of business growth. Keeping their finger on the pulse and monitoring the market, companies will implement automated systems at all levels, from chatbots that are already working today, to automated order management systems [3].

Thus, modern economic conditions are characterized by the transition of economic relations to a new type, which can be called a virtual information market economy, and which, in turn, is characterized by the formation of economic relations in the Internet space. Considering the specifics and principles of the virtual business environment, it should be noted that they are all due to the rapid development of information and network technologies, as well as their active integration into everyday life.

The development of e-commerce in Ukraine is quite fast and has good trends, but this area of activity is a new platform of the business environment, which requires, among other things, government regulation and reliable protection, and this issue is still unresolved.

The current state and trends of Internet-technologies' development, integrated into the system of strategic marketing of modern Ukrainian enterprises are characterized by the continuous development and strengthening of the role of Internet marketing, as well as the gradual transition of companies to planning and choosing development strategies not only in the real world but also in virtual business environment.

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THEORETICAL ASPECTS OF SOCIALLY RESPONSIBLE MARKETING AT THE ENTERPRISE

Keywords: socially responsible marketing, the concept of socially responsible marketing, consum, modern marketing concept

In the business sphere, the concept of responsibility for wealth and good has long existed, which consisted in the idea of public service. Corporate social responsibility is a voluntary contribution of business to the development of society in the social, economic and environmental spheres related to the main activities of the company or those that go beyond a certain minimum [1, p. 73]

Most companies in Ukraine understand the term "socially responsible marketing" in a general sense, without paying attention to detail, develop principles and practices of responsible marketing. Businesses try to implement and implement the principles of responsible marketing not under the influence of stakeholders, but mostly on their own initiative.

In our view, the concept of socially responsible marketing should balance between three such elements. Namely:

- the first element is the needs and wishes of the target group of consumers;
- the second element is the interests and goals of the enterprise;
- the third element is the long-term interests of society as a whole. This also includes concern for the environment, ie the absence of environmental pollution during the production of goods or services and their further use.

Unfortunately, the concept of social responsibility for Ukraine has not yet gained sufficient practical experience. Modern domestic companies that adhere to the concept of responsible marketing, implement it mainly to justify their profits and maintain the image, so among them are mostly large enterprises and holdings.

Thus, socially responsible marketing is a concept of marketing management, which is based on the following basic principles: consumer orientation, responsibility to the consumer (satisfaction of consumer needs and requests), responsibility to employees in terms of work and existence and satisfaction of existing social goals and standards.

Modern socio-economic transformations in business have necessitated the search for effective tools to increase the competitiveness of enterprises to ensure their stable and effective development. One of such tools is the concept of socially responsible marketing, which is considered as:

- systematic process of planning and decision-making based on situation analysis and formulation of goals;
- marketing is aimed at solving social problems;
- marketing refers to multilateral forms of manifestation of non-profit organizations in the political, religious and cultural environment;
- systematic development of the marketing concept, which involves the use of various marketing tools.

The concept of socially responsible marketing for Ukraine is relatively new, and its formation is associated with a number of issues that require in-depth study in the training of specialists in the field of marketing.

To ensure the rapid growth of socially responsible marketing in Ukraine, it is advisable to more widely introduce successful business experience based on the concept of socially responsible marketing in the media, to create a complete information database on social projects and business participation.

Domestic companies for the successful implementation of socially responsible marketing in practice, we can offer the following:

- borrowing and implementation of foreign experience;
- development of active participation in charitable programs;
- cessation of consumer misinformation;
- Improving the legislation on advertising activities of the company (adjusting the rules and regulations for their implementation, banning the use of false information, limiting pressure on the moral and ethical values of customers, etc.).

The introduction of the concept of socially responsible marketing for domestic enterprises will change the attitude of consumers to products and activities of the enterprise as a whole; increase the competitive advantages of the enterprise in the market; strengthen its position among society.

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MAIN TOOLS OF MARKETING STRATEGIES FOR DEVELOPMENT OF RURAL GREEN TOURISM ENTERPRISES

Key words: marketing strategies, rural green tourism enterprises, tools, development, efficiency

Innovations, finances and investments, marketing strategies and brands are of leading importance in the organization and ensuring the effective operation of rural green tourism enterprises. Innovations as new knowledge and innovations permeate all spheres of life of modern society. The same goes for marketing strategies and brands. However, in relation to tourist activities in the countryside, they are not presented and interpreted systematically enough, in the form of individual measures and phenomena and tools [1]. This is explained not only by the tradition of the rural way of life, but also by the positioning of tourist services and products as authentic, which should promote the rest of the city residents tired of new technological ways and gadgets.

The Ukrainian peasantry is characterized by natural nobility, generosity, kindness, hospitality, willingness to come to the rescue, diligence and diligence. It is difficult for villagers to understand that income can be brought not only by hard daily agricultural work, but also by the organization of recreation and tourism. Therefore, advisory activities in this direction are of great importance for entrepreneurs in the field of rural green tourism [2]. The same applies to travel products and services as brands and brands. Embroidery from different regions, Petrykivka painting, wood and wicker products should be declared a world heritage. The same applies to domestic culinary and confectionery traditions.

Finally, it should be about motivating the development of rural green tourism enterprises not only for rural residents, urban holidaymakers, but also state and public institutions as key components of diversification of the rural economy, sources of employment, rural development and rural regeneration.

Marketing strategies for the development of rural green tourism enterprises are understood by us as one of the main tools of system management. It is from the ability to sell, knowledge of supply and demand in the market of tourist services and their dynamics, the use of innovative sales technologies depends on their competitiveness and efficiency [3]. In our

opinion, rural entrepreneurs in the field of tourism should create and use a set of brands and brands, rebranding in positioning their core business. As for sales technologies, we are talking about the spread of operating, smart tourism, PR-management, timesharing.

Marketing strategies are of leading importance for the development of rural green tourism enterprises [4]. Their main tools are brands and trademarks; virtual sales; advertising and PR-technologies, detailed by enterprises and agro-villages; tourist goods, unique and inherent in certain rural areas (food, cosmetics, crafts); attractions and services. Their effective implementation should be assisted by annual advertising and information companies at the regional and national levels with the broad support of local and state authorities, public organizations, and rural communities.

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THE MAIN DIRECTIONS OF MARKETING DEVELOPMENT OF "VODAFONE UKRAINE"

Keywords: mobile services, Internet services, marketing services, communications of the mobile operator, Vodafone

The main mobile operators in Ukraine are Vodafone, Kyivstar and Lifecell. In 2019 Kyivstar was the largest mobile operator, serving about 26 million mobile customers in Ukraine. The second place is taken by the operator "Vodafone" and the third one by "Lifecell" [1].

PJSC "VF Ukraine" is a mobile operator that has been providing services under the Vodafone brand since December 2015. PJSC "VF Ukraine" provides services in GSM (EDGE), UMTS (HSPA+) and LTE standards. The company is trying to achieve its goals by constantly updating the range of phones and services, ahead of its competitors. Vodafone also communicates regularly with its customers to keep them informed of the benefits of all Vodafone products [2].

In March 2020, Vodafone Ukraine and the Vodafone Group agreed on further cooperation. Under the new agreement, the Ukrainian company will continue to operate under the Vodafone brand for the next five years. The new strategic partnership provides for Vodafone Ukraine the access to Vodafone's international expertise in areas such as IT transformation, the Internet of Things (IoT) and 5G-based services. It is also planned to launch national 4G coverage as part of the cooperation.

Vodafone has created a set of marketing goals in order to keep market leadership. They are as follows:

- to gain new customers;
- to hold existing customers;
- to introduce new technologies and services;
- to develop the Vodafone brand.

The company develops and expands the network constantly. The company has completely upgraded the radio equipment, not only replacing existing antennas with 3G and 4G-enabled equipment, but also installing additional base stations to provide reliable coverage. In addition, no less important network elements such as network core, switching equipment, transport network, indoor solutions have been modernized. This has been provided sufficient network capacity and bandwidth so that customers can use large amounts of mobile Internet at a consistently high speed. Vodafone had been installed more than 5,000 4G base stations and provided coverage for more than 45% of Ukrainians. At the same time, Vodafone continues active development of 3G coverage.

For today, Vodafone has the widest 3G coverage in the country - 85% of Ukrainians have already gained access to 3G Vodafone. The company's 3G network covers more than 11,000 settlements, this coverage is provided by 8,700 3G base stations. The active development of 4G and 3G has provided sufficient capacity and coverage for a growing number of data clients, taking into account the increase in usage [2].

Vodafone Analytics is one of the company's interesting offers for business. By connecting the service, subscribers get the opportunity to inform their target audience in the right place and at the right time, to get the maximum conversion from advertising. Also they get the opportunity

to analyze subscribers and their hobbies. Customers also have the opportunity not only to learn about their target audience, but also to find other subscribers, who fit the characteristics of their target audience.

In order to find out what problems subscribers have and what they expect during the next year, the our survey have been conducted (51 respondents). The obvious dependence of subscribers' wishes on improvements in the company with existing problems have been revealed. Respondents had the opportunity to choose several answers. Subscribers have had the most problems with Internet connection and connection - 29.4%; a large number of subscribers have seek advice on the tariff - 25.5%. A large number of subscribers haven't had communication problems - 29.4%.

Analyzing the expectations of subscribers, 66.7% (34) have expect an improvement in Internet communication and 43.1% (22) expect an improvement in mobile communication. But fewer subscribers have expect an increase in the line of tariffs by 23.5% (12), an expansion of the range of services by 13.7% (7).

Based on the results of the survey, it can be concluded that the most pressing issue for the company's subscribers now is to improve the quality of such basic services as mobile communications and the Internet. And companies need to further expand their coverage to provide customers with better quality communications.

The company pursues an active communication policy. According to the latest data on advertising and marketing in 2018, the company spent 355 thousand uah, and in 2019 this figure increased by almost 100 thousand and is 451 thousand uah.

In addition to numerous commercials on television and the Internet, the company keeps in touch with users, congratulating subscribers on the holidays and often holding a campaign in honor of the holiday. Also, in connection with the pandemic in the country, an SMS-mailing due to recommendations of the Ministry of Health of Ukraine is carried out by operator "Vodafone". The company also encourages subscribers to use the services by offering various gifts in a few simple steps.

The sales channels of the company's products are represented by 2 areas - mono-brand and multi-brand. Under the mono-brand channel we understand retail outlets that operate under the brand "Vodafone" and belong either to a subsidiary of the company - LLC "VF Retail", or to the company's partners. By multi-brand channel we mean - retail outlets, both network and non-network [2]. In total, the company has about 540 stores in Ukraine. Also, in addition to the most full-fledged shops in most cities there are small "islands" where you can buy a starter pack.

Thus, PJSC "VF Ukraine" actively continues to develop marketing in the direction of expanding the range of services, improving tariff plans and pricing policies, building an extensive network in sales channels, developing communications with customers and partners through increasing presence in offline and online channels, as well as increase loyalty to the Vodafone brand.

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**MANAGEMENT OF LOGISTICS ACTIVITIES USING THE MARKETING
APPROACH**

Keywords: logistics activities, marketing approach, management

Logistics is a system of activities that involve the formation of a balanced ratio of material, information and financial flows at the enterprise. According to the functional approach, there are the following types of logistics: procurement, transport, warehousing, production, distribution, sales, information ones. The efficiency of logistics activities affects the final results of the enterprise. Improving the efficiency of logistics can be achieved through the use of a marketing approach in its management.

The concept of marketing logistics of the enterprise is a system of management decisions that are focused on satisfaction of consumer needs. The purpose of marketing logistics is to achieve sustainable competitive advantages by increasing the efficiency of activities by optimizing and streamlining economic flows. The required range of products, its delivery and

transportation, the sales forecasting, the procurement planning and inventory management is based on marketing research. The price and quality characteristics of products are evaluated from the standpoint of marketing.

The use of marketing approach in the management of logistics allows to determine the optimal range of products, effective ways of its sales, profitable suppliers, more efficient allocation of stocks thereby increase sales and revenues, reduce the logistics cycle, overall transportation costs, costs of warehousing and storage of the necessary stocks of material resources. Marketing logistics is coordinating in nature and requires a powerful information system and developed infrastructure of the enterprise. The introduction of an effective system of marketing logistics gives the company significant competitive advantages [1, p. 179–180].

The interaction of market-oriented marketing and flow-oriented logistics creates opportunities to increase the product and information utility, and value of goods for consumers. The integration of marketing and logistics allows enterprises to maximize the effect of ensuring the competitive advantage on the market [2, p. 16].

Marketing recommendations for product, price, sales and market promotion allow companies to optimize material, information, financial and other flows. The effective organization of material and other flows so that the goods of the required quality and quantity were delivered on time with minimal costs, improves the position of the enterprise compared to competitors.

Management of logistics activities of the enterprise using a marketing approach helps to optimize production and marketing activities, ensure effective interaction between internal and external environment of the enterprise, to obtain current and long-term competitive advantages.

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SOCIAL RESPONSIBILITY AND NGO IN THE AREA OF LABOUR MARKET SECURITY IN THE EUROREGION

Key words: CSR, social security, labour market

The creation of NGOs is one of the key foundations of civil society, which has a great deal of responsibility for local and sometimes even national or international affairs. The very essence of NGOs is the leitmotif of pro-social activities within the framework of social responsibility. It is customary to assume that every active non-governmental organisation in the Polish territory must have a specific guiding objective and specific objectives that clearly and transparently outline the path that the organisation will follow. The cooperation of non-governmental organisations with entrepreneurs in a given territory or within the scope of an NGO's activities constitutes both the implementation of the NGO's mission and the company's CSR, but also gives a practical dimension to the implementation of sustainable development objectives. Building a socially responsible society that is committed to safeguarding the potential of the local labour market becomes all the more important in the case of close cooperation of border areas acting together within the structures of the Euroregion, e.g. the Beskidy Euroregion. Cooperation within the framework of corporate social responsibility and pro-economic practices of NGOs requires cooperation in areas such as:

- analysis of the possibilities of entrepreneurs and NGOs operating in the same territory;
- openness and intercultural competence in partner organisations;
- to create opportunities for the development of hard skills while improving soft skills, especially with regard to intercultural skills;
- promotion of common values that preserve good business practices among other entrepreneurs and NGOs.

However, cooperation and the creation of real cooperation tools for securing the local labour market, for example, through cooperation with socially excluded resources, is an incomplete picture in relation to the described situation within the Euroregion. In the cooperation described above, in order to develop the potential of the Euroregion, it is necessary

to take care not only of the constant supply of staff for the developing branches of the economy in a given territory, but also to build social awareness of the essence of the functioning of modern enterprises in the European Union.

Partnership platforms, which serve to achieve the specific objectives of sustainable development, and this certainly includes the creation of socially and culturally open areas, provide an opportunity for the practical implementation of the specific principles of the CSR policy of individual enterprises and also serve to build a socially responsible society which, until now, could only be closed for its own needs.

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HUMAN CAPITAL MARKETING: THE KEY TO IMPROVING BUSINESS PERFORMANCE

Keywords: personnel marketing, human capital, personnel management, Strategic HRM, strategic management

Human capital is the most important component of modern productive capital, which is represented by the inherent stock of knowledge, developed abilities, determined by intellectual and creative potential. This is the criterion economic relation of the post-industrial society; the result of dialectical mutual enrichment of growing needs and abilities; a self-sufficient form of economic activity, in the process of which creative ideas are constantly generated and introduced, leading to economic growth. [1]

In modern, difficult conditions that have developed in the labor market: an increase in the flow of labor migration, an aging population in many countries of the European Union and in Ukraine, the Covid-19 pandemic, teleworking and communication, the increasing influence of the surrounding Internet - good specialists, professionals in their field is worth its weight in gold, and a high salary is not always the main priority when choosing a job. To understand what a person needs, what is valuable to him and how to “sell” him a vacancy - all these are functions of personnel marketing.

Human capital marketing, as its first component, includes marketing workforce (personnel) and jobs in the labor market, as well as marketing jobs, relationships and careers within the firm. The focus of marketing, and primarily marketing research on the labor market, is usually the trends and processes of development of the labor market, including the analysis of changes in economic, scientific and technical, demographic, social, environmental, legislative and other factors.[2]

In the current climate of uncertainty and distrust, the ability of professionals to demonstrate moral integrity is of critical importance. As the experts on people and organisations, the HR profession must play a fundamental role in creating work that benefits all stakeholders. [3] Many scientists, marketers have studied the main directions, methods and approaches to human resource management.

For example, in their book *Strategic HRM: the key to improved business performance* Armstrong and Baron explained in detail the various definitions and approaches to HRM, strategy and strategic HRM. They state that strategic human resource management is a complex process that is constantly evolving and a topic of ongoing discussion by academics and other commentators. Its definition and relationships with other aspects of business planning and strategy are not absolute and opinions vary. [4]

Paponova N. in her article "Marketing in the field of personnel management" notes, that marketing in the field of personnel management as a direction of the HR manager consists of:

- 1) Development of professional requirements for candidates (employees), taking into account the general competencies and results required by this company (economic analysis of the workplace and the result from the performance of the assigned tasks);
- 2) Determining the qualitative and quantitative needs for personnel (planning the optimal number of the company);
- 3) Calculation of costs for the acquisition and further use of candidates (employees);
- 4) Selection of optimal sources and ways to cover the need for personnel;
- 5) Researching the needs of the personnel market (for timely motivation of own employees, reducing staff turnover);
- 6) Studying the environment, groups and categories of personnel (for timely motivation of own employees, reducing staff turnover, the emergence of competitive advantages);
- 7) Assessing

the potential of demand in the labor market for a given company (availability of competitive advantages); 8) Segmentation of the labor market for a given company (availability of competitive advantages); 9) Preparation for the target segment of marketing activities (study and creation of the company's image, creation of information channels, etc.); 10) Incentives for staff (availability of competitive advantages). [5]

CIPD company the HR specialists (a professional organization of experts in the world of work the only body in the world that can award Chartered status to individual HR and L&D professionals) believe that Strategic HRM can include a number of individual HR strategies, for example: 1.) To receive fair and equitable remuneration. 2.) To improve employee productivity. 3.) Optimize the organizational structure. [4]

The ability to recognize changes on the market and shifting needs is one of the main conditions for gaining a competitive edge at the right time. In a competitive market like HR management, you need effective and efficient strategies to position your organization in the best possible way in the market for potential applicants. The focus of interest is on their needs – they represent the demand side in the process of recruiting personnel and ensuring optimum support for employees in your organization for the long term.

The right strategy will: 1) Make your employer brand better-known and more successful. 2) Attract high performers specifically to your organization. 3) Optimize your talent relationship management. [6]

In modern conditions, properly planned, predicted marketing of human resources gives huge advantages to any company in the market, increases competitiveness and increases the efficiency of personnel, and therefore increases the economic performance of the enterprise itself. A smart marketing strategy for human resource management, Armstrong and Baron believed, is an important key to improving business performance.

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MARKETING AS A MECHANISM FOR POPULARIZING MODERN VALUES AND INCREASING AWARENESS OF GLOBAL ISSUES

Key words: sustainable marketing; global issues; globalization; sustainable goals; awareness of global issues

Marketing is a powerful ‘tool’ for influencing human minds. Traditionally, the range of offered values was basic and limited, more focused at one person: love, comfort, health. A customer himself was identified as a marketing goal, not an equal partner. Also, traditional marketing has been transformed into engagement marketing, delegating to the customer (partner) a significant part of functions to define the parameters and characteristics of the interaction process.

Based on the theory of consumer behavior, customer engagement marketing is focused on including the consumer in the process of continuous interaction with a company. Involvement of the customer in the brand means that he or she becomes an active participant of the process, shares the brand’s values and promotes them to other consumers as a brand ambassador [1]. In a while, along with the development of mass culture, universal human values and sustainability goals began to dominate in marketing strategies: equality, environmental challenges, condemnation of cruelty, etc. Thus, it is possible now to recognize such trends in the modern marketing policy as “10% of the company’s profits go to the fund to help cancer patients”, “the packaging of products is made of recycled materials and can also be recycled”, “a company does not use components of animal origin in its products” [3].

Since globalization is a process of interaction and integration among people, companies, and governments all over the world, the positioning of products and brand values are shared by a wide range of the public [2]. Companies sell their products, sharing their positioning even in those regions where common human values and global issues and sustainable goals are not actively discussed. To sum up, current marketing strategies popularize the values of sustainable development, drawing attention to the global issues. As a result, the trend of marketing ‘humanization’ becomes obvious.

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REASONS FOR CUSTOMER IRRATIONALITY

Keywords: consumer behavior, irrational behaviour

The short-term goal of a commercial enterprise is to maximize profits that can be defined as the difference between the actual revenue earned as a result of all activities of the enterprise and the cost of resources that were spent to ensure the necessary result. Maximization of this difference is possible primarily when the needs for which the product produced by the enterprise can be used are identified, and the reasons that encourage the consumer to make a choice for the benefit of the goods/services of this manufacturer and abandon the consumption of competitor's products are clear. The reasons of buyer behaviour and the factors influencing their decision to buy should be researched in the time of crisis and overproduction [1].

Consumer behaviour is a non-linear system that cannot be fully described in terms of rationality only, which does not allow manufacturers to predict the amount of future demand adequately. Along with rational elements, our consumer behaviour contains irrational causes, which this research is devoted to. Irrational behaviour in this paper means buying a thing without having a reason to justify its necessity. To study the causes of behaviour, as a rule, the method of polling is used, which allows to study the preferences of people when buying a certain thing and, consequently, to find out the reasons for their irrational behaviour. In this case, the peculiarity of the method is the need to ensure the representativeness of the sample formed [2].

To increase the number of participants in the survey we used the google form that contained the questions developed specifically for the purposes of this study. An online poll was conducted among 70 students of Dnipro University of Technology and Kiyv-Mohyla Academy to find out the reasons for irrational buyer behaviour. The survey was attended by students aged 17 to 20 years, the average age being 17.4 years. Surveyed were 55 girls (79%) and 15 guys (21%). 66% of the respondents live in big cities, while the other 23% and 11% live

in towns and villages respectively. 56% of the participants have medium income, 41% have low income, and only 3% have high income.

The poll was aimed at answering the questions on how often respondents are ready to buy things they do not really need and make a purchase on the basis of advertising influence. Besides, the poll was focused on identifying the reasons for making purchases including impulse purchases.

The survey conducted leads us to the conclusion that the main reasons for irrational buyer behaviour are:

1. Discount or bonus offer. Even a small price cut pushes people to make the purchase based on the principle of "good discount - you have to take".
2. List of product advantages. The more advantages a product has, the more it seems to be needed. The buyer does not think about what exactly his/her needs are.
3. Good visual presentation of the product makes you make an impulse purchase that is a demonstration of irrational behaviour of the buyer.
4. A recommendation of people whom a person trusts. Not only a close person, but also a blogger may act as an advisor.

Moreover, the reasons for irrational buyer behavior may be:

- seller's promises that certain thing will solve all buyer's problems;
- the idea that in the future this thing may come in handy, but then its purchase may not be possible, so you should take it now;
- the look of the product. When a person does not need a thing, but he/she buys it because it is very beautiful.

The reasons for which the buyer does not behave rationally when buying a thing are more dependent on the nature and character of the person and on how he/she determines the need for the product.

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THE IMPACT OF E-COMMERCE ON THE ECONOMIES OF UKRAINE AND THE WORLD

Keywords: e-commerce, internet coverage, online sales, online trade, online users, the Internet, Internet users

E-commerce is a field of business that includes all kinds of financial and business processes from the computer to the business processes involved in a business. Electronic commerce includes electronic exchange of information, electronic capital movement, electronic commerce, electronic money, electronic marketing, electronic banking, electronic insurance services. Not everyone today understands the role of e-commerce in the economic development of Ukraine, considering that this area is secondary and based only on online entertainment, access to which is carried out by sending an SMS message to a short number. Also, many Ukrainians are very suspicious of any means of e-commerce, believing that a priori they will be deceived by using them. Such sentiments in society impede the development of the Ukrainian e-commerce market. However, many analysts predict its rapid growth and justify the strengthening of the role of e-commerce in the economic development of Ukraine. The volume of the global e-commerce market in 2019 reached \$ 3.5 billion, according to the results of the Internet Retailer study [1]. According to the analysis of experts, the volume of online retail sales in 2014-2019 grew by an average of 20% per year, while at the same time, retail sales increased by only 3.5% per year. The share of online retail sales grew from 9.4% in 2015 to 16.4% in 2019. If this trend continues, then the volume of the e-commerce market will dominate over the traditional market already in 2036.

More and more consumers are beginning to trust electronic commerce after the first successful purchase. They are also attracted by the wide assortment of goods and the opportunity to find quality goods at a lower price than on the shelves. An analysis of the regions of the world showed that more than 50% of online shoppers choose goods on foreign sites.

According to Shopify [2], China ranks first among countries in the e-commerce market and has 40% of global revenue. The second place is taken by the United States, with online

trading revenue of \$ 561 billion. The third place is taken by the United Kingdom with an income of \$ 93 billion. In 2019, it is the UK that is the leader in e-commerce in Europe. Next in Europe are Germany with \$ 77 billion and France with \$ 55 billion. Japan (\$ 87 billion) and South Korea (\$ 69 billion) also have a developed e-commerce market. Interesting indicators for Russia and Brazil - \$ 19 billion and \$ 16 billion, respectively. These are proportionally small numbers. The results of the correlation analysis of the above indicators are given in table 1.

Table 1

Correlation analysis of the relationship of the analyzed factors of influence on the activity of e- commerce

| Country | K1 | K2 | K3 |
|-------------|---------------|--------------|---------------|
| Ukraine | 0,665 | 0,722 | -0,146 |
| Brazil | 0,030 | 0,778 | -0,657 |
| Russia | 0,082 | 0,646 | 0,288 |
| France | 0,450 | 0,259 | 0,786 |
| South Korea | 0,984 | 0,859 | 0,888 |
| Germany | 0,595 | 0,642 | 0,738 |
| Japan | 0,775 | 0,206 | 0,753 |
| UK | -0,832 | 0,734 | -0,877 |
| USA | 0,803 | 0,862 | 0,709 |
| China | 0,987 | 0,622 | 0,777 |

K1 - the correlation coefficient between the number of Internet users (% of the population) and the number of contracts for mobile services per 100 people;

K2 - the correlation coefficient between the number of Internet users (% of the population) and the number of protected Internet servers, units;

K3 - the correlation coefficient between the number of contracts for mobile services per 100 people and the number of secure Internet servers, units.

As you can see from the table 1, in the United States, South Korea and China, there is a tight direct relationship between all the factors in the development of e-commerce. However, in the UK, Brazil and Ukraine, oddly enough, there is an inverse relationship, which can be explained by such a phenomenon as the “aging of the nation”. The increase in the level of the elderly and the more difficult their perception of changes, all this leads to an inverse relationship. They don't use the internet for e-commerce, but for simpler purposes. The rest of the analyzed countries confirms the influence of the factors under consideration on the development and efficiency of e-commerce - all indicators have a direct impact on the level of e-commerce development.

Analysis of the results obtained indicates that e-commerce has not yet gained wide popularity among the citizens of Ukraine. However, analyzing the trend of indicators, it is clear that it has great potential for the development of this direction. The main indicators of the development of electronic commerce in Ukraine are presented in table 2.

Table 2

Dynamics of indicators of development of e-commerce in Ukraine [3]

| Indicator | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|--------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Retail trade volumes, UAH billion | 812 | 888,7 | 901,9 | 1031,7 | 1159,3 | 1228,9 | 1372,2 |
| Volumes of Internet trade, UAH billion | 4,6 | 7 | 12,3 | 25,5 | 38,4 | 48 | 51,3 |
| Annual growth index of retail trade,% | 20,3 | 9,4 | 1,5 | 14,4 | 12,4 | 6 | 5,5 |
| Annual growth index of Internet commerce,% | 46,8 | 53,3 | 75,2 | 107,6 | 50,4 | 25 | 27,7 |
| Penetration of Internet trade in Ukraine,% | 0,6 | 0,8 | 1,4 | 2,5 | 3,3 | 3,9 | 4,1 |

As can be seen from table 2, all indicators tend to increase, which indicates the development of e-commerce in Ukraine, as well as the country's potential in the development of this direction. The reason for the backwardness of the development of e-commerce from the analyzed countries of the world is a number of problems: insufficient data security, communication quality, instability of the national currency against the dollar, imperfect legal and regulatory framework, unreliable payment systems, high shipping prices [4]. So, as a result of the analysis, we can conclude that although Ukraine has the potential in the development of e-commerce, it lags far behind other countries of the world [5]. This is due to six main problems, such as: insufficient data security, quality of communications, instability of the national currency against the dollar, an imperfect legal and regulatory framework, unreliable payment systems and high shipping prices. To achieve the results of the other countries under consideration, Ukraine should fix the existing problems of the online trading market. First of all, this concerns the confidentiality of information and a better system of providing services. Ukrainians very quickly perceive and adapt to new systems, conditions, therefore, consumer support is guaranteed.

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THE ESSENCE AND DEVELOPMENT OF SUSTAINABLE MARKETING

Key words: economic sustainability, green marketing, socially responsible marketing, sustainable marketing

Modern marketing, as a process of creating and exchanging values, emphasizes attention to two important components: human life and the environment. Sustainable marketing development is well known in regional development projects for over 10 years. Europe is taking concrete steps towards sustainable marketing and is reaching out this is a significant success. A large number of projects that are funded by funds international organizations in Ukraine are performed in accordance with the principles sustainability. Sustainable marketing is the highest level of marketing development that puts in focus on social and natural environment. At first glance, marketing and sustainable development seem contradictory concepts.

Marketing is fun consumers or stimulating consumption. Sustainable development is aimed at restriction of consumption so as not to jeopardize the quality of life of the future generations. However, marketing and sustainable development affect each other relatively largely. Sustainable marketing, according to the concept of triple result, affects the economic, social and environmental component. It increases the economic sustainability, building trust in business strategies and decisions[1]. Areas in which need to be trusted, may include corporate and product brands, responsible use and disposal of products. Another area of support provided by sustainable marketing is the development and marketing products of the highest quality with social impact on the basis of innovations, new products, brand development, which offer practical benefits in the ratio quality and price, undesirable negative impact on the use of resources and on environment. Thanks to the environmental component, consumers are eager consume quality products in terms of health and safety environment. Number of «ethically oriented» consumers, the main criteria of which are taken into account environmental and social aspects of goods is growing worldwide. So in the UK it is 32%, in France - up to 22%. Large companies embody the principles and «eco» standards are not so much to improve your image, but to what make 'sustainable' an important part of their long-term strategy,

considering this one direction is a real source of competitive advantage. At a broader level, the biophysical environment benefits from protection air, water and soil, saving renewable resources, stimulating savings non-renewable resources, raising environmental awareness. Social stability is improved by educating consumers on how to address important issues through marketing solutions, which is a powerful contribution to support and improvement of sustainable development [2]. Other contributions provided by sustainable marketing, reflected in job creation, as well as in increasing producers' incomes and marketers. Scientists share the view that marketing will play a crucial role in development valued only if, thanks to sustainable marketing, it will satisfy the needs of the present generation without compromising the ability of future generations meet their own needs. Marketing confronts modern challenges in a way transition to a new sustainable form of marketing and adapts to new requirements. So stable future-oriented marketing simultaneously meets the needs of consumers and profitability of investors, tends to a fair distribution of costs.

The role of sustainable marketing in economic development will grow in the future, if the social and environmental level in business is at least meet the following requirements [3]: 1) the overall development strategy should be based on sustainable business, political, state and legal practice; 2) companies implement marketing strategies, plans and activities that create constant growth, social development and preservation of the environment environment; 3) business and people constantly minimize the use of resources and it negative impact on future generations; 4) people have the right to satisfy their own economic, social and environmental needs and create communities that aspire to the local and global economy, a better quality of life and a safer environment. Sustainable marketing can contribute to successful development not only through daily practice of minimizing the impact on the environment, but also by implementation of new policies and strategies for comprehensive development. Therefore, sustainable marketing should be considered as an initiator of society, after all, all its functions are focused on preserving and protecting environmental and social factors, to create a common culture in society.

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PROHIBITED ASPECTS IN ADVERTISING

Keywords: advertising, regulations, content, placing, prohibitions, legislation

Ever-increasing competition, active development of market relations, requires manufacturers of goods and services to use a variety of available means of presenting their product. To achieve the success and goal of any company, there is advertising. Today, advertising plays a crucial role in promoting goods and services. Some advertising professionals even consider it as a form of communication that translates the value of goods and services into the language of consumer needs. Due to modern possibilities of information dissemination, advertising has different types and methods of distribution, and because of its mass distribution it also has many limitations in terms of content and location.

The object of advertising is often: product, manufacturer, event, intellectual work, enterprise, etc. Each of them has its own terms of placement, for example, if it is an advertisement for a certain product, it must contain product's name and manufacturer, if the advertisement is to inform about a special offer, it must include its price and expiry day.

There are some general rules on advertising content: 1) advertising must be in the state language; 2) advertising should not humiliate a particular person, group of people, nation, their sex, religion, origin, financial status. According to the legislation of Ukraine it is forbidden: 1) to use the means influencing subconscious; 2) state symbols or their imitation; 3) to use in advertising: scenes of cruelty, violence, humiliation, even if it is a scene from the movie that was used in the trailer; 4) advertising of divination services; 5) advertising should not exceed the sound of television broadcasts and song on the radio; 6) to use copyrighted music, company or people names unrelated to the advertised product; 7) to use photos of people who did not consent to their mass distribution; 8) to specify toll-free telephones of special services as a contact number in advertising, such as: ambulance, gas service, police; 9) unfair advertising. There are also many prohibitions for advertising involving minors, it should not: 1) undermine the authority of parents; 2) contain expressions that humiliate children for their shortcomings, mock disability; 3) depict children consuming products with age restrictions until 18; 4)

children should not be in dangerous situations in the commercial; 5) advertising must not cause moral or physical harm to children.

Placement rules of advertising have no such severe restrictions – the main thing is that: 1) advertising should be clearly distinguished, because the use of hidden advertising is prohibited; 2) the advertisement should be placed legally by the relevant institution or company that has a license to place it; 3) for television and radio advertising, there are limits on the number of repetitions and duration; 4) advertising on vehicles must not contain shining, reflective materials, loud sound; 5) outdoor advertising is prohibited on the roadway, without special permission of the authorized body, on footpaths and cultural monuments.

Some products belong to a separate category with their own advertising rules. Cigarettes, narcotics, goods, the import of which is prohibited on the territory of Ukraine – everything that could harm human health must not be shown and mentioned orally in advertising, despite its placement, and alcohol can be advertised only from eleven o'clock to six in the morning on television and radio. Alcohol advertising on the internet has no time limit but should be placed only on special sites that have restrictions for minors.

Strict conditions were created for medicine advertising: 1) they must be medications; 2) they must be sold in pharmacies without a prescription; 3) advertising of doping for athletes is prohibited; 4) a warning about the harmfulness of self-treatment is mandatory for such advertising; 5) it is forbidden to give in advertising links to the miraculous results of the use of drugs; 6) it is forbidden to guarantee the effect of the use of the advertised product; 7) you cannot use the names of famous actors, doctors or people who pretend to be doctors to believe in the reliability of the drug.

Gambling advertising also has its peculiarities: 1) it may not be distributed by print media, except for special editions, through outdoor and indoor advertising, especially in places of entertainment, concerts and sports events for people under 21 years of age; 2) advertising of similar games on the internet is allowed, but provided that the actors in advertising are at least 21 years old and advertising does not create the feeling that getting big money by playing is easy and such activities can be a full-fledged replacement for real work. Special advertising conditions also have: financial services, real estate, weapons and employment services.

Therefore, the creation of advertising materials (scripts, layouts, videos, banners, etc.) requires a thorough analysis not only of the content and conditions of advertising, but also the legal requirements applied to certain types of advertising. Compliance with such requirements will allow advertisers to avoid additional cost for the production of new advertising materials, as advertising materials violating the law must be removed from the advertising display, not to mention the possible penalties for violations of advertising law or for infringement of copyright.

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GROWTH STRATEGIES OF THE COMPANY ON THE INDUSTRIAL SERVICES MARKET

Keywords: strategy, growth strategy, classification of growth strategies, industrial services

Nowadays, we can see an epic growth on the market of industrial services and the domination of services in economies around the world. Furthermore, services are the dominant force not only in developed countries, but also in Ukraine. An industrial service is a set of interrelated actions, processes, methods and tools needed to grow competitiveness through increased functionality, embodied in certain assessments, recommendations, permits.

For the further development of any enterprise it is necessary to have a strategy, including a growth strategy. The strategy is a detailed comprehensive long-term plan designed to ensure the organization's mission and objectives in terms of scope, means and form of its activities and determines the company's choice of development paths, markets, methods of competition and doing business. The growth strategy is a comprehensive plan that includes the company's choice of growth direction, necessary to achieve a higher and steady level of market share than the company already has.

In general, there are many types and classifications of growth strategies. In the literature there are growth strategies by geographical criteria, technical, production, technological and many other criteria. After analysing the theoretical sources on possible approaches to the classification of growth strategies of the company, we offer our own approach to the formation of a comprehensive growth strategy on the industrial services market (see table).

Services differ from goods in some central respects because services are intangible, services cannot be seen, felt, heard and are difficult to protect with patents. Services are also produced and consumed simultaneously. It is impossible to make a service in one place, distribute it in another place and consume it later [2]. The consumer is also involved in the production of services on the industrial market. All this requires a special approach when we are creating a growth strategy, the main points that need to be considered are as follows [3]:

standardization and quality control – the main way to level the differences between services and tangible goods; qualification of the personnel involved in the process of providing services has great importance; motivation of contacts with consumers, especially with new ones, plays a key role in the implementation of the growth strategy; environmental management can play an important role in influencing the view of consumers on the quality of service in mind; due to the special characteristics that separate services from goods, the process of growth in the industrial market requires more resources and is therefore riskier.

Table 1

Classification of criteria for the formation of growth strategy [created by author]

| Criterion | Type | Level / direction | Characteristic |
|---------------------------------------------------------|---------------------|--------------------------------------------|---------------------------------------------------------------------------------------------------|
| In the direction of increasing market share | Geographical growth | International | Entering the markets of other countries with old goods (possible localization with small changes) |
| | | National | Expansion of business within one country, usually through the opening of new branches |
| | Commodity growth | Brand new product / service | Release on the market of goods of world / national novelty |
| | | New product / service for the company | Expansion of the product range within the market |
| In the direction of movement along the industrial chain | Vertical growth | Up the industrial chain | Moving up / down the industrial chain, to minimize costs and increase market presence |
| | | Down the industrial chain | |
| | Horizontal growth | Within one level of the industrial chain | Expansion of the enterprise within one level of the industrial chain |
| By organicity | Organic growth | | Growth due to increasing market share |
| | Inorganic growth | | Growth through joint efforts (cooperation) |
| By style of behaviour | Aggressive growth | Offensive to the position of leader | Growth through consumers of the leading company |
| | | Attack on the position of weaker companies | Growth through consumers of small companies |
| | Passive growth | Following the leader | Growth due to market growth |
| By form of entrepreneurship | Absorption | | Forms of association of different enterprises |
| | Co-optation | | |
| | Joint venture | | |

In the field of industrial services, the strategy of business expansion is more complex than for firms that produce goods. Services are consumed and produced simultaneously. A growth strategy is a strategy that depends on many external and internal factors. Perhaps the most important factor is the growth of decision-makers in the firm.

In conclusion, the industrial market by its nature is significantly different from the consumer, which affects the marketing activities in these markets. Moreover, service as a

category requires a different approach to management, compared to tangible goods. The strategy of growth in the industrial market of services has its own features that require a more comprehensive approach to the formation of business expansion strategy.

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5P MARKETING CONCEPT IN MODERN CONDITIONS

Key words: business strategy, marketing mix model, concept of marketing, human factor

Today, a large number of new products appear, as companies seek to make more profit than competitors, so one of the main strategies is to expand the product line, ie to introduce a new product to the market. The next argument is that in the market, there are completely new brands that are 100% confident in their product and ready to compete. One of the main elements of any business strategy is the concept of marketing mix model 4P, after a while this marketing complex began to become more complicated, new elements appeared, and therefore the marketing concept was called 5P [2].

The basic marketing complex 4P includes:

1. Product;
2. Price;
3. Place;
4. Promotion;

Consider a situation where a completely new product enters the market, namely nectar from exotic fruits called "RainBow". On the example of this product we will analyze in detail each of these 4 elements.

Product. The product is a key element of the 4P concept in marketing, so if it is of low quality, not in demand, then the price, location and promotion will not help the product to reach a high level of sales.

At this stage, the production of nectar from exotic fruits "RainBow" has to :

- To choose called of product («RainBow»), logotype (palm and sun);
- To note that it contains the necessary and unique properties, namely vitamins, trace elements (B1, B2, B3, C, Ca, K) and the absence of sugar, only natural exotic fruits: sour cream apple, pitahaya and coconut;
- There should be a necessary level of product quality - from the point of view of the target market "RainBow" is qualitative (a large number of vitamins) and on taste sensations (unique exotic fruit);
- To create an attractive appearance of your products, it will be a glass bottle with the image of the lock, which will mean "Open the bottle and feel the palette of flavors."

Price. The price of the product is one of the most important points for the buyer, maybe he needs this product and the quality is good, but the price will make you to refuse because it is too high. The same with a low price, the buyer immediately perceives such a product as low quality. And such 2 situations will deprive the enterprise of profit. Therefore, pricing should be based on qualitative competitive analysis [3].

At this stage, the production of nectar from exotic fruits "RainBow" has to :

- To choose correct strategy of pricing ;
- To create discounts and bonuses for wholesale buyers;
- To create seasonal promotions, in this case it will be a season when these exotic fruits will come in large quantities and batches of production will be large.

Place. A place is a way of selling goods. No matter where the goods are sold, the main thing is that it is convenient for the market segment for which the product was intended.

At this stage, for nectar from exotic fruits "RainBow" should be determined by the variants of its realization. As this product has been segmented into people with diabetes, people

with obesity and people under 35, the product will be sold in pharmacies, supermarkets and regular stores.

Promotion. This is the most interesting component of the 4P concept, because it is at this stage that the channels of product promotion are selected. The main task is to provide information to the customer about the product and the possible benefits of its purchase. The press, media centers, as well as promotions and sales can be involved.

For «RainBow» it will be :

- Advertising on television, in newspapers, billboards, postcards;
- Creation of the action: "You buy 2 bottles - 3 as a gift";

In my opinion, this model will be completed when People are included in it - the fifth element of the marketing concept.

People. Due to the human factor, the whole structure of the marketing mechanism is built. In conditions of competition in the human resources market, a modern entrepreneur or company has the opportunity to choose the best professionals. But high production results depend not only on the employee and his skills, but also on the management of the enterprise, but rather on the effective use of employees through the development of their individual abilities. Therefore, people are the key to the success of all production.

Thus, it was determined that the most optimal model of the marketing concept is 5P, because without a person, all the stages defined in the traditional 4P model would not be carried out. This marketing concept is appropriate for use by every company, as it contains a set of measures that will help determine the correct sequence of actions to achieve high profits and recognition of the product among consumers [1].

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MARKETING ENVIRONMENT OF THE COMPANY: METHODS OF ANALYSIS

Keywords: marketing environment, macroenvironment, microenvironment, analysis of marketing environment

The analysis of the marketing environment is very important because any firm (or enterprise) does not operate separately from other entities. Companies analyze the market environment and find themselves under the influence of various factors which are the part of the marketing environment.

The experts in the field of marketing explain marketing environment as a part of the marketing planning process exploring various internal and external forces that might affect a business and its capacity to operate.

The essence of the marketing environment is to influence the functioning and development of any production or enterprise and to maintain relationships with the target market.

The microenvironment is an environment of direct influence on the enterprise, which it can control. It is an extremely significant component of the marketing environment that allows the company to interact with suppliers, marketing intermediaries, customers, and competitors. The microenvironment of the enterprise is completely controlled by itself.

Factors of the macroenvironment (the external conditions of doing business that do not depend on the company) include economic, demographic, scientific, technical, political, legal, environmental, and socio-cultural factors. They are those forces that are not controlled by the enterprise. The firm must carefully monitor all changes that occur in the macroenvironment and adapt its activities to those changes. Macroenvironmental changes have an impact on enterprises forcing them to adapt and create new ways to produce goods and services.

With the development of marketing there is a need to identify the most important components of the micro- and macroenvironment in order to achieve the company's goals or implement a specific strategic plan. Such marketing tools make it possible to identify opportunities for development and increase the level of production and sales.

To gather information about changes in the marketing environment, different methods of analysis allowing companies to work more productively and occupy higher positions on the market have been created: SNW, Porter's five forces Analysis, IFAS, EFAS, PEST, STEP, SWOT, TOWS, PESTEL, PESTELI, LONGPEST. Duly applied to identify the strengths and weaknesses of the company, they will allow a business to improve its competitive performance and monitor what is happening on the market.

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MARKETING VS COVID - 19: WHO IS WHO OR HOW TO SURVIVE THE POST- QUARANTIME CRISIS?

Keywords: business, marketing, customer service, online services, pandemic, consumer value, needs, advertising, consumer behavior, important

There is no doubt that the coronavirus pandemic has changed the lives of the entire planet, each of its inhabitants, and has made its adjustments in all spheres of life, from oil production by major global corporations to a small coffee shop on the south coast of Italy. Absolutely every businessman, without exception, regardless of income and industry, has faced a previously unknown problem and its consequences. Business went into decline.

Since not everyone was as lucky during the pandemic as the mask makers, food delivery companies and Zoom, the whole offline business was faced with a choice: either move all the work online or put everything on a “hard” stop. But just moving to the Internet is not enough - you need to clearly understand what you are doing, because under the influence of coronavirus marketing is changing rapidly. That is a very relevant analysis of what is happening now with marketing, contextual advertising, SEO, messengers, email newsletters and social networks. The most important questions are next: how is the structure of demand in these channels changing, how to work with them now, is it possible to pause marketing without loss for the company, which areas of life remain stable despite how marketers themselves have organized their work in self-isolation?

So what changes have taken place in PPC? In contextual advertising, you can see the following trend: search advertising has requested. Previously, in PPC, search and product advertising was the main source of sales, because people are always monitoring something and looking for and buying. That is, the content network has always been an ancillary tool because it has helped shape demand, brand and remarketing. Now there is a need for so-called contact with customers, to warm up people more. Therefore, it is important to work with email, chatbots, support communication with other advertising channels [1].

Another feature of post-quarantine marketing was that the time to make purchasing decisions increased from 3-4 days to 2-3 weeks. First of all, this is due to the decline in people's purchasing power, because many people are on vacation or out of work. Those customers who have enough money are in no hurry to spend it, because it is unclear what will happen tomorrow.

In order to retain customers and attract new ones, companies use such tools of interaction with customers as remarketing, email distribution and social networks [2].

Marketers advise companies to pay more attention to content. Because the publication of new articles can cover more keywords and more searches. For example, if a company sells laptops and PCs, they need to write “how to clean a laptop”, “how to choose a laptop for games” and so on. The client will search for information and automatically get to your article. In case it is interesting, a person can later subscribe to the newsletter, social networks and eventually become your regular customer. Therefore, this strategy can be considered a tool to reduce the budget for SEO [2]. Another effective marketing tip in general can be a merger strategy or affiliate system. That is, by consolidating and grouping companies, due to their partnerships and agreements, companies will have a chance to stay afloat and not lose their business. However, an important condition in this case is that these partner companies must work in related industries, but not compete with each other. As for messengers, if a company is set up to work in messengers, it can continue to receive subscribers even without support and in the

mode of suspended advertising campaign due to the company's visibility and previous active advertising.

And now let imagine the end of 2021 or even 2022. Life has returned to normal - at least we think so. The events of two years ago seem to us so far almost unreal. However, sometimes they usually cause internal panic (especially in those who have lost something - business or health). But to a greater extent, given the high degree of human adaptability, all experiences and fears are blunted, blurred, and in some places completely erased. However, the way of life has changed irreversibly. Something has changed dramatically and radically, something has launched a long challenge for change. So what is different now and what does marketing do with it all? Let's look at it from the basic human needs.

1. Life. During the long days of quarantine, many people looked at their own homes from the perspective of “my home is my fortress”. After all, now it is a place not only to spend the night, it is a place to relax and work. Therefore, even in the midst of quarantine, an increase was recorded on average around 20% for the purchase of household goods. Moreover, it increased in the third or fourth weeks, when it became clear that the pandemic is not a short-term phenomenon and people wanted maximum comfort. People who live in their own apartments now pay more attention to the ergonomic organization of space, and technologies that allow more efficient use of resources. This will be the beginning of a new trend - even more popular in the market of services will be interior solutions with the ability to easily implement everything on their own.

2. Food. There is not only a physiological need for people, but also a social one. That's why people had such a hard time closing down restaurants and cafes - sometimes they just wanted to physically fall somewhere in an easy chair by the window in their favorite cafe with a cup of cappuccino. Given, for example, the growth of coffee consumption (according to Nielsen, the trend in coffee production shows an increase of at least 10% per year, and in the HoReCa segment - up to 15%), at least coffee shops can easily move around homes [3]. To do this, it is important to provide popular coffee networks with an online presence and get to everyone's home. It is important to do everything as in real life - to talk to the bartender, choose a variety, roasting, grinding. Similarly, restaurants with bars. And online projects appeared during the quarantine period, where you can choose a “room-bar” and actually get drunk online, so this phenomenon may well exist in parallel with the “living” institutions [3].

3. Clothes. There is no doubt that buying things is not just a process of providing yourself with the necessary clothes. Of course, this is a kind of ritual and an opportunity to have fun. After all, before the quarantine, people specially chose the day when they would go to the mall, buy clothes, measure, be sure to drink a cup of coffee or go to lunch, and so on. Now all this

needs to be created online. So, it is not just to turn your online store into a catalog of things, but also a place for entertainment, communication and recreation.

4. Sense of self-safety. This applies to all the above points. First of all, cleanliness was always very principal for people, especially now (packaging, distance, hygiene, accuracy in delivery, label on the box “disinfected”, etc.). Secondly, communication is very important. For example the ability to get a quick online answer to your question, specialist advice or psychological support has become an integral part of life after a full spring lockdown [4]. Platforms that can provide this and maintain an honest, independent and objective position will become the most reliable “comrades”, and the most profitable companies. Thirdly, it is likely that people will now be afraid of large crowds. Therefore, for offline events (concerts/ sports competitions/ different courses/ parties) that can not be transferred online, it is important in communication to emphasize the safety of space - improved ventilation, air purification and disinfection, temperature sensors, antiseptics and more.

Last but not least, brands are fundamental. Now everyone will understand how important it is to develop your brand so as not to get lost in the variety of offers and reduced consumer demand. That is why the brand is like a person with whom we will most likely miss and need communication more and more every year.

Conclusions: The pandemic has made its adjustments in all spheres of life and business, many have closed their businesses, reformatted, diversified and more. However, people should remember that any crisis is first and foremost an opportunity, we just have to see it.

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HOW PANDEMIC INFLUENCES ONLINE MARKETING

Key words: online marketing, pandemic, COVID-19, content, fashion, brand, Gen Z

In 2020 COVID-19 pandemic started. In March in some countries were implemented restrictions which limited working hours of restaurants, non-food stores, theaters and etc. People lost some of their offline amusement and started using social media and online entertainments more. According to The New York Times [1] the streaming platform Netflix added nearly 16 million new subscribers in the first three months of the year. TechCrunch [2] says that in the same time TikTok was downloaded 315 million times. There are just couple of examples how people started using technologies more. That is why businesses decided to rely on online marketing more than before and started using content marketing.

Main goals of content marketing in 2020 are:

- 1) To help business to survive during pandemic
- 2) To attract the audience that has only started using social media
- 3) To keep new audience

So, what are the ways for companies to achieve these goals?

If we take TikTok there are multiple ways. The first one is to have personal account like NBA (11,9M followers), Mercedes-Bens (326,2K followers), Prada (165,6K followers) and etc. Even a small business can gain huge audience and increase its sales. Second way is to start a challenge. At the time of writing I can see some TV-channels doing this, before there were companies that produce food and many else. Another method is to make collaborations with creators on the platform or to order advertising from them. These are not the only ways to use TikTok as a content marketing tool, there are plenty of possibilities.

Netflix has pages in social media for their audience in different countries. There they can find what to watch, updates on new shows, something fun and also they do not forget about shows which have already ended. They do not post just facts, but try to make it entertaining. Besides, they have pages for its projects. So if person wants to know more about show, she can

go to Instagram and search for it there. As now Netflix has gained huge audience their task now to make them use its platform even after quarantine ends.

Due to restrictions fashion brands could not make their shows so they had to replace it without great losses. Paris's haute couture Fashion Week, Milano Fashion Week and London Fashion Week went digital [3]. One of the major fashion trends in Instagram in spring was remote photoshoot. Some people used Zoom, some – FaceTime. This helped to keep social distance, create content, be creative and remain in demand.

As generation Z is 40% of the world consumers it is necessary to understand what that want and expect. 75% of Gen Z respondents said that they wanted to be sure that employee and customer safety is guaranteed. Some people have stopped supporting brands which neglect preventing measures [4]. There were companies that showed in their advertisements the need to keep social distance and stay at home. Also there were companies that started some trends and challenges in social media where people had to show that they stay at home. For example, Jacquemus made FaceTime campaign for Instagram and followed it by hashtag “#jacquemusathome”. Audi, Volkswagen and Mercedes-Benz on their pages promoted social distancing.

To conclude everything said: online marketing this year was in a higher demand than offline. This year brands and companies had difficult times. They had to use the possibility to attract the audience which started using internet more and now they should make everything to keep it. Something had to be reinvented and presented in a new digital way. The main task this year is to keep everyone safe and companies that follow all the quarantine measures and promote them are in a more beneficial position than ones that do not do this.

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MARKETING STRATEGIES FOR CAR MANUFACTURERS

Keywords: marketing strategy, car manufacturers

Car sales bring billions of dollars to carmakers annually. Global car sales in 2018 for passenger cars and light commercial vehicles decreased by 0.5% compared to 2017, while the demand for passenger cars and light commercial vehicles decreased by 2.8%. Good sales have been registered in Brazil, Russia and Southeast Asia. A sharp decline in sales was in Europe, China, USA, Argentina and Turkey. In the first half of 2019, the car market of India crashed; In 2018, about 86 million new cars were sold, of which slightly less than 30 million were crossovers and SUVs; At the same time, sales of electric cars grew by 74% (this is about 1.23 million units). In 2019, experts forecast a drop in demand of at least 3%, a maximum of 5% (in quantitative terms these will be huge numbers). The decrease in sales of new cars has already led to a decrease in global gross product by 0.2%, and also in the whole world there is a tendency that modern youth for the most part do not see the point in owning an expensive car. Instead of spending a ton of money and borrowing money, they opt for taxis and various forms of sharing. All this is due to new environmental and economic trends. In this situation, automakers are forced to pay more attention to marketing research and improving their products. Let's look at modern marketing strategies and technologies that are used by large automakers today.

And so, here is a list of the best marketing strategies for car manufacturers at the moment.

These are the best marketing strategies for the automotive industry. Automotive marketers have compiled a report showing the best digital marketing strategies for the automotive industry. This report applies to businesses ranging from auto parts retailers to service centers, repair experts, and, of course, car manufacturers themselves.

So where are automotive industry participants currently focusing their marketing efforts on, and how are carmakers prioritizing their automotive marketing to increase their sales and return on investment (ROI)?

About 7 types of marketing strategies are used in the automotive industry, most of which are related to digital marketing:

□ SEO (Search Engine Optimization) - The main objective of SEO technologies in the automotive industry is to attract more live traffic to the website of the automaker or automaker. This means that the site should be displayed on Google and other search engines (preferably on the first page) for the keywords your potential customers are looking for. Still here they also can use CRM technology.

□ PPC (Pay Per Click) – The main goal of Play Per Click technologies is to drive more traffic to your site so that it appears in paid advertisements on search engines. Often these are the very first results that you see at the top of the Google search page - listings with a small “Ad” symbol next to the website. Being listed in them, your site has a prominent place in the search results and attracts more clicks.

□ PR (Press Release) - Technology press releases use information resources and the media - in order to attract more attention to the brand. This is often done by capitalizing on industry developments or company milestones. It can also be an advertising company on television.

□ Social Media Marketing - Social media marketing is access to more of your potential customers by connecting and interacting with them through the social networking websites that they use. It can be Facebook, Twitter and Instagram to Pinterest, Snapchat, YouTube and other social networks.

□ Influencer Marketing - Influencer Marketing is designed to help you increase brand awareness and present your products to the right audience who might want to buy from you. This is achieved by establishing relationships with the largest digital authorities in your industry.

□ Content Marketing - Content marketing is the process of increasing brand awareness and increasing traffic by creating and marketing high-quality content that your potential customers need or need. This can be through a series of blog posts, infographics, statistics, an advertising campaign, or even an event or event sponsorship.

□ Affiliate Marketing - Affiliate marketing is a great way to attract other people outside your company to help you with marketing and sales. This is achieved due to the fact that people register in your own affiliate program and pay a commission to those who help stimulate sales of your product or service. This is for example sponsoring sports events (races, car shows, movie shots).

In conclusion I would like to say that implementing digital marketing strategies for the automotive industry is not just about attracting and supporting more people to an online store or car dealership audience, but also the need to increase your conversion rate and increase your return on investment, which is the key to any successful digital marketing strategy. And if we

take into account the current global situation with the decline in sales of traditional cars, then this is one of the opportunities to nullify losses from a decrease in the percentage of sales. However, car manufacturers should not forget about investing in the creation of new technologies in the automotive industry, for example, new developments in the creation of electric cars. I also want to note the importance of marketing and sociological studies, because in the history of automobile construction there is a clear example of the United States, where in Detroit city in the USA, after the successful 40-60s, there was a situation where American car manufacturers stopped paying attention to marketing and sociology. This has led to the collapse of the successful American automotive market, which shows the importance of sociological and market research.

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TARGETED ADVERTISING: TASKS AND PROCEDURES

Keywords: targeted advertising, advertising campaign, target audience, target

It is impossible to imagine marketing and product promotion without advertising. There is a variety of advertising forms, the choice of which is dependent on the target audience, the place where advertisements are to be shared, the purpose of advertising etc. Targeted advertising as a form of advertising directed at the specific audience of potential customers is aimed at increase of the effectiveness of advertising by ensuring the right person receives the right message at the right time. The key to success in targeted advertising is to meet the

characteristics of the potential target audience specified by focusing on their certain traits such as geographical, demographic, social, behavioral etc.

The task of any targeted advertising is to attract attention, inspire trust, make users of the Internet to go to the site, to the store or e-store, or to make a call to the shared number. Professionally made targeted advertising is perfect for:

- collecting data about sales leads, hereinafter referred to as “a person or business who may eventually become a client.” Here, by lead we mean the contact details of a potential buyers or audience have been left by them voluntarily. This is probably the most popular format as it is extremely close to selling, and therefore, to getting money;

- getting subscribers to their communities (groups, pages, events – depending on the question shared in a social network);

- increasing the amount of traffic to external resources (sites, landings, i.e. sites with one page aimed at sales, blogs, online stores etc.);

- raising awareness of a brand, product, event;

- increasing the attendance of offline outlets (shops, showrooms, salons, cafes, etc.);

- opening dialogues with the target audience.

However, setting up and running targeted advertising is a painstaking process, because it encompasses many stages, each is a key one and crucial for success in advertising. If one of the stages is missed or incorrectly processed, advertising will most likely be useless.

The process of preparation, setup and launch of targeted advertising are given below.

1. Creation and design of the landing page. The first important factor that contributes to consumer’s opinion. The better the quality of the company's appearance, the higher the probability of further purchase.

2. Strategy development. Creating a promotion strategy, a profile of various target audiences, analyzing competitors, setting the necessary goals and indicators for your business, as well as setting budgets.

3. Development and preparation of advertising creatives (photos, videos with an attractive offer) and advertising texts (most often selling).

4. Setting up advertising campaigns, conducting a test period to obtain indicators for optimization and scaling.

5. The last step that needs to be repeated, while it is effective, is optimization and scaling advertising campaigns. After these steps, if they are done correctly, you can expect quite good results

A striking example of successful setup and preparation for the development of an advertising campaign is the advertising of the online store "Sport Exclusive", who mostly used

targeted advertising which has brought more than 50% of their customers. The store has a modern and user-friendly website, and a bright Instagram page, which organizes and makes their advertising campaigns as effective as possible, considering profiles of various target customers.

To conclude, the main task of targeted advertising is to convey the essence and benefits of an ad to the desired consumer(s), which in the case of proper setup and preparation of an advertising campaign will lead to numerous interactions with this ad and subsequently to raise in the purchases of various clients.

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EXPERIENTIAL MARKETING AS A MEANS OF SUCCESSFUL BRAND PROMOTION

Keywords: experiential marketing, brand, consumers

In the realities of the modern oversaturated market and severe attitude of consumers to the goods and services offered to them, building a strong brand is a necessary condition for the effective operation of the company. In our opinion, experiential marketing has great potential in this respect as a means of communication between emotions of consumers and the brand itself. This type of marketing is implemented through actions and events organized by the manufacturer itself [1].

Experiential marketing allows the user of the brand (or potential consumer) to see the process of production of his/her favourite brand (or one being of interest) from the inside. For the manufacturer, in turn, this way of advertising the product allows the company to get a commercial benefit by attracting regular customers.

In terms of benefits of using experiential marketing in brand promotion, it should be noted that, after gaining rewarding experience (and this type of marketing is aimed at gaining exactly that kind of experience), any consumer remembers the information about the product better. Consumers perceive pleasant emotions and a certain product or service as a whole; in this form of communication between the manufacturer and the consumer, advertising is unobtrusive and more like the consumer's personal choice [2].

After gaining rewarding experience, the consumer remembers such information for a long time, willingly shares it with friends and acquaintances, while acting as additional free advertising of the brand. This type of marketing forms a complete consumer loyalty to the brand.

As a rule, modern companies use two main types of experiential marketing. The first is industrial excursions, showing the goods production process. As an example, we can take excursions to McDonald's, popular with the young people, which take place as part of the company's program "With My Own Eyes". As participants of one of them, we can surely state that it is informative, interesting and relevant in terms of professional training of marketers. Therefore, we consider this method to be extremely effective because of receiving positive emotions closely associated with a particular product (brand) [6].

The second type of experiential marketing is that the consumer is given the opportunity to use the product before purchasing it, after which he/she makes a balanced decision on the advisability of such a purchase. Thus, experiential marketing is a modern means of successful brand promotion, which helps the company to create a competitive edge in the market.

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MODERN TASKS OF STRATEGIC INNOVATIVE MARKETING

Key words: risk, modern marketing, innovation marketing, neuromarketing, sensory marketing

The new era in the economy is accompanied by risk and uncertainty, an ever-increasing level of instability, which necessitates the formation of new technologies and management decision-making procedures, including in the field of marketing.

Marketing as an economic process provides contact between producer and consumer, promotes the rational orientation of social production and reproduction, ensures the efficiency of exchanges between market participants. Thanks to him, not only commodity but also information exchange between potential participants in market relations is established and constantly maintained [1].

Today, marketing is a key link in the formation and maintenance of competitiveness of enterprises, is the basis of strategic management.

Given the modern scientific thought, we can identify the main trends in marketing:

1. Unsaturated markets are characterized by product-oriented marketing, and modern marketing is consumer-oriented marketing. However, the most leading companies are able to carry out "mixed marketing", focused on both the product and the consumer.

2. Modern marketing can be called innovative and strategic. An innovative approach is operational marketing, which consists of strategic marketing, namely, analysis of segmentation, attractiveness, level of competitiveness, careful study of the budget, as well as control over strategy and development.

Among the main tasks of strategic innovation marketing, the development of a system of measures for market penetration of innovations occupies an important place. At the same time, the basis of strategic marketing research is the analysis of the market with the improvement of its segments, the organization and formation of demand, modeling of customer behavior [2].

In our opinion, strategic innovation marketing allows to reduce the negative impact of external factors and the possibility of selling competitive products by the company. It is based

on market division and product positioning. The key point of his strategy is to study and forecast the demand for a new product, based on the study of consumer perception of innovation. In the course of strategic research, the management of enterprises must determine what products, what quality, what consumers and at what price to offer.

Scientists continue to discuss the interpretation and essence of the modern terms "neuromarketing" and "sensory marketing". At the same time, most believe that neuromarketing studies the sensory, cognitive and emotional responses of consumers to marketing stimuli [3]. In our opinion, an important direction of neuromarketing is the impact on consumers, which involves the awareness of potential consumers of the benefits of the goods and services offered and making rational rather than emotional decisions. Therefore, the influence on the subconscious is a sign of sensory marketing itself, as a component of neuromarketing.

In Ukrainian practice, the methods of sensory marketing, in particular the influence of different colors, their combinations, appropriate lighting, pleasant aromas, taste and tactile sensations on the formation of the image of a particular brand in the minds of consumers, are still not used very actively. Further research taking into account the mentality of domestic consumers. Understanding the principles of international marketing and following them in practice will allow Ukrainian companies to integrate into the world economy.

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SALES PROMOTION TECHNIQUES

Keywords: sales, sales promotion, gift, price incentives, discount

Today an increase in the revenue is a very important indicator that characterizes the efficiency of a trading company. First and foremost, it should be noted that revenue is understood as money that comes to the company as a result of the sale of goods and services. Sales revenue is the main source of covering expenses. Sales promotion is an important tool of promotion which supplements personal selling and advertising efforts.

Thus, it can be stated that the systematic growth of income speaks of an effective management system in the company and organization in general.

One of the most effective and commonly used methods of increasing revenue from product sales is sales promotion. Moreover, sales promotion actions can be taken in order to both increase and maintain the growth of the earnings from the sale of products.

The most common sales promotion techniques are as follows:

1. Service promotion. This method of boosting sales by providing customers with additional services as an incentive to make purchases. In addition, such services are perceived by buyers as a special attitude to them, therefore this method allows not only boosting sales, but also creating a favorable image of the store in the eyes of buyers. For example, when buying a new phone in Citrus (the chain of stores), a buyer gets an opportunity to receive detailed instructions from the consultant, or they also have an opportunity to receive additional services in the form of gluing film, protective glass, etc.

2. Sales promotion with a gift (most people like different bonuses, even the small ones). This type of sales promotion assumes that when making a purchase, the buyer receives a gift as an incentive. The gift can be given in the following cases:

- every tenth, hundredth, etc. buyer (this will increase the flow of buyers);
- when making a purchase for a certain amount (this will ensure the growth of an average receipt);

- when identifying certain goods or goods of specific brands (this will stimulate targeted sales, i.e. sales of specific goods), etc.

3. Price promotion. Price incentives are promotions to reduce the price of certain product groups or categories. Price incentives can take various forms, e.g. a new type of sweets which has appeared in the Varus supermarket chain for promotion (due to its novelty in this market, the consumer is given an opportunity to taste it at half price and already establish a subsequent opinion about it).

4. Price discounts during the certain opening hours of the store. The purpose of such a promotion is to increase the flow of buyers during the hours when the level of attendance is the lowest. Usually these are morning and afternoon hours when the majority of people work and do not have an opportunity to go to the store. It is necessary to understand that this promotion is primarily intended for housewives, the retired and the unemployed, so you can set the most attractive discounts for the goods most demanded by this category of buyers. It is advisable to post information about such promotions at the entrance of the store, directly on the trading floor or at the checkout. You can also use the distribution of leaflets at the entrance of the store or mailing to the houses closest to the store. For example, in one store from the Billa network, there is a system of profitable or happy hours during a certain period of the day when prices for certain store products are reduced.

All of the above-mentioned methods are applied effectively by trading companies in Ukraine. However, global progress does not stand still, and business and commercial activities are not an exception. Therefore, the search for innovation will always exist and is relevant at present.

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DIVERSIFICATION OF ENTERPRISES WITH FOREIGN ECONOMIC ACTIVITY

Keywords: diversification, foreign economic activity, external environment, management efficiency, competitive position

Only those companies that use the strategy of international diversification as a technology for success in economic activities, as well as actively implement in their international practice marketing techniques, tools, strategies that are adequate to changes in the marketing environment can operate successfully in both domestic and foreign markets.

Diversification is the simultaneous development of several or many unrelated technological types of production or service, the expansion of the range of production or services. The diversification strategy aims to meet the needs of the largest number of consumers by creating a portfolio of several activities or the production of several goods. Companies that use this strategy try to reduce their dependence from one market and consumer circle, so they occupy several of its segments. When choosing a diversification strategy for enterprises with foreign economic activity, it is necessary to focus on the practical implementation of the developed corporate mission, constant analysis of the current situation, assessment of the competitive position and attractiveness of the industry and foreign markets, taking into account the advantages and disadvantages of this strategy.

The main purpose of enterprises in the terms of international business diversification is to build the enterprise activity in such a way as to organically and efficiently to combine production, customer satisfaction, profit and development of the enterprise itself.

The introduction of diversification in the company's entry into foreign markets provides the following strategic benefits: the realization of synergy potential, the ability to increase the efficiency of enterprise resources, increase enterprise competitiveness, stabilize revenues and reduce financial risks by increasing revenues, the possibility of innovative technological implementations. The effectiveness of diversification directly depends on the timely focus on the types of goods, works, services that are in demand and are competitive. The main advantage of using this strategy is to increase profitability by increasing customer loyalty of different groups, as well as the ability to offer the market products with unique consumer qualities.

Along with the advantages, diversification arises some specific problems: namely a possible increase in management costs and a corresponding decrease of management efficiency. High capital and science intensity of strategic developments and marketing researches can lead to higher prices for goods, and excessive diversification contributes to the reputation of a producer who does not have a specific specialization.

It should be noted that constant changes in the external environment force companies to make quick and risky decisions on the development of foreign economic activity, so the scientific validity of measures to implement a diversification strategy will contribute to economic success and growth.

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MARKETING APPROACH TO JUSTIFICATION OF SUPPLIERS CHOICE

Keywords: evaluation criterion, marketing research, supplier, strategic planning, field of procurement

The urgency of developing of effective method of choosing a supplier is due to the simultaneous presence of two trends in business development. The first is that material requirements planning, timely production and delivery, a new emphasis on quality and a focus on marketing are changing traditional concepts of working with multiple suppliers in favor of working with a single long-term source of supply. The second trend is that in conditions of constant competition, possible differences between suppliers become less noticeable, conditions for purchasing goods and services are constantly improved and expanded, and the buyer, being in the same market conditions, is forced to form a competitive offer with minimal resource costs. . Both trends complicate the process of choosing a priority supplier [1].

Thus, it is advisable to use analytical models of supplier certification, which will be based on the adequacy of the conditions offered by suppliers, and focused on achieving the strategic goals of the enterprise. This approach is based on economic calculations, strategic planning and marketing research. The basics of application of this method of certification are demonstrated by Novikov M.V. [1].

The following principles of formation of stages of a choice of suppliers can be recommended.

At the first stage, market research is carried out in order to form a database of source data for all alternative suppliers.

In the second stage, it is proposed to determine the criteria for evaluating of the supplier.

At the third stage the set of parameters of the supplier according to conditions is established: all parameters should be actual for the chosen criterion of an estimation; describe the supplier as fully as possible in terms of evaluation criteria; parameters are easily accessible from open sources; are chosen so as to be universal for any supplier; the number of parameters should be reasonable - sufficient to characterize the supplier, but at the same time so as not to cause difficulties in multiple calculations.

At the fourth stage, an algorithm for calculating of the selected evaluation criterion based on the selected parameters of the supplier is already being developed.

As a criterion for optimization, it is advisable to choose the annual net profit or operating profit of the enterprise when working with the selected supplier.

Criteria for evaluating suppliers can be: product quality; the popularity of the supplier's product on the market; the cost of goods from the supplier, taking into account the ordered quantity, unit price and discounts; additional processing costs, including packaging; simplicity of the ordering system; the cost of order fulfillment; delivery time; discipline of the supplier in the execution of orders; the minimum and maximum possible volume of one delivery; guaranteed production facilities; terms of payment.

This approach to justifying the choice of supplier allows the company to obtain the best conditions for doing business in the field of procurement.

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CURRENT TRENDS IN THE GOLD MARKET

Keywords: gold market, market conditions, demand, investor, international financial market, gold and foreign currency reserves

Gold markets are special centers of gold trade, where it is regularly bought and sold at market prices for industrial consumption, savings for long-term storage, investment, risk insurance, speculation, purchase of the necessary currency for international settlements. The world gold market is a set of international and domestic markets around the world that trade in physical gold and derivatives, which responds to the financial and economic development of countries. Pricing factors in the gold market - the USA dollar, oil prices, prices for precious metals in adjoining markets, stock indices of international financial markets and more. The price in the gold market also depends on the cost of gold mining.

During the COVID-19 pandemic and its negative impact on the economy, global demand for gold in the first quarter of 2020 amounted to almost 1.1 thousand tons, which is 1% more than last year in the same period. In general, demand was held precisely because of the pandemic, as investors consider gold to be a safe asset. This led to an increase in the price of the precious metal to an eight-year high. In May-June 2020, the price of metal was somewhat unstable - it rose, then fell sharply. Gold is currently trading at \$ 1,770 an ounce. According to WGC analytical materials for the 3rd quarter of 2020, aggregate demand for gold fell to an 11-year quarterly low, reaching 892.3 tons, which is 19% lower year on year.

The reason for the decline in demand and production of gold is that investors in the third quarter of 2020 stocked up of the yellow precious metal to save capital and earn a good income due to record price increases, and in traditional jewelry buyers in key precious metal consumers, China and India, issued a "dead season". Quarantine has worsened the material well-being of the population, as well as led to the closure of shops and the postponement of the long-awaited wedding season. In China's market, which is the largest consumer of jewelry, demand fell by 65%. Central banks began to buy less of gold, and Turkey and Kazakhstan even began to sell it in large quantities - given the need to support their own economies and national currencies.

Measures to limit the negative effects of the COVID-19 pandemic could spur gold prices to \$ 2,000 an ounce. According to experts, the price of gold may reach a record high in the fourth quarter of 2020, and in the next 2-5 years will remain at \$ 1.75 thousand per ounce.

The gold market in Ukraine is characterized by unstable development and a small number of transactions by volume. In general, the dynamics of development of the Ukrainian gold market in recent years has been negative and showed a significant reduction in turnover, but in general, gold products are in demand regardless of the economic situation and periods of market development. But, it is clear that the magnitude of demand will depend on the growth of real incomes. And to predict its price range during the annual period of time is an extremely difficult task.

Thus, the study of market conditions and approaches to the formation of prices for precious metals are multifactorial processes, which are important in the formation of gold and foreign exchange reserves of the country, ensuring the stability of the financial system and transactions with precious metals.

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FORMATION OF MARKETING STRATEGY LLC “METAL-COURIER COMPANY”

Keywords: interactive conference, competitive advantage, creative marketing, marketing strategy, market segment, SEO optimization

LLC “Metal-Courier Company” is specialized in providing analytical reports and forecasts of the market of steel, raw materials and manganese ferroalloys, organization of exhibitions and conferences. For LLC “Metal-Courier Company”, the strategic priority of management is the formation and implementation of marketing strategy. As a result of the COVID pandemic, companies around the world are reducing their marketing activity and participation in conferences and exhibitions. Under such conditions, it is necessary not so much to increase the number of conferences and exhibitions, but to offer the market a qualitatively new type of service related with online services, ie - interactive conferences.

The marketing strategy of LLC “Metal-Courier Company” will be as follows.

Global marketing strategy: diversification strategy (development of new services) - holding interactive conferences and dialogic interactive exhibitions.

Depending on the implementation period: medium-term (3 years) - due to the COVID pandemic and the introduction of new technologies, the need for interactive conferences is urgent and will remain for the time being.

Basic strategy: differentiation strategy, namely product differentiation - a competitive advantage associated with the use of specially designed technical solutions using 3D graphics and video installations, the implementation of a differentiated approach to working with different groups of participants.

Growth strategy: a strategy of intensive growth, namely the strategy of product development (development of sales of new services for existing customers).

Competitive marketing strategy: a strategy of going beyond the niche - the use of growth and diversification strategies.

Functional marketing strategy: product strategy - conducting interactive conferences and interactive dialogic exhibitions. Promotion strategy - advertising, sales promotion, public relations, exhibitions and attraction of sponsors.

Depending on the competitiveness of the firm and the attractiveness of the market: product development strategy; concentration on one market segment; recognition of competitive advantages, to challenge competitors in the field of conferences, exhibitions, strengthening of weak positions connected with decrease in demand for participation in offline conferences.

Depending on the differentiation: product differentiation strategy - modification of the conference service.

Depending on the product life cycle: marketing strategy at the stage of introducing the service to the market.

Depending on the method of choosing the target market: the strategy of segmental specialization - a differentiated approach to groups of manufacturers and other groups of participants.

Depending on the degree of market segmentation: the strategy of concentrated marketing - focus on a specific group of consumers (market segment) through a specialized marketing complex aimed at meeting the needs of this segment.

According to the state of market demand: the strategy of creative marketing - it is necessary to turn potential demand into real, ie it is proposed to develop a new service to meet existing needs.

As part of the implementation of the marketing strategy of LLC “Metal-Courier Company”, the following action plan will be appropriate to improve the organization of the 10th international interactive conference "Square billet and flat rolled-metal in the Middle East and North Africa":

- development of a system of discounts on tickets to the exhibition;
- creation of a virtual booklet with a conference map;
- development of an advertising campaign in the media;
- promotion of the conference site in the Internet with the help of SEO optimization;
- improving of the marketing component in the organization of the conference - studying the market of exhibition activities, actively influencing sales, pricing policy at the exhibition, forecasting the development of the exhibition business market and determining the volume of services depending on the expected market situation, etc .;
- involvement of new sponsors in cooperation.

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PHARMACEUTICAL MARKET OF UKRAINE

Keywords: pharmaceutical market, vitamin preparation, market saturation, range, consumer confidence

Consumption of vitamins, minerals and dietary supplements continues to grow worldwide. The growth rate of sales revenue in different segments vary between 5-15%. At the same time, one of the most dynamically developing markets are the USA, EU, China, India and Japan.

The overall growth of the vitamin market was due to the interest of consumers in maintaining of their health, increasing of capacity and reducing the amount of time spent on sick-list. In addition, taking care of their health, consumers sought to save money, as this prevented an increase in the cost of medicines. Also noteworthy is the fact that the strengthening of control and registration process, which are observed around the world, contribute to the growth of consumer confidence to these products. The increase in sales of vitamins is also due

to the growing popularity of sports nutrition, the emergence of innovative nutrition concepts, lifestyle changes, as well as increasing demand for substances that increase the productivity of mental and physical activity. In addition, a significant demand for vitamins is provided by cosmetic manufacturers who use these products as components of cosmetics, due to the growing popularity of products that have antioxidant properties.

In the process of studying the pharmaceutical market of Ukraine, it was found that the share of domestic producers of vitamin preparations is about 58%, and foreign - more than 42%. The domestic market of vitamin preparations is characterized by a fairly high level of saturation of trade names of drugs and a significant number of manufacturers; the range is dominated by products of foreign manufacturers.

As of the beginning of 2020, 21 Ukrainian manufacturers offered 84 vitamin medicines, which is almost half of the items (49.4%). Another 86 items of vitamins (51.6%) are represented by 30 manufacturers from 18 countries. In terms of the number of positions, the most represented are domestic producers (84 positions), producers from the USA (22 positions), Germany (15), Israel (9) and Slovenia (8) [1].

The leaders in the number of positions of vitamin medicines are the well-known American manufacturer of vitamins "Unipharm" - 22 positions and the domestic "Kyiv Vitamin Plant" - 20 positions.

Unfortunately, modern man, in conditions of stress, poor environment and lack of a healthy lifestyle has a weakened immune system. With today's possibility of infection with the coronavirus COVID - 19 to have a strong immunity also helps the use of vitamins. And the promotion of the need for mandatory intake of vitamin and mineral products affects the consumer on a daily basis through direct and covert advertising, which also leads to the growth of this market segment. According to forecasts, in 2024 the global market of vitamins and dietary supplements will reach more than \$ 280 billion.

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ZERO-WASTE. WILL RESPONSIBLE CONSUMPTION RUIN WORLD ECONOMICS?

Key words: responsible consumption, consumer behaviour, zero-waste

Zero-waste is a wide-spread concept nowadays. It aims to minimize waste until it is completely eliminated. It assumes that every product should have a long-life cycle and can be reused. What is more, all the resources must be renewable. Experts in marketing note that zero-waste and the economy development are incompatible. Moreover, they contradict each other as for the economy development, factories must produce more. As a result, customers will consume more, no matter if they really need products made or not, and how quickly they are going to get rid of it.

On the contrary, zero-waste invites buyers to conserve as much as possible: to curb the excess, say no to impulse purchasing, reuse and recycle the items bought before. The spread of the concept goes together with the growing influence of industry on the greenhouse effect all over the world. Figure 1 illustrates the negative influence of industry (22%) on environment.

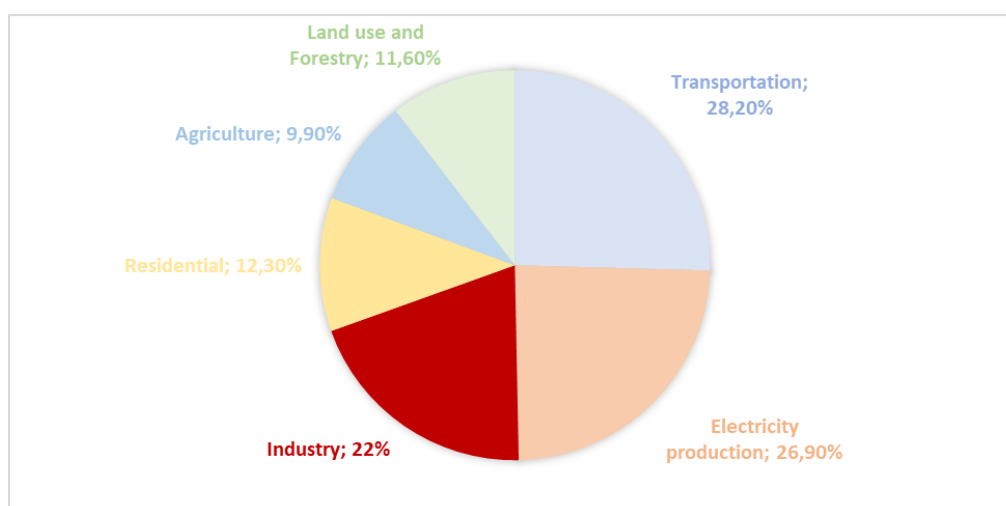


Figure 1. Causes of greenhouse effect

If the majority of Earth population starts to follow the concept of zero-waste, the planet will face undoubtedly less damage. However, researchers claim that as a result, some sectors of

the economy can be destroyed, especially those that produce the goods of a rare use, which boast the lifetime of more than a year. The bright examples of those products are electronics, brand clothes and jewellery.

We are the witnesses of the consumer society transformation that is quite difficult to adjust for the business. The new generation does not see the sense of possessing this or that item. Young people do not mind renting a car or a house. Rental services are extremely popular now. They tend to extend even to the sector of clothing.

Nowadays, companies try to adjust to the lifestyle of the new generation. The mass-market retailer H&M is among the first brands who offer their own solution to the problem. The society starts to behave in a new way and the company implements the initiative of clothing disposal, even though the tendency is not so relevant for its goods.

Responsible consumption does influence the economy. For example, the popularity of ecological initiatives leads to massive reduction of plastic bags production. Most of supermarket chains note the decline of 5% to 10% in the selling of plastic bags for 2 years in a row. It is only one of dozens of illustrations to the statement that business needs to change in order to correspond to the tendencies of responsible consumption. The consumption of clothes is inexorably decreasing and the countries where textile industry plays a vital role will inevitably suffer from economic stagnation. In the long run, investment may flow to other sectors of economy. It might cause rapid economic growth.

Fashion industry is the second highest polluter responsible for 10% of global carbon emissions. The main greenhouse gas emissions are connected with “fast fashion”, which means production of cheap clothing, not designed for long use. That fact gives us the reasons to believe that mass market clothes production is under the most significant threat. That is why business is expected to convert and invest in the new sectors, such as “slow fashion” (quality and long-life wearing production), clothes maintenance, minimization of the carbon footprint by switching to renewable sources of energy.

Taking everything mentioned above into consideration, the concept of responsible consumption will definitely influence the world economics. However, it will harm only the companies, which are going to ignore the new social request. It is possible to avoid massive loss by following new tendencies. The brands of a new generation are in need of doing the one and only thing: to support our planet Earth by reducing their negative impact on it.

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HOW TO KEEP YOUR BUSINESS ALIVE DURING COVID-19 QUARANTINE

Keywords: quarantine restrictions, business promotion, pre-sell merchandise, pause-mode, profitable services, online presence

Nowadays entrepreneurs wonder about promoting a business at the beginning of its existence. But it is equally important to stay afloat in a difficult situation. 2020 was a turning point for business. Its influence has been felt by large companies and small business. Perhaps the most difficult thing was to prevent the closure of the business in the current environment.

According to ReliefWeb, 29% of all businesses, which had to stop their activity, mentioned that without external support from government they would not be able to reopen after the quarantine restrictions are lifted [1]. 71% of businesses still continue existing with the help of using following strategies:

1. Branded mini-games.

Attract new prospects with content they'll love. People like puzzles, word search, questions and memory games. Create any type of this activity for your authority to keep them interested in your product or service. For example, clothes shop makes a quiz about brands, clothes types, "how to choose your style" etc. Searching for words in the general set of letters is also good idea.

2. Collect new leads to target when your business goes back to normal.

One of the most important marketing objectives of any business is lead generation. The best motivation for participants to share their contact details is an incentive involved in the promotion [2].

3. Join a campaign or help raise awareness.

Empathy and support are essential for a nowadays marketing plan, including email campaigns. There's no need to praise your dedication and effort in each message. However, tell your customers what you're doing to help the community navigate through the crisis. It will serve as a proof of that they've made the right choice putting their trust in your brand, plus help spread the word and engage more people willing to participate in whatever you're running

4. Tone-Smart Promotion.

Although the response may decrease, don't stop talking to your customers and promoting your products during coronavirus. People should know you're still in business and then can rely on your service when needed. However, make sure your business marketing is relevant to the situation. Focus on the most applicable products and adapt images and text [3].

5. Offer curbside pick-up or free delivery within a declared radius of your location.

In current situation even supermarkets organized delivery to your home location to prevent infection. Promote this on your social media channels, on your website, on your Google My Business Page and with your signage.

6. Pre-sell merchandise.

A presale is a targeted sale before the product goes live. There is no need to spend lots of money and time building the product before preselling. Instead, you build your vision and share that with prospects to collect their feedback and to see if there is enough demand to fund development. Offer up free shipping with purchases more than \$50. Make it make financial sense to buy now, instead of later [4]

It is important not only to choose the right marketing strategy, but also to draw up an effective plan for further business management. Regardless of whether you are a business owner or manager, you will undoubtedly face the following problems: your staff, cash-flow and recovery need.

The main points you as a business owner should cover:

- Mitigate the immediate negative impact;
- Make the best use of your quarantine time;
- Prepare for recovery.

Tips and caveats for every point are given in following table [5].

Table 1

Tips and caveats

| Point | Tips | Caveats |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mitigate the impact | <ul style="list-style-type: none">• support your employees during the crisis;• develop a cash flow plan for the crisis period. | <ul style="list-style-type: none">• inform social media about any success with managing remote work;• shout about your philanthropy on TV, Internet and in the street. |

| | | |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Use quarantine time in a proper way | <ul style="list-style-type: none"> • improve strategy and marketing efficiency; • create SEO-friendly content. | <ul style="list-style-type: none"> • think that you have vacation. it`s time to work more. |
| Plan the recovery | <ul style="list-style-type: none"> • plan and develop a marketing campaign; • plan the resources. | <ul style="list-style-type: none"> • don't expect to have the same level of your customers' loyalty. |

Ultimately, the quarantine gave the business an opportunity to rethink its activities, identify and analyze those mistakes that were not previously so noticeable against the background of the rest. Sometimes the most ingenious decisions are made in critical situation.

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THEORETICAL PRINCIPLES OF MARKET SEGMENTATION OF SERVICES. ITS FEATURES

Key words: service, segmentation, consumers, segmentation criteria, target segment

There are several approaches to defining the essence of the concept of service, including market, marketing, complex and economic. Representatives of each approach define this term differently. If you analyze all these definitions and take from them the main thing, you can define a service as an intangible product, which includes the process of its creation, by affecting the object and the end result, not suitable for possession, and has its own consumer value, expressed in the beneficial effect of meeting the need. [1 - 4]

Since the service is an intangible product, the process of segmentation of the services market will have some differences from the product. The main differences will be that much attention will be paid to the criteria associated with the process of providing services, which constitute the time and personality of the person providing this service.

The main purpose of service market segmentation is to provide targeting, because it can not meet the needs of all consumers, it focuses its efforts only on the most profitable segments. Successful segmentation must adhere to five principles:

1. Selected consumer groups should be different.
2. Consumers of one group should have similar characteristics.
3. The capacity of the target segment must meet the needs of the company.
4. Measured characteristics are easier to investigate and analyze.
5. Consumers must be communicatively accessible. [5]

The objects of segmentation are consumers, its basis is the homogeneity of their behavior, which is influenced by factors:

- 1) situational (marketing environment);
- 2) motivation, which determines consumer behavior. [6]

When a large market is meant, whether national or international, it is necessary to divide the process into macrosegmentation and microsegmentation. Macrosegmentation is strategic and involves the choice of target market. Microsegmentation involves a more detailed study of

the characteristics, motives and behavior of consumers on certain grounds. Microsegmentation of the consumer services market also consists of four stages: market segmentation, selection of one or more target segments, positioning and development of a marketing complex according to the characteristics of each segment. After macro- and microsegmentation, their results are analyzed and summarized. [7]

Before conducting market segmentation, it is necessary to identify factors and criteria for segmentation, the most common factors are geographical, demographic, socio-economic, psychographic and behavioral.

In addition to the market, in order to achieve a higher level of competitiveness, it is better for companies to segment by products and competitors. Product segmentation divides the services in the company's portfolio according to certain criteria, such as price, technical indicators, etc. When segmenting by competitors, the company's competitiveness relative to its main competitors is assessed.

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CRITERIA AND SIGNS OF CONSUMER SEGMENTATION IN THE B2B MARKET

Key words: B2B market, segmentation, signs of segmentation, segmentation criteria

The B2B market differs from the consumer one in that the buyers are legal entities. Consumers in the B2B market can be divided into three main groups - industrial enterprises, institutional customers, government and governmental customers. The characteristics of consumer segmentation in the B2B market are generally similar to the consumer market, but at the same time have their own characteristics.

F. Kotler points out that B2B consumers can be segmented by geography and behavioral characteristics, based on the desired benefits, user status, consumption intensity, degree of loyalty, readiness to perceive the product. In his opinion, the most commonly used parameters are the type of end users of the product and the weight of customers. [1]

Often in scientific sources the authors refer to the signs of segmentation of B2B market consumers, proposed by T. Banomo and B. Shapiro (Fig. 1).

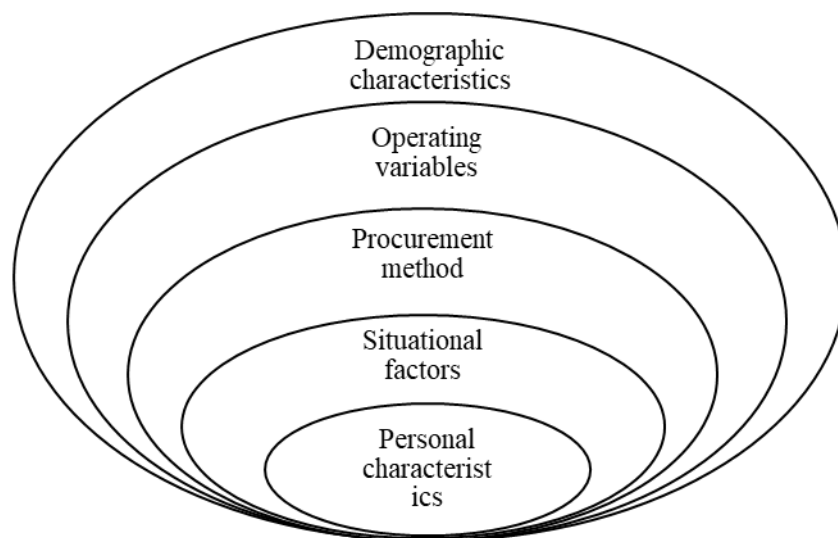


Figure 1. Signs of B2B market segmentation proposed by T. Banomo and B. Shapiro [2]

Demographic characteristics include the industry, the size of the company, its location. Operational variables - technology, user status, consumer capabilities. The method of procurement involves such features as the organization of procurement activities, the structure of priorities, the nature of existing relationships, common procurement policy, procurement criteria and more. Situational factors include delivery times, product orders, the size of these orders. And individual characteristics - similarity between buyer and seller, attitude to risk, loyalty to suppliers. [2]

Researcher Peter R. Dixon identifies two main features of segmentation of consumers in the B2B market - the size of the customer and its growth potential [3]. Table 1 summarizes the main features of segmentation of B2B market consumers, which are found in modern scientific sources.

Table 1

Main features of B2B consumer segmentation [3], [4]

| Signs | Segments |
|----------------------------------------------|-----------------------------------------------------------------------------------------|
| Territorial, by location | By countries, regions of the internal market, by cities, districts, by climatic zone, |
| Market type | Production, commercial, public procurement, institutional market, international exports |
| Industry affiliation | Mining, mechanical engineering, food industry, light industry, etc. |
| Buyer size | Transnational corporations, large enterprises, medium enterprises, small businesses |
| Volumes of purchases | Large, medium, small |
| Procurement decisions | One employee or a specialized unit |
| Procurement decision maker | Director, Head of Procurement Department, Specialist |
| Number of stages of concluding the agreement | By the number of meetings before signing the supply contract |
| Interests of the buyer | Low cost, high quality, fast delivery, range upgrade, warranty, etc. |

In addition to the basic segmentation criteria, it is important to consider what data to take for segmentation. For example, a company segments its customers by size. In this case, it is appropriate to assign the company a segment of its parent company or the size of the group to which it belongs, regardless of the values of its income or revenue and the number of employees of the subsidiary. The reason for this is that all important decisions are made by the parent company, in accordance with its strategies and goals. Under such conditions, it would be more logical to change the approach to the segmentation of the parent company, namely to calculate the segment by the sum of the indicators of its subsidiaries or companies that are part of the group.

If the company is a representative office of an international or multinational company in a particular country, it makes no sense to segment it by main as often decisions in each country are made by its representative office separately according to market conditions in that country.

Also, when assigning a consumer to a certain segment, it is necessary to rank the segmentation criteria, as there may be a situation in which, according to various criteria, the company falls into 2 segments at once. For example, the company is large in terms of income, and the number of employees is a micro-enterprise. In most cases, the priority criterion will be income, because it indicates the solvency of the consumer and, in combination with other indicators, the opportunity for growth and development.

Thus, scientists identify different criteria for consumer segmentation in the B2B market, if we summarize these criteria, the main features of consumer segmentation will be as follows: territory, market type, industry affiliation, consumer size, purchasing volumes, procurement decisions, decision maker, the number of stages of the transaction, the interests of the buyer. Highlighting the main features of segmentation should choose which indicators will reflect them and how to calculate them. Companies should take into consideration the ownership structure of the company and how decisions are made, depending on whether the company belongs to a group or another company, it will depend on the segment. When the signs and indicators are highlighted, it is important to rank them, because according to one indicator, my company can get into one segment, and according to another - into another.

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THE INFLUENCE OF MICROECONOMIC FACTORS ON THE COMPETITIVENESS OF THE ENTERPRISE

Key words: marketing, competition, market, competitiveness, key success factors

The current state of the national economy has a negative impact on the competitiveness of domestic enterprises. In this situation, the company's management needs to pay more attention to the factors that are crucial for the buyer. It is also necessary to carry out continuous improvement of the existing system of enterprise competitiveness management.

Factors influencing the activities of the enterprise, and, consequently, its competitiveness, can be divided into external and internal. External factors are due to the fact that the company is affected not only by the competitive environment (other enterprises), but also the general, macroeconomic and microeconomic environment. Internal factors are related to the ability of enterprises to develop their own competitiveness (their own competitive advantages). The internal capabilities of small businesses, which are key to their competitiveness, are manifested at both the strategic and organizational levels. The first include the ability of enterprises to achieve special positions in the market, which gives it a favorable value or advantage in product diversification, as well as the ability to use it effectively.

The factors of the microenvironment are under the control of the enterprise, so the management of enterprises must constantly monitor their condition and make appropriate decisions to manage the impact of a factor. Private enterprise «West-Vector» provides electrical services and is located in the Volyn region. The results of the study of its organizational structure revealed that the company does not have a marketing department, as well as a separate position of marketer. The director is directly involved in the sales and communication activities of the enterprise, which significantly affects their efficiency. In addition, the positions do not correspond to the duties performed by employees, in particular, the personnel manager actually performs the duties of an accountant.

Classically, the main factors of the microenvironment of the enterprise include consumers, competitors, suppliers, intermediaries, substitutes, contact audiences. There are many definitions of «consumer» in the scientific literature and they are all true in their own way. In our opinion, the most accurate definition would be the following: a consumer is an individual who has purchased, intends to buy, order products or receive services for final consumption and has no commercial interest in further processing, resale of products for profit. The consumers of West-Vector enterprises are mainly village and city councils, as well as territorial communities and entrepreneurs. The company's services are used not only in the Volyn region, but also in the surrounding area.

Competitors are enterprises that produce the same or similar products of labor as the chosen one and sell them in the target markets of this enterprise. Competitors in one way or another affect the company's product, its quality and range. At the moment, the company can not compete with larger and more powerful companies. The main methods of competition they use are the use of technical innovations that constitute a trade secret, as well as advertising, lower prices for goods and services, price manipulation, the establishment of shares, expanding the product range.

After analyzing the situation on the market of PE «West-Vector» we can draw the following conclusions: there are many competitors in the market, but the range of electrical services of some companies is limited because they prefer other activities, including construction, and electrical installation is an additional activity (goods in addition). As the company is also engaged in the retail sale of electrical equipment, substitute products were also analyzed. This criterion is not significant, because the bulk of the goods are sold directly when the customer orders, ie the company has no practice when their employees work with someone else's equipment. Also, the company already has its regular customers who order electrical work in PE «West-Vector» for a long time.

Suppliers are an integral part of the activities of PE «West-Vector» and with them there is a constant cooperation to establish a timely supply of quality materials, including cables, led-goods, reinforced concrete structures and more.

Thus, despite the high intensity of competition in the market of PE «West-Vector», the company has a stable competitive position. The results of the analysis of the influence of external factors allowed to establish a positive result of innovations in the field of public procurement, and to reduce the negative effects of other factors it is necessary to develop and implement measures to adapt to the current situation.

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BANK MARKETING DEVELOPMENT IN UKRAINE

Keywords: bank advertising, bank regulation, bank marketing, banking, digitalization, digital hybrids, Fintech companies

The marketing implementation in the banking sector of Ukraine is important for the financial market development. The bank sector reform is ahead of transformation in other economy sectors. Changes are taking place due to strengthening of the banking regulation requirements and banking digitalization, competition between the depository institutions is increasing, competition from non-banking institutions (insurance, trust companies, private pension funds) becomes more tangible for banks. Some depositors distrust and lower interest rates on deposits reduces the effectiveness of banks' deposit policies. All these changes motivate the banking institutions of Ukraine to develop marketing, in particular with the use of modern digital technologies.

Bank marketing is characterized by certain features, among which are the following. Most banking services are based on the process of buying and selling a special product – money. This, in turn, leads to the formation of special economic relations between customers and banking institutions.

Bank marketing focuses not only on existing and potential customers, but also on the bank's staff. This is due to the fact that most bank staff is in direct contact with customers in the process of their work, which requires professional knowledge and practical skills in using of marketing tools.

The vast majority of banking services are abstract in nature, which significantly complicates the organization of marketing activities, especially in the field of the bank's communication policy.

The state regulation degree of the banking business is high, that carried out strategically through a special banking legislation system, and operationally by the central bank tools [1].

Digitization is changing its rules in many sectors of the economy. Thus, it has accelerated the new technologies emergence such as social networks, cloud computing, Big Data analytics, mobile devices, 3D printing and autonomous artificial intelligence systems that affect the structure of the national economy sectors.

A new link in the financial system, known as Fintech companies, is being developed based on the widespread use of digitalization in the financial services implementation. In the banking market, their products are represented by payments, personal lending, insurance and financial advice. It should be noted that Fintech companies offer their customers products cheaper than traditional banks.

The future of digital banking is impossible without the digital currency using. Today, both the world's central banks and some commercial banks are actively creating digital currencies [2].

Banks digital hybrids are emerging with the development of the banking sector digitalization. Digital hybrids are a more modern approach, laid by NetBank in 1996, and Fidor, Atom, LHV Pank (Estonia) and DBS Digibank (Singapore) are following in this direction. Such banks use a well-designed IT infrastructure, which is 60-80% cheaper to implement and 30-50% cheaper to maintain than the infrastructure of a classic bank. However, hybrids still use centralized databases, repositories, and primitive interaction protocols. The NBU carefully monitors these trends in order to properly regulate these new areas of banking activity [3].

The problem facing banks of the Digital era is to ensure their openness to innovation, which should be implemented through the marketing and IT integration, in fact, this is the essence of banking marketing digitalization. Today, Fintech companies offer consumers a wide range of solutions, from payments and financial data analysis to lending and crowdfunding services. That is why the NBU pays considerable attention to the prospects for the financial and banking sectors development in terms of innovative and digital solutions, and closely follows the Fintech industry development trends.

Digitalization in the banking sector of Ukraine is gaining momentum every year. And if seven or eight years ago only a few banks could boast of having internet banking and a variety of remote customer service channels, now almost all banks understand the importance of this area and most are actively modernizing and developing internet and mobile applications that allow customers to quickly and conveniently receive modern banking services [4].

Analysis of the banking marketing peculiarities made it possible to identify its main problems in Ukraine and justify ways to solve them (Table 1).

Banking marketing problems in Ukraine and ways to solve them

| The main banking marketing problems | Ways to solve the banking marketing problems in Ukraine |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Insufficiently effective regulation by the NBU | Formation of a supervisory requirements number that will promote socially responsible banking marketing |
| Legislation imperfection in the banking marketing field | Development and adoption of necessary regulatory legal acts |
| Limited investment in this area, which leads to an appropriate financial resources lack | Creating a favorable investment climate, searching for new sources of attracting financial resources by banks |
| High share of long-term partners obligations and inability to repay them | Drawing up and implementing a plan to improve the financial condition of partners and increase their solvency level |
| The bank inability to determine its own banking products price, due to the presence of a natural monopoly on the market | Development and implementation of the bank's pricing strategy and the formation of its competitive advantages through the banking services digitalization and the banking marketing development |
| Mechanisms imperfection for attracting and retaining bank customers | A new methods application of attracting and retaining the bank's customers by improving the services quality, forming and maintaining marketing relations with customers after the services provision |

Banks of Ukraine are developing marketing to increase their business efficiency. Today it happens mainly with the use of marketing activities modern digital technologies. To some extent, the NBU's stricter requirements for bank advertising and the completeness of information on banking products published by banks contribute to the banking marketing social responsibility.

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THE ESSENCE OF DIGITAL MARKETING IN THE PLANE OF INNOVATIVE COMMUNICATION COORDINATES

Key words: digital marketing, digital tools, deposits, interactive emails, influencers

The management of marketing communications of enterprises subordinates all tools, so digital tools and procedures of marketing interaction are also part of this system. M. A. Oklander, O. O. Romanenko notes: “Digital marketing is a type of marketing activity that through digital channels by digital methods allows targeted interaction with target market segments in virtual and real environments” [1, p. 366].

D. V. Yatsyuk notes that digital marketing (interactive marketing) in terms of marketing communications involves the use of all possible forms of digital channels to promote the brand. Communications in digital marketing allow to reach the target audience in an offline environment (use of applications in phones, SMS / MMS, advertising displays on the streets, etc.) [2]. Digital media, in addition to the Internet, includes: digital television, radio, monitors, displays and other digital communications. Note that digital marketing does not include promotion through such traditional channels as newspaper ads, flyers, TV ads, billboards. Although, if the billboard will indicate the QR-code with which you can go to the site, it is already digital marketing.

It should be noted that the feature of digital marketing is the involvement of mechanisms and procedures for integrating offline and online consumers based on innovative technology platforms for smartphones and tablets. This in a way reflects a flexible marketing approach to coordinating resource flows when attracting offline audiences to the online market and on the contrary [3].

After analyzing the data from Internet resources, we can cite several trends in digital marketing in 2020, namely:

– Vlogs. Vloggers communicate directly with the viewer (PewDiePie style), creating a direct personal connection [4]. Vlogs can be made completely different. The author of the application can make broadcasts that may not be available to other users. For example,

broadcasting music concerts. These broadcasts became especially popular during the coronavirus pandemic.

– Personal messages. Direct messaging, as a means of optimizing customer service and sales assistance, is becoming one of the most current trends in digital marketing in 2020 [4]. Thanks to special applications, messengers, such as: Telegram, Facebook Messenger, Viber, WhatsApp, etc., brands can establish nice communication interaction with their customers. These platforms are convenient thanks to fast and almost free messaging via the Internet.

– Social commerce (Shoppable posts). Social commerce is the purchase of products directly through publications on global social networks or advertising [4]. The goal is to reduce for the consumer the number of transactions that were required for the purchase.

- –Flawless and interactive emails. Mail is still one of the most popular means of communication. The 2020 trend will be based on emails that look and function like web pages.

– Mood analysis. Mood analysis is the practice of analyzing the reaction of users and customers to a product or service, generally in social networks or the Internet in general [4]. This is not the latest trend in digital marketing, but the latest technology is making it popular again. Typically, mood analysis includes data collection tools and algorithms that work to find and analyze any references to a company or brand.

But we must also say about another feature of digital marketing in 2020. Namely about influencers. According to N. V. Shynkarenko and V. Ponomareva, an influencer is a person who is a leader of opinions for his target audience, ie a person who influences the thoughts, moods, preferences and behavior of the consumer with their own advice [5, p. 49]. Marketers rightly emphasize that influencers are not only popular bloggers, they can be people who disseminate information by “word of mouth”, they are considered micro-influencers. Influencer marketing originated from the trend when companies sent their products to a popular media person for free, people used it and told their audience about the goods and services of the company they use [5, p. 49].

It is noted that this type of marketing is not able to solve a set of problems of the company. Researchers emphasize the importance of establishing the reasons for the use of such reference groups, analyzing the composition of the audience of the individual [5, p. 50]. We think that when promoting products on the beer market of Ukraine, it is advisable to use Influencer Marketing, influencing within the social and ethical norms on the target preferences of consumers. At the same time, the communication platform for such targeted influence is communication interaction in social networks.

Analyzing current trends in digital marketing, we can see that in 2020 they are aimed more at people, establishing relationships with target niches, but include the latest technologies

and automation in general. With the development of technology and the growing number of Internet users, digital marketing strategies began to be part of the overall communication strategy of the enterprise. Of course, if we are talking about digital communications, it should be understood that these communications are different from traditional offline communications.

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THE TRENDS TO DEVELOP DECENTRALIZED GENERATION

Key-words: decentralized generation, alternative sources, electricity, smart grid

The development of decentralized generation is associated with the rapid appearance of alternative sources of electrical energy in the energy market, which have become its direct participants.

A feature of the work of decentralized generation is the distribution of energy sources across different parts of the energy system. Modern trends in the development of Smart Grid systems tend to control and balance decentralized generation based on the electrical load schedule.

These systems represent an uncontrolled nature of work, and the task of different sections of the united power system is the rational distribution of electrical energy, resources, depending on the remoteness of electrical receivers and energy sources.

The task of Smart Grid systems is to solve the problems of energy transfer optimization in real time. In turn, it creates a precedent for the emergence of completely autonomous objects of decentralized generation, and assigns the solution of optimization problems in the electric power industry to the artificial intelligence of Smart Grid systems, while eliminating a person as a site operator, making him an unwitting observer of decision-making processes due to artificial intelligence algorithms.

Today, power engineers solve the following main tasks: digitalization of substations and distribution networks, improving the quality of electrical energy, reducing losses and indices of equipment failure and downtime. Task No. 1 is to ensure the distribution of all generated electrical energy with minimal losses to the end consumer through the introduction of powerful storage devices of electrical energy and its rational use. One of the main directions in the world electric power issue is the fate of thermal and nuclear power plants as the main sources of energy and their gradual reduction. The introduction of electric vehicles in the distribution

network using V2G (vehicle to grid) technology and its feasibility study, which assesses its potential for using electric vehicles as temporary storage facilities.

Thus, the modern electric power industry relies on high hopes for accumulation and balancing rather than renewability, which in turn leaves a number of questions for the further fate of spent storage devices and photovoltaic panels in view of their degradation and failure. Therefore, the trend towards decentralized generation is a global revision of the existing rules of the energy market around the world and through the development of a new generation of networks and systems with an approach to decentralization and elimination of global energy systems, which is associated with the transition from industrial to post-industrial, and from post-industrial to information society. This leaves the question for the future of industry and the concentration of powerful power plants in the vicinity of only industrial areas, and hence the further development of individual industrial sectors.

The modern industrial sector needs stable energy sources, where the scale of storage devices can be disproportionately expensive compared to the products of an industrial enterprise, which means that the availability of alternative energy sources is not a profitable utopia for them. The construction of Smart Grid systems is more rational for large cities and megalopolises, but not for industrial enterprises, where it is more expedient to install powerful power plants with a cheaper energy source, such as nuclear and thermal power plants to ensure maneuverability with sudden changes in the electrical load schedule, which is often associated with the percussive nature of electrical receivers.

From the point of view of compliance with the parameters of the electricity quality for household consumers, the groups of household electrical consumers and industrial consumers should be separated, since industrial, in particular arc electric furnaces, thyristor rectifiers and frequency converters are considered sources of higher harmonic components, which in turn are factors of additional risk to the household sector and additional losses of electricity.

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CONTEXTUAL ADVERTISING

Key words: marketing, advertising, Internet, context, search

E-commerce is developing rapidly, that is why a new direction in the modern concept of marketing – Internet marketing has originated, the main tool of which is contextual advertising. Contextual advertising is a type of dynamic placement of Internet advertising, when the advertisement is close to the context of the site on which it is placed or to the queries of a visitor.

The sense of contextual advertising is that the ad is a direct response to a query made by a user on a search network. The effectiveness of such advertising depends on how the content of an ad answers user's needs. Contextual advertising is unobtrusive, does not cause negative reactions and is perceived adequately by most users without irritation.

An important feature of contextual advertising is that it is shown only to those visitors who need this information, and can help solve a problem topical to them (get the necessary service, buy a product, view new products online, etc.).

For a user, contextual advertising can be presented as a text ad, banner, or video. Such ads are published only on sites with similar topics, and are also issued to a user when they enter the phrases contained in the ad in a search engine line.

Contextual advertising, if used correctly, can perform a wide range of tasks for an advertiser: 1) attracting target customers, 2) promoting a brand, 3) working with the audience loyal to a product, 4) attracting users to a new project, 5) informing the audience about promotions, sales or other events on the site, 6) prompt activation of seasonal sales of goods and services, etc.

Contextual advertising is divided into several types, namely: 1) text – advertising that is shown in response to a request; 2) banner – advertising using static or animated banners that appear on sites with similar themes; 3) video advertising – advertising in the form of short videos to promote products or services.

It should be also noted that before launching an advertising campaign, it is important to conduct a thorough analysis of target audience. It is also necessary to take into account the presence of competitors who advertise responding similar requests. Placement of contextual advertising takes place via special services. In order to place your ad at these services, it is enough to register on them as an advertiser. Almost all services offer their customers such service as assistance in compiling advertisements using the most popular search queries. A well-written ad for contextual advertising is a key to the success of an advertising campaign.

Nowadays, contextual advertising is a very effective sales tool, but it also has its advantages and disadvantages. The advantages include: 1) instant effect, 2) the ability to quickly make changes to the advertising campaign, 3) tracking the effectiveness of advertising, 4) easy to manage and stop (minimise) advertising, 5) the ability to demonstrate product advertising even without your own site. There are the following disadvantages: 1) content can be expensive; 2) it is difficult to set up effective advertising without professional help; 3) not suitable for all goods and services; 4) when the advertising budget ends, the demonstration of advertising immediately stops.

Payment for contextual advertising is usually made per click on an advertiser's ad. This is an additional advantage of this type of advertising. The advertiser pays only for users who actually switched to their resource. The cost of a click in different services may be different, but usually the difference is not very significant. In most cases, the cost-per-click is strictly tied to the popularity of a particular query.

So, contextual advertising is the fastest way to draw the attention of the Internet audience to your resource, to your products and services. This type of advertising can certainly increase not only the number of site visitors, but also significantly increase the level of sales of goods and services. Advertising helps users find a solution to their problem, while advertisers can get a potential customer. Speaking of the advantages and disadvantages of contextual advertising, it is also worth emphasizing that everything depends on the goals of the advertiser and the characteristics of his business.

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WHAT IS CROSS-CUTTING ANALYTICS AND WHY DOES BUSINESS NEED IT?

Keywords: cross-cutting analytics, web-analytics, business, costumers behavior

In today's digital environment, it is difficult to find a company that does not have a website, social media pages, or at least some information on web resources. Companies that are not on the Internet lose the opportunity to attract new consumers, expand their activities, inform customers about new products and offers.

Companies want to be competitive on the Internet, so it is not enough to have only an online store. They need to promote on the Internet through targeted advertising, remarketing, content, crowd marketing, SEO-promotion. In order for marketing activities to be profitable and effective, it is necessary to constantly evaluate them, analyze how the target audience reacts to them, in order to further adjust or fully develop new marketing campaigns and strategies. The best tool for this is cross-cutting analytics.

Cross-cutting analytics (end to end analytics, web-analytics) is the tracking of the buyer's path (the behavioral characteristics of the buyer from the first contact with the product to his purchase and after-sales reactions) and use the data obtained for analysis of the effectiveness of advertising campaigns, the cost of attracting everyone customer, as well as determining the compliance of brand values with the needs of the target audience [1]. The creator of the world's first department store «Oak Hall», the father of modern advertising John Wanamaker noted: «Half the money I spend on advertising is wasted; the trouble is I don't know which half» [2] This the phrase is still known among modern internet marketers and confirms the need for a comprehensive analysis of enterprises and their communication with target audience in the digital sphere.

The system of end-to-end analytics is important for business because it helps to effectively use the budget for marketing activities, increase the number of potential customers, improve your website, successfully set up advertising, stand out from competitors and have competitive advantages [3].

In Ukraine, Google Analytics is still used for cross-cutting analysis, although there are many other tools that are well known on European and American markets and have specific functions. For maximum results, it is necessary to use for data analysis several tools comprehensively. Consider 20 popular analytics tools based on the results their estimates (from 0 to 10) by foreign Internet marketers on the Trust Radius platform (Figure 1).

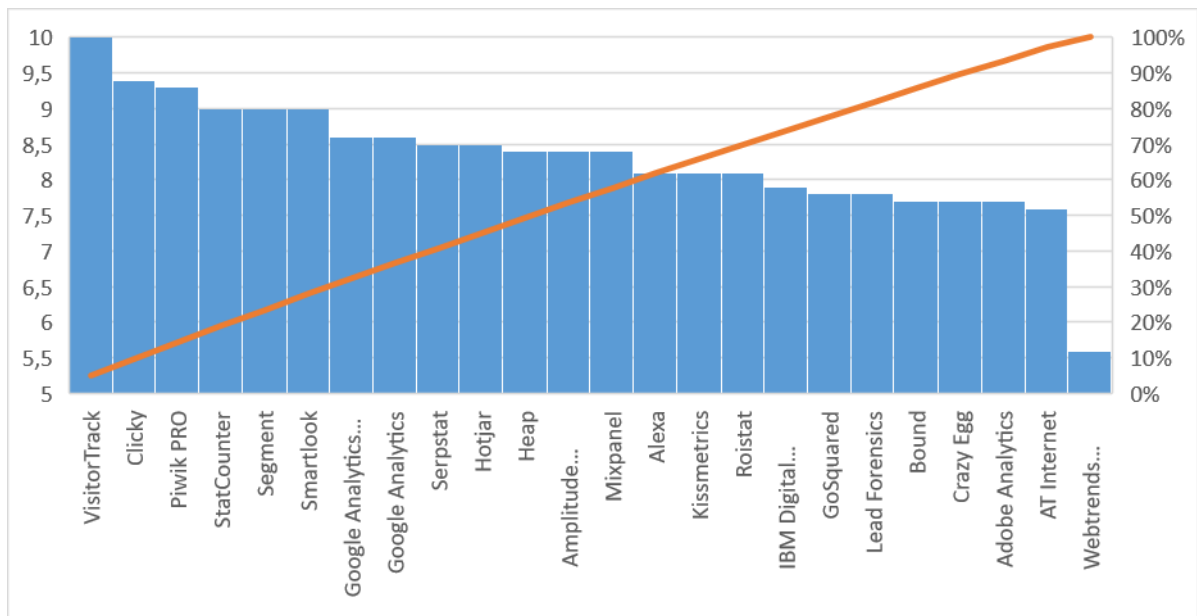


Fig 1. Ranking of popular web-analytics tools

Source: [4]

The most popular tools globally are Visitor Track, Clicky, Piwick PRO. Ukrainian marketers usually use Google Analytics, Roistat, Serpstat and Smartlook to analyze consumer behavior. Often companies are hesitant to choose an effective system of end-to-end analytics. Therefore, we have developed a checklist that will help to analyze in detail any web analytics tool and make the best decision (table 1).

Tab. 1

Checklist for evaluation of the cross-cutting analytics platform

| Criterion | + | - |
|-----------------------------------|---|---|
| User-friendly interface | | |
| Availability of the application | | |
| Integration with the sales funnel | | |
| Integration with CRM | | |
| Integration with other tools | | |

Tab. continued

| | | |
|----------------------------------------------------------------------|--|--|
| Basic metrics (CTR, ROMI, CPC...) | | |
| Unique metrics | | |
| Ability to record a session | | |
| Ability to create reports | | |
| Analysis of consumer behavior | | |
| Comparative analysis of competitors | | |
| SEO-analysis, indicators of organics | | |
| Sync all devices to one user | | |
| Automation | | |
| Demo version | | |
| Free tariff plan | | |
| More than 3 tariff plans | | |
| Division of tariff plans into B2C and B2B segments | | |
| Ability to perform A / B testing | | |
| Own blog, Telegram channel | | |
| Own support service | | |
| Periodic updates, but with the ability to work using the old version | | |

Source: [developed by the author]

In general, we can conclude that every company that wants to become a leader among competitors must know its consumer and to investigate his behavior. If the business is focused on the digital sphere, then a system of cross-cutting analytics will be the best tool in this case.

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MARKETING IN THE FOREIGN ECONOMIC ACTIVITY

Key words: international marketing, foreign economic activity, marketing success

Trends in the development of the modern market, as well as the globalization of the economy, are forcing enterprises to revise their development strategies. One of the main tools to increase the competitiveness of a business in modern conditions is marketing.

Today, the marketing approach to managing an organization is not only market analysis and development of a strategy for promoting goods and services, but the main link in the functioning of the company, the construction of its activities taking into account internal and external economic planning. Moreover, the effectiveness of the organization's activity in the global market depends on how high-quality international marketing is.

International marketing refers to a system for planning and implementing events with which the company expects to enter the international market.

International marketing is a complex of measures of an enterprise for the sale of goods and services outside its own country.

Principles of marketing of foreign economic activity.

- focus on commercial results, mastery of the desired market shares for a certain period using specific resources and a calculated share of risk;
- an integrated approach to achieving the goals set by the company;
- adaptation to changing external and internal conditions and requirements of the selected market;
- selection of reasonable, promising areas of activity based on goal-setting and a long-term planning horizon;
- change management related to structural change.

The principles of marketing remain unchanged in the organization of foreign economic operations, but it is necessary to take into account the numerous restrictions characteristic of different countries.

Features of modern international marketing are as follows:

1. The organization and methods of applying international marketing must take into account such important factors as national independence, national monetary systems, the legislation of a particular country, linguistic, cultural and other features and customs of a country.
2. In foreign markets, it is necessary to adhere more carefully to all the principles and methods of marketing than in domestic markets.
3. Marketing research of foreign markets is a more time-consuming process than similar studies of domestic markets
4. An external market requires creative and flexible use of marketing concepts and technologies.
5. The development and production of goods intended for domestic consumption in the countries of origin plays a decisive role in international marketing.
6. The company in the foreign market will face both foreign and local competitors, which will significantly aggravate the struggle for the market.

There are other differences in international marketing. The nature, forms and methods of marketing activities will depend on the type of product.

Market research serves as a basis for marketing and involves the analysis of all conditions that are important for the successful implementation of the product. The program of complex research depends on the features of the product, the nature of the enterprise, the scale of production of export goods and other factors.

An important starting point for marketing success is the presence of a modern, customer-friendly product.

Conducted marketing research and obtained, analyzed and systematized marketing information becomes the basis for market segmentation, which can be considered as a strategy by which the market is divided into parts that are likely to be characterized by the same reaction to the activities of the complex marketing. The goal is to penetrate as much as possible into specific market segments ensuring stable growth of sales and profit of the company.

The main function of marketing is justification of target positions of enterprise activity management in the world market.

The methods acceptable for the company in realization of the mentioned function imply the following step-by-step actions (Figure 1.).

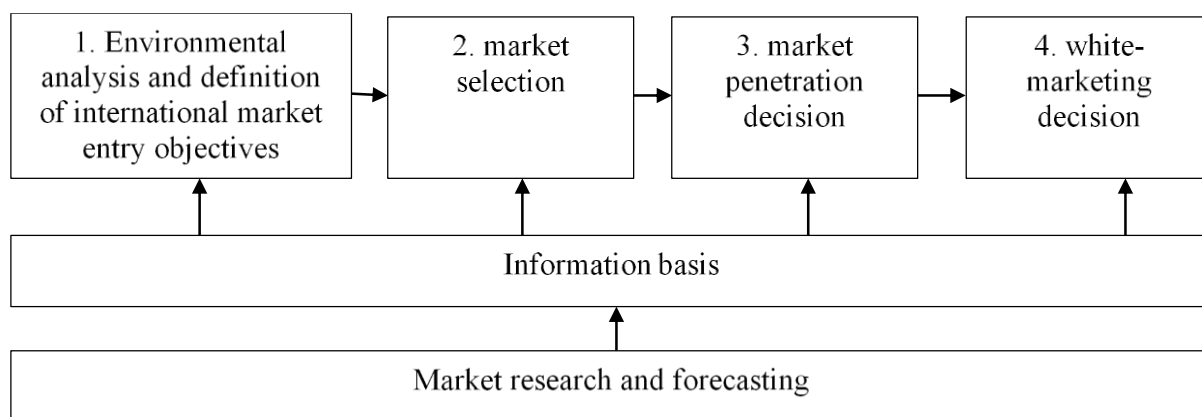


Fig. 1. Scheme of Main Solutions in International Marketing

Thus, international marketing is an independent field of activity when it enters foreign markets.

International marketing allows experts to develop a clear program of action, give it a focused, coordinated character, outline effective solutions to strategic tasks in the field of foreign economic activity and achieve them.

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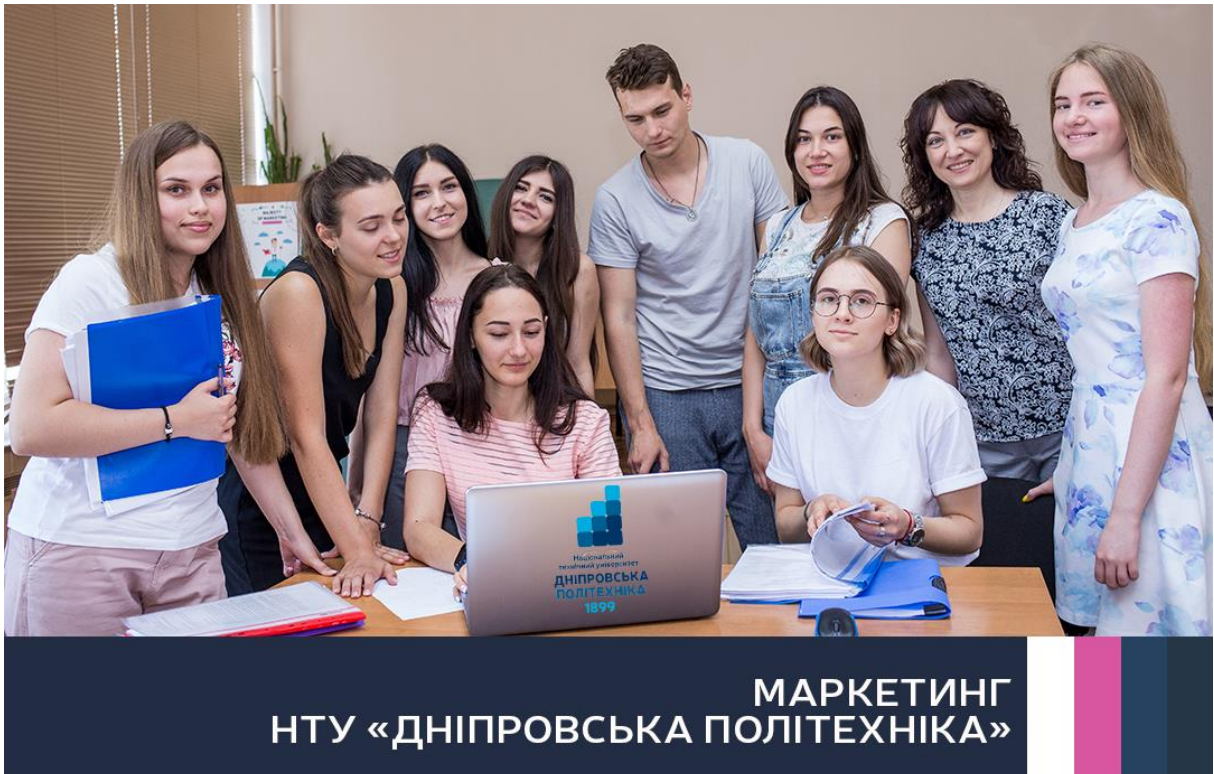
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