



ІННОВАЦІЙНИЙ
УНІВЕРСИТЕТ



MAJESTY OF MARKETING

Conference for the students
and junior reserch staff

9th of December 2021

Dnipro

Ministry of Education and Science of Ukraine

Dnipro University of Technology

Young Scientists Council at the Ministry of Education and Science of Ukraine

Innovative University

Majesty of Marketing

*Materials of the International conference
for the students and junior research staff
9th of December 2021*

*Dnipro
2021*

Majesty of Marketing: Materials of the International conference for the students and junior research staff. – Dnipro, Dnipro University of Technology, 2021.

Responsible for publication:

Head of the Department of Marketing
S. Kasian

Edited by:

Associate Professor of Marketing
T. Kuvaieva

UDC 339.1+811.111 (06)

M19

Approved by the protocol
of the Academic Council of the Faculty of Finance and Economics
№14 dated December 9th, 2021

ANALYSIS OF THE BANKING SERVICES MARKET IN UKRAINE

Key words: financial sector, national economy, banks, financial marketing, banking service

The financial sector in Ukraine has demonstrated a high level of resilience and has gone through a crisis period without significant losses in the past year of 2021. It goes without saying, that not only the strategical policies of National Bank of Ukraine, but also individual financial institutions greatly contribute to the national economic recovery. Consequently, the function of banks as individual market players should constantly be monitored and analyzed.

As of August 31, 2021, there are 75 banks and 2,084 participants in non-bank financial services markets in the financial market of Ukraine, which include 196 risk (non-life) insurers, 19 life insurers, 304 pawnshops, 327 credit unions, 144 leasing companies that are not financial institutions; 1031 financial companies (licensed for lending, leasing, factoring, guaranteeing, money transfer and currency exchange) and 63 insurance brokers [1].

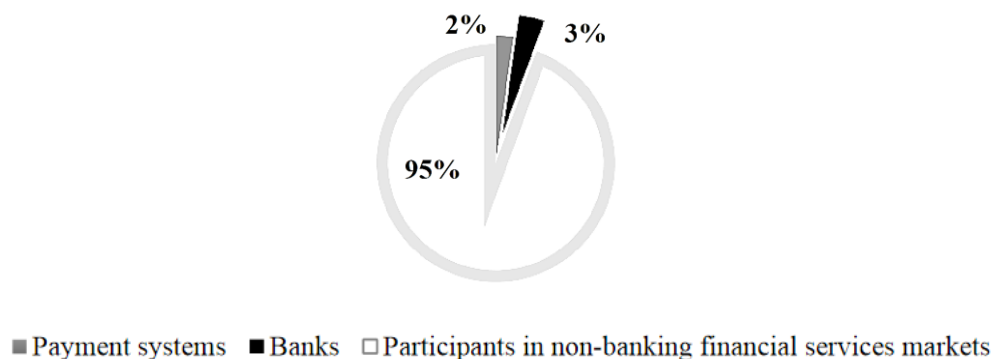


Figure 1 – Financial market of Ukraine [2]

According to the number of issued payment cards, the main banks of Ukraine providing services to corporate clients include: PrivatBank (29,295,288 cards), Oschadbank (11,632,822 cards), Raiffeisen Aval (3,402,509 cards), FUIB (2,446,057 cards), Alfa-Bank (2,271,460 cards), UkrSibbank (2,188,621 cards), A-Bank (1,094,791 cards), Ukrgasbank (1,036,578 cards), OTP Bank (809,024 cards), Universal Bank (770,025 cards). These banks, as well as Ukreximbank, in 2019 were classified by the National Bank of Ukraine as systemically important, i.e. to which additional supervision and regulation by the State is applied in order to reduce the risks of violating their financial stability. [3]

The main services provided to corporate clients in the market of banking institutions in Ukraine are: term loans, credit lines, loans secured by deposits, fast loans for SMEs, overdrafts, term deposits, deposit lines, trade acquiring, salary projects, package services, purchase and sale of securities, collection of funds.

To analyze the state of the market, as well as the dynamics of its changes, it is necessary to provide a table of the dynamics of assets of the banking system of Ukraine.

Table 1 – Dynamics of assets of the banking system of Ukraine, UAH billion [1]

№	On date Indicator	01.01.2018	01.01.2019	01.01.2020
1	Net assets	1316,85	1254,39	1256,30
2	Loan portfolio	1006,36	965,09	1005,92
3	Investments in securities	168,93	198,84	332,27
4	Highly liquid assets	155,64	191,26	199,50
5	Official exchange rate, UAH / USD, UAH	28,06	27,67	23,67
6	Average interest rate on loans in national currency, %	18,80	21,47	17,70
7	Average interest rate on foreign currency loans, %	8,30	6,88	8,20

As Table 1 represents, in the fourth quarter of 2020, the volume of net hryvnia loans to economic entities increased by 4.2% (+ 4.3% y/y). Real estate lending revived significantly: net hryvnia loans in this segment grew by 7.5% for the quarter and by 11.5% y/y. Let's analyze the level of market concentration using the concentration indicator (the sum of the market shares of several of the largest firms in the market):

$$CR1 = 23.6;$$

$$CR3 = 23.8 + 21.15 + 13.26 = 58.21;$$

$$CR5 = 23.8 + 21.15 + 13.26 + 7.13 + 4.06 = 69.4.$$

Based on the results of the analysis, it can be concluded that the market for banking services is moderately concentrated, but there is a threat of increasing concentration.

Thus, the analysis of the current state of the banking sector of the national economy makes it possible to identify several problems in the banking sector: political and financial instability in the country; low quality of bank assets; reduction of liquidity of bank assets; imperfect legal framework in the state; high degree of vulnerability of the banking system to the exchange rate policy in the country, conducted by the National Bank of Ukraine.

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Anataichuk V., student
Chupryna N. M., Doctor of Economics,
Associate Professor, Dean of the Faculty of Economics
Ukrainian State University of Chemical Technology

STAGES OF A MODERN BRAND STRATEGY

Key words: brand strategy, brand, branding, competitors, marketing

A popular brand always gains an advantage over the competition. And this is due not only to the highest quality of services or goods provided by the company. A well-developed brand concept plays a key role.

Brand development and promotion is a complex kind of work that consists of several stages. At the same time, different contractors may be responsible for the implementation of each stage. In the process, not only the logo is designed, but also the corporate colors. Branding is creating a positive image of the company, spreading it, and consolidating it in the minds of customers.

Branding has several steps. Each of them requires a lot of time. The already created, shaped image is not easy to change in the future, so it is worth working on a perfect result from the very beginning.

Consider the main stages of branding:

1. Market, competitors, and customers analysis

Only a unique brand can work for the good of the company, so businesses need to have up-to-date information on the strengths and weaknesses of competitors, as well as to understand who their target audience is.

Information can be obtained and organized on shaping the company's image during marketing research in the form of a board. Analysts use different methods to analyze data, such as SWOT analysis, structural and functional analysis, benchmarking, or content analysis. As a result of the research, analysts receive a complete set of information about a specific area of activity, industry trends, and prospects for the areas. Statistical information will help to correctly determine the vector for the further development of the enterprise [1].

2. Name development (naming)

Building a brand is one of the most important stages in building a brand. Nomenclature is considered a mandatory element of the individual corporate image. The success of an organization largely depends on how good and appropriate the name of the organization is.

The title should: stand out from the competition; be pleasant to receive; not to stay too long; be suitable for play on words; be exemplary, but not very general; be legally protected [2].

Often, marketers come up with a name that is associated with the product. Sometimes they take any word, which then takes on meaning thanks to the successful activities of the company. So it was with Apple corporations, Mars.

3. Creation of a logo and visual identity.

The next stage is visual identification. Unified identity allows the brand to stand out on the market with similar offers and, thus, be remembered by the buyer.

One of the main elements is the logo. If the name is a company name, the logo is the face of the company. It should be clear, original, and easy to read. When developing a logo, the most important task of a designer is to think about what the trademark will look like in different sizes, on different surfaces.

4. Packaging design

This is a strategically important moment in the development of the brand. This question is especially relevant for retail companies. Through the packaging, customers get to know the product, choose it for the first time.

The decision depends on how informative the packaging is; if all information is useful, understandable; how quickly the appearance of the product can be remembered [3].

Having properly developed the packaging design, you can make the product bright and memorable.

5. Creation of the brand book.

All materials collected at the previous stages must be systematized, saved somewhere. This is what the brand book is for - an internal strategic document of the company, containing all aspects of building and managing a brand - from strategy to logo design.

The brand book helps to create a uniform corporate identity, strengthens the corporate culture, creates an appropriate reputation among customers and partners, and optimizes marketing costs.

The structure of the document consists of three blocks:

1) the conceptual part contains information about the company's brand mission: positioning on the market, characteristics of the target group, area of operation, archetype, philosophy, values, development concept [4].

2) graphic part - this block contains visual elements of visual identification: brand name and block, logo, fonts, colors. It also contains the rules for processing documentation, advertising, gifts, and packaging of products.

3) the legal part regulates the rights and protects the trade secret.

6. Development strategy

The next stage of brand development and creation is defining the company's strategy. Usually, a clear plan of action is drawn up for the next 1-3 years. List of main activities: emphasizing the emotional qualities of the brand; defining the product line, the possibility of increasing the assortment; writing a business plan; defining work tools, ways of promotion; breakdown of the advertising budget [1].

For company promotions, brand managers need to track results, analyze audience responses, and adjust the strategic plan. For example, you may need to change your logo or password over time. This is normal practice for an internationally recognized corporation.

7. Launching the project.

The final stage of the brand development process is testing and commissioning. At this stage, you need to make sure everything is brought to perfection, make the final adjustments. Also important:

- develop a content strategy;
- order a professional photo of the products;
- attract employees motivating them with sales bonuses;
- develop scripts [5].

Working on the project will bring the expected result if data is correctly addressed to the customer. To do this, companies will need:

- to maintain active pages on social networks;
- to track mentions and reviews about the company, and the products;
- to immediately remove the deficiencies indicated by the buyers.
- If there is no positive effect after launch, rebranding may be required.

Branding is a tedious, complex, interesting process that will help your business gain popularity and high profits.

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Asatrian K. T., student
Kryvda O. V., Ph.D. of Economics, Associate Professor
National Technical University of Ukraine
«Kyiv Polytechnic Institute named after Igor Sikorsky»

BASIC SOCIAL MEDIA MARKETING TRENDS IN 2021

Key words: SMM, strategy, promotion, communication, content

In modern world, social media have become an essential part of our life and population in every single corner of the Earth is used to it. Obviously, it influences our life in many ways, however mostly in psychological and mental health. Some people are simply obsessed with social media, their mood depends on what they see there, they compare every single person with themselves and believe everything which is said there. That is the reason why many quick-witted marketers claimed that social media marketing may be the most important marketing tool in following 5 years and even replace other tools by far.

Talking about 2021, the main progress developer in this sphere has become COVID-19 pandemic, when all offline meetings were replaced with social media and all people just needed to stay afloat there. Over the last 2 years the number of social media users has been growing dramatically and in 2021 the world has reached the point of over 3.7 billion users worldwide – this is more than 50% of Earth population. Moreover, there are nearly 14 new registrations every second [1]. So, below are the main SMM trends that emerged in 2021:

1) Short videos. We all know that video is the most engaging type of online content, however now they have become completely different to that in past. In fact, there is a threat that users will scroll on before they get the main message of author, and every year this attention is shorter and shorter, people need quick entertainment. The great solution for this has become such platforms and tools, as Tik-Tok, Instagram Reels and YouTube Shorts. Moreover, social media algorithms are now configured to only promote short videos instead of long ones, so regardless of preference, brands and other companies which want to stay on trend should switch to short videos on social media.

2) Social Commerce. Social commerce means the use of social networks to stimulate shopping in e-commerce. Social platforms make it easier to shop online with Instagram and Facebook stores, as well as shopping messages. About 70% of consumers already use social media to receive inspiration from shopping, so it becomes more likely to expand the reach of the store and create an integrated consumer experience [2].

3) Augmented Reality. Similar to virtual reality, but it is not definitely the creation of new world, it is augmented and uses some instruments to project computer-made augmentations

to real world. First of all, it concerns filters and other things which you can apply to yourself in real life when you film yourself for Instagram, Tik-Tok or other social media and also while texting with someone (in Instagram – video chat and calls). Additionally, people can create filters and masks themselves, for instance some brands have even generated filters where customers can try on brand`s clothes and decide which one to by [1].

4) Personalized Marketing. Personalized marketing is about providing a unique experience for the customer based on their feelings, opinion, tastes and so on. Nowadays, it has become easier thanks to targeting tools, questionnaires and data collection of users. Now brands do not use mass advertising, they find out the wishes of the client, set up targeting and offer clients exactly what they want, thus finding an approach to everyone and conquering a huge audience.

5) Live streams. Many companies have gone digital, but have been able to maintain social distancing and prevent the spread of COVID-19. Face-to-face meetings turned into Zoom conferences and live concerts turned into live streams of artists playing from their own homes. So there has naturally been a significant growth in use of social media streaming features. Facebook has seen massive growth in messaging and live streaming. People are used to communicating with brands live without leaving their homes. Therefore, live broadcasts will only gain popularity [3].

In conclusion, a lot of these predictions are not new to social media marketers. Companies choose the most useful of them to achieve success in the long run. Actually, it is a continuation of the trends set by this alarming 2020. Social media is a competitive and dynamic space, and in future will only develop and penetrate our lives more and more.

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Asieieva A.S., student
Reshetilova T.B., Professor,
Doctor of Economics, research supervisor
Oles Honchar Dnipro National University

IMPACT OF MARKETING ON LABOR MARKET DEVELOPMENT

Key words: labor market, marketing, automation

The lockdown caused by the COVID-19 pandemic has created extremely uncertain prospects for the labor market and accelerated the changes that are taking place in the labor market. Automation and artificial intelligence are not new concepts, but recent technological advances are pushing the boundaries of their capabilities. However, despite the fact that artificial intelligence and automation benefit businesses and society, you need to be prepared for serious disruptions in your work. According to estimates by the McKinsey Global Institute, 400 million people will be out of work by 2030, which is 15% of all jobs in the world [1].

It is predicted that the labor market will change under the influence of global demographic trends and marketing. According to the latest trends, we can observe changes in the size and age profile of the population. Pricewaterhouse Coopers predicts that by 2030, the world's population will increase by more than 1 billion, which will exceed eight billion in total. 97% of this population growth will come from developing countries and countries with economies in transition [2].

In addition, we can observe rapid urbanization, that is, the share of the world's population moving to live in cities is increasing. By 2030, the UN predicts that 4.9 billion people will be urban residents, and by 2050, the world's urban population will increase by about 72% [3]. Even now, in many major cities, GDP exceeds that of average countries. In this new world, cities will become important agents for creating jobs.

There is also a tendency for power to change between developed and developing countries. Fast-growing countries benefit the most, especially those with a large proportion of the working-age population, which attract investment and improve their education system. Developing countries face the biggest challenge as technology widens the gap among developed countries. The erosion of the middle class, wealth inequality, and job loss due to large-scale automation will increase the risk of social unrest in developed countries.

Automation, combined with the recession caused by COVID-19, creates a "double breakdown" scenario for workers. In addition to the current disruptions caused by the pandemic, lockdown, and economic downturn, companies' introduction of new technologies is transforming the tasks, jobs, and skills of their employees. In addition, it is predicted that by 2025, the time spent on current tasks at work by people and machines will be equal [4].

Thus, the world of work is changing so fast that any scenario can become a reality. It should be noted that accelerating progress in the field of artificial intelligence and automation will create opportunities for the development of business, economy and society.

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RESTAURANT BUSINESS CHALLENGES IN 2021

Keywords: restaurant business, marketing, trends.

The year 2021 is a post-COVID time, showing growth after a difficult 2020 for many food establishments.

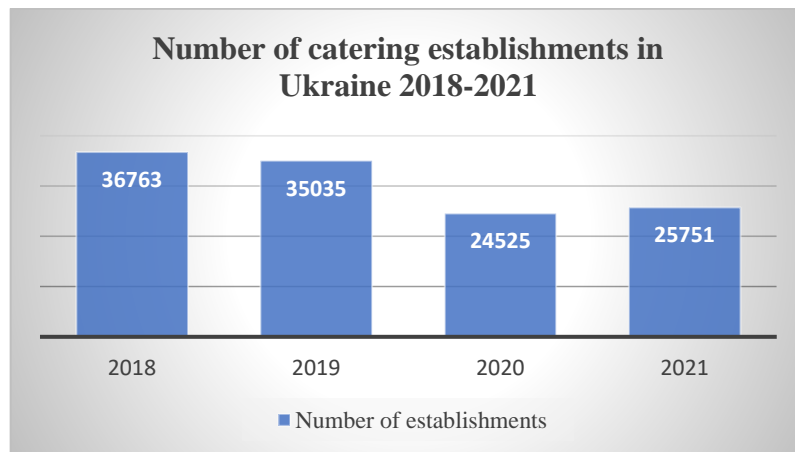


Figure 1 – Number of catering establishments [1]

A survey by the Rating sociological group on how Ukrainians spent their time in 2021 showed that 30% often or sometimes visited cafes and restaurants, 20% did it quite often [2].

Quarantine restrictions in the spring of 2021, and then the duty of vaccination for employees, created some difficulties in doing business. But despite the pandemic and the restrictions associated with it, the main problems have remained unchanged, due to which establishments are most often closed, no matter if it is a small coffee shop or a restaurant with 200 seats. From year to year, some reasons may change, but there are those that remain unchanged [3].

1. Location. No matter how the establishments praise their cuisine or the concept with an ideal design, unfortunately, this does not guarantee good attendance. You need traffic that is highly dependent on location. In Ukraine, remote or out-of-town restaurants are still unpopular, so the key to success for most establishments is renting buildings on streets with good pedestrian and car traffic. Few people, no profit.

2. Rental price. Perhaps this reason is equivalent in importance to an unsuccessful location. Putting a fixed amount of rent into a business plan, beginning restaurateurs forget about the timing. And after another increase in the rent, their establishment stops to be profitable. Moving is also unprofitable, and as a result, you have to close the cafe.

3. Lack of idea. If we talk about cafes, restaurants of the middle and high price segment, then here “just delicious cooking” will not be enough. Guests want something more than just a meal, they come for the atmosphere, quality service, interesting interior with pleasant music, where they feel comfortable to be - that is, for emotions. Also, the kitchen must necessarily "fall" into the concept of the restaurant in order to impress a potential client and make him come to the restaurant again and again. When this is not the case in the establishment, you can only count on people who just want to have a bite to eat, and they don't care where. But why then open a restaurant, if ordinary fast food is enough for this?

4. Lack of marketing. Most rely and hope for everyone's favorite word of mouth. Yes, this is undoubtedly an important factor, but it can take twice as long to reach the payback point, relying only on it. Not everyone is willing to wait five or more years for their cafe to pay off and start generating net income. Therefore, marketing should be done constantly, and not only at the time of launch and before the appearance of the first loyal guests. Offline advertising, paid advertising in social networks, promotions in a restaurant, promotional campaigns and a loyalty system must work constantly to maintain recognition among customers.

5. Low quality of service. This is a fairly common problem, due to which even successful, at first sight, projects are closed. Frequent personnel changes and constant training of new employees negatively affect the level of service. Therefore, even large restaurants with their careful approach to the selection of staff and the level of qualification of employees suffer from staff turnover. Sometimes even the unfriendly attitude of waiters and bartenders to guests is enough for all your efforts in developing the restaurant business collapsed in one moment.

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MARKETING RESEARCH OF MEDICAL PRODUCTS AND SERVICES

Keywords: marketing research, medical products, communication.

Conducting a market analysis means carefully studying and assessing the characteristics of the marketing environment in which a particular healthcare organization is located. Market analysis is the most common area of marketing research. As experts emphasize, without market research, it is impossible to systematically collect, analyze and compare all the information necessary to make important decisions related to activities in the market. The main results of marketing research on the market of medical products and services are:

- forecasts of its development, assessment of market trends, identification of key success factors;
- determination of the most effective ways of conducting competition policy in the existing market and the possibility of entering new markets. The main object of the conducted marketing research is the marketing environment.
- The marketing environment in healthcare is made up of an internal and external environment. The internal environment is what is determined by the organizational and functional structure of the healthcare organization, its own potential. The external environment is subdivided into:
 - microenvironment – factors directly related to the activities of a medical or pharmaceutical organization on the market (suppliers, intermediaries, competitors, patients). This environment can and should be controlled;
 - macroenvironment – factors that exist and act independently of the efforts of the health organization itself, but have an impact on it (political and economic situation in the country, income level of the population, demographic situation, structure and level of morbidity of the population, etc.). It is an uncontrolled environment, and the healthcare organization cannot manage it, but can only adapt. To study the marketing environment, quantitative and qualitative marketing research is carried out.

Quantitative research of the market for medical products and services. These are, as a rule, surveys of the population, individual heads of medical institutions and enterprises, wholesale and retail intermediaries, etc. To obtain reliable data, representative surveys are used,

which are carried out on a pre-designed sample. Quantitative research is conducted to study consumer habits, their attitude to a particular product or service, the image of the manufacturing organization, consumer reaction to advertising, prices and other characteristics of the market. Quantitative research answers the questions: "What? Who? How much?" and are carried out according to the following algorithm:

- development of a research program (goal, objectives, working hypothesis, questionnaires, survey methodology and data processing);
- formation of a sample of respondents;
- conducting a survey (personal interviews, telephone interviews, mail survey, etc.);
- data input and processing (obtaining characteristics of various groups of consumers, identifying the main factors influencing the formation of their demand);
- writing an analytical report defining a strategy and tactics for the further production of medical goods and services.

Qualitative research of the market for medical products and services. These methods are becoming more and more popular and are used in order to "feel" patients, to answer the questions of why they behave in one way or another. Unlike quantitative methods, which seem to take the respondent's word, qualitative methods allow deeper insight into the motives of the patients' behavior, which they themselves sometimes do not realize. Without obtaining quantitative characteristics of the market, they make it possible to judge the trends that are emerging in the market, give an impetus to the definition of a marketing strategy.

Qualitative methods are usually used in the following cases:

- for testing medical goods and services, advertising products;
- to develop hypotheses and test them when conducting quantitative research;
- for a more in-depth analysis of the results obtained after conducted quantitative research.

Typically, the following two types of qualitative research are used in marketing:

- group discussions, or, as they are also called, focus groups;
- in-depth interview.

Focus is a technique for identifying the points of view of people using a group discussion, which is conducted by the presenter (moderator) according to a previously prepared scenario. The group discussion is recorded on a tape recorder or videotape. This technique is based on the psychological effect that during the discussion people, as they say, "warm up" and provide a lot of valuable information. In defending a particular point of view, they provide explanations and arguments that would never have been formulated in a regular interview. It is

also important that the statements and associations of one of the participants in the discussion initiate the associations and activity of others, which causes the so-called domino effect, and become productive for obtaining the required information.

In-depth interview. This is a lengthy interview that is conducted one-on-one with a respondent for one and a half to two hours. Unlike the fairly regulated questions and questionnaires in quantitative research, this interview is free. It does not consist of lists of questions and specific answers to them, but rather looks like a discussion of a specific topic. The interview is tape-recorded and then analyzed. This form is useful when it comes to issues that patients are embarrassed to discuss in a group.

Thus, modern marketing research is a process of searching, collecting, processing data and preparing information for making operational and strategic decisions in market conditions. However, new tasks in the study of market competition require, depending on the circumstances, and new methods. Therefore, it became necessary not only conducting classical marketing research, but a new philosophy was also required related to identification, the search for the best organizational forms in the firms of partners, competitors not only in their own but also in related fields in order to determine the secret of business success. This function in modern marketing is called benchmarking. This term comes from an English word that means "mark on a fixed object". Benchmarking is the art of discovering what others are doing better, learning, improving, and putting their methods of work into practice.

Benchmarking is close to the concept of marketing intelligence, which means the constant activity of collecting current information about the changing external environment of marketing. However, marketing intelligence aims to collect confidential or semi-confidential information. Benchmarking, on the other hand, can be seen as an activity of long-term deliberation of an entrepreneurship strategy, building on the best practices of partners and competitors at industry and cross-industry levels. An example of this is the conduct of a complex of marketing research simultaneously on the markets of medical services, medical devices, medicines in order to develop a concept for a new medical service or product.

Boichuk I., Danylkiv H., students
Deineha I. O., Doctor of Economics
Head of the Department of Economics and Business Management
Rivne State University of Humanities, Rivne (Ukraine)

THE PLACE OF HR-MARKETING IN THE DEVELOPMENT OF THE ORGANIZATION AND ITS BRAND

Key words: personnel management, employer brand, HR-specialists, HR-brand, HR-marketing.

The rapid development of the economy, the transformation of market relations require constant improvement of management methods. Personnel management also requires time and certain skills. The effectiveness of personnel management directly correlates with the profits of the company or its division.

The command-and-control system is changing to a market one, which makes appropriate adjustments to the purpose of personnel management. First of all, the employee's personality began to be valued. An important task of personnel services of organizations was the formation of motivational guidelines that would meet the production objectives. Continuous changes in management as a whole, as well as separately in personnel management have created a shortage of specialists in this field, the effectiveness of which depends on the adaptation of the organization to market conditions and requirements. "Obsolete" human resources departments are structurally separated from other divisions of the organization and do not fully perform the functions of personnel management [1].

Decreased efficiency of personnel management leads to a decrease in both employee motivation and, consequently, the quality of work. This happens when employees do not feel supported, they are not given opportunities for development and implementation, and so on. This is a mistake that affects employee satisfaction, culture and long-term success of the organization.

Human resources (Human Resources) is a general term used to describe the management and development of employees in an organization. It primarily concerns improving the efficiency of employees. Traditionally, HR has focused on hiring, firing and annual salary reviews. But recently HR has been positively redesigned and now covers much broader competencies that should work as a single system [2; 3].

The main functions of HR include: recruitment; onboarding (adaptation); payroll management; payments to employees; staff training and development; compliance with labor legislation; compliance with safety rules. HR plays an important role in developing a positive business culture and improving employee interaction and productivity, ensuring the health and personal development of employees [4].

The fields of HR and marketing have much in common: they are focused on the influence and motivation of people, they need to understand people and their psychology, but, nevertheless, the tasks of HR-specialist and HR-marketer are different. In their work, HR professionals use marketing strategies aimed at improving the employer's brand. They position their company as the best place to work to attract new talent and retain better employees. HR-marketer forms and develops HR-brand. The strategic goal of marketing in HR is to create a good reputation for the company, as well as to form employee loyalty.

HR marketing is influenced by external (labor market situation, changes in the economy and professions, labor legislation, candidate needs) and internal (values, goals and strategy of the company, financial condition, human resources and reserves) factors. With the right use of HR marketing tools, you can adjust to the factors that affect it. The main target audience of the HR specialist is candidates and employees, which is segmented by age, place of residence, profession, interests, job needs, etc. This division helps to create a "portrait" of the ideal candidate [5].

Thus, the most valuable resource of any organization is its staff. Creating a basis for increasing engagement in the workplace increases employee productivity. Improving each functional part of HR is important for the full and effective functioning of the enterprise and the unit in particular. Every year the labor market changes more and more, new technologies appear, HR-marketing can help businesses adapt to new market conditions. Proper implementation of marketing strategies in HR will create a successful employer brand, which, in turn, will provide opportunities for the employment of the best professionals and retain key employees. Research and development of new methods of improving personnel management is important to improve the efficiency of the organization.

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Bondarenko A.A., student
Reshetilova T.B., Professor,
Doctor of Economics, research supervisor
Oles Honchar Dnipro National University

OMNI-CHANNEL MARKETING IN A POST-COVID ENVIRONMENT

Key words: Marketing, omni-channel model, customer, service, loyalty, pandemic.

A post-covid environment proclaims that changes need to be done. It's do or die, if you will. If it was appropriate that some businesses had multi-channel marketing models before the pandemic, we can definitely say that this is not appropriate after the pandemic. The reason is quite simple – connection needs to be efficient and constant.

The word constant means that it doesn't matter which way of interaction the customer chooses, he can get a very fast and personalized response immediately which we can also name as a great service. We have to pay attention to the word personalized. As it is vital that we provide this persona-concentrated attitude to each customer without any exceptions. It is a conclusion, based on what the pandemic did to the global economy. It has shattered the boundaries and the shopping became global. Most of the offline marketplaces were closed and the online ones popped up, which created the world's global online market, from any place, to any home. And we won't judge if it is good or not, but we have to look at the results. For those, who relied on the offline part of their business it became a disaster. Moreover, if they also had a multi-channel model, this disaster doubled twice. You can't provide a good service if it's not personalized and you also can't make it personalized if all of your data was in offline places and they're closed. That's what the multi-channel model does. It keeps all the data in different places and there is no connection between them.

Omni-channel model of marketing solves all these problems in once. It makes the one and only storage of information, a database which contains the info from every place of interacting with the customers that the company has. Apps, web-sites, chats, offline and online marketplaces, they combine their knowledge of the customers and there you get a full customers' profiles, collected from different resources with very accurate and particular features.

Implementing this model has more advantages in the future perspective. Having customers' profiles and being constantly in touch with them leads us to a great, personalized

service which increases the level of the customers` loyalty which is vital in a post-covid environment. Thus leads the companies to success, not immediate, but lasting. And it is better for a business to have a customer for life rather than ten for once.

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Bondarenko Ie., student
Sager L., Ph.D., Associate Professor, research supervisor
Sumy State University

COLOR PSYCHOLOGY IN MARKETING ACTIVITIES

Keywords: color psychology, subconscious, perception, marketing, color effect, branding, appropriate colors, associations, power of influence

Today, the influence of color on the human subconscious is becoming increasingly relevant. Each color has a special effect on our thoughts and decisions. One by one, companies are changing their corporate colors to begin to evoke different associations in consumers. Therefore, it makes sense to understand the psychology of color, especially in marketing.

The theme of color is important in our lives. After all, everything around us has a certain color and undoubtedly affects our subconscious. Someone doesn't even think about the crazy effect of color on our actions and thoughts. Color is also the most important aspect of creating effective advertising because it can evoke certain moods and emotions. According to the results obtained during numerous psychological experiments, scientists have concluded that color in some way affects a person's perception of body weight, room temperature, and assessment of the distance of the object. Also, current research shows that 93% of people are influenced by the appearance of the product, and 83% - the color, which means that you should spend a lot of time choosing appropriate colors that will positively affect the company. Color can be attractive but can evoke emotions of anger or indifference. There is a lot of research that can help choose the color of anything from packaging to the company logo. But there are also cases of lousy experience with branded colors, as in the case of McDonald's. Everyone has long been accustomed to McDonald's being red and yellow. Still, rumors that the company produces junk food and is unenvironmentally friendly have influenced the drastic color changes. Until 2009, such a problem did not arise, but environmentalism and a healthy lifestyle were not so popular. Therefore, adapting to today's McDonald's dares to rebrand and begins to evoke in people other associations related to the company's respect for the environment. Such steps significantly affect the continued existence of enterprises and public opinion about the company's activities.

The principles of color psychology are implemented to:

- make people feel hungry;
- create a positive or negative atmosphere;
- to evoke trust;

- feeling calm or a surge of energy;
- attract attention;
- push to action;
- to make you feel submissive, satisfied, confident, carefree, etc.

Therefore, to create the desired image of any company, to evoke certain emotions and associations in society, it is necessary to take a responsible approach to the choice of colors. Also, do not forget about some features of modernity and public mentality. Always pay attention to popular topics that concern people and choose colors accordingly. Details that could have a global impact on a firm's performance should not be overlooked. For the proper operation of the enterprise, each component that builds a brand in total is important.

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Bondarenko S., student
Netreba I., PhD in Economics, Associate Professor, research supervisor
Taras Shevchenko National University of Kyiv

THE IMPORTANCE OF DEVELOPING MARKETING STRATEGIES IN THE ERA OF INFORMATION TECHNOLOGY

Key words: marketing strategy, information technology, innovations, strategic planning

The rapid development of the information area and a significant increase of competition requires companies to update and improve existing technologies of developing marketing strategies. Information technologies support the market of marketing channels management and implementation of information activities of companies at the modern level.

Nowadays, the procedure for implementing high-tech products is closely connected with diffusion of innovation, characterizing and taken into account the peculiarities of marketing in the field of information technology, what is based on urgency of improving its position in a competitive market.

The growth of the company's success in the field of information technology is become possible through the integrated marketing. Technologies themselves are interpreted as technologies that are interconnected with information support and management activities, and the object of this industry are a finished product for consumers and a means of production at the same time [1, p.7].

The information technology industry is developing rapidly, due to the fact that technology is a direct factor of reducing the life cycle of information products. Today, marketing strategies are considered not only as a means of competition, but also like an intangible asset, and should be used in the investment evaluation of the company.

Marketing strategies must meet the following requirements:

- management of business process must be dynamic;
- constant improving the quality of goods and services;
- profits increase;
- growth of the diversity of goods and services;
- consumer value of goods increasing [2, p.9].

The leading role of strategic planning in marketing is gradually increasing due to changes in the market, such as appearance of new competitors, price decrease, innovations,

specialization expanding, reducing the time of software development,. The main indicators of effectiveness of such planning are efficiency, flexibility and optimal organizational structure.

The following modern marketing strategies can be distinguished:

1. Exclusively development - a product that is created are going to be sold to other companies;
2. Specialization - the exclusive direction of the company, which provides a full cycle of services.
3. Narrow specialization - the exclusive direction of the enterprise, which does not provide a full cycle of services.
4. Diversification - comprehensive service, the company is constantly improving and become ia worthy participant at the competitive market.
5. Extensive diversification - the company provides not only services to end users but also to distributors.

Marketing strategies have to be short-term, because of fast and constant changes of technologies. Tools and solutions that were actual 5-10 years ago are no longer relevant today.

In conclusion, the implementation of a holistic enterprise management system is carried out through a variety of strategies that are closely connected with the concepts of essential indicators. That strategies improve the implementation of companies strategy and increase the duration of their effective operation at the competitive market.

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Boriak A., PhD student
Shafalyuk A., ScD in Economics, Professor,
Head of Department of Marketing
named after A.F.Pavlenko, research supervisor
SHEE “Kyiv National Economic University
named after Vadym Hetman”

EFFECTIVE MANAGEMENT OF SALES PROMOTION INTENSITY (TEMPORARY PRICE REDUCTION) OF FOOD INDUSTRY ENTERPRISES

Key words: trade marketing, promo volume on deal, sales promotion, temporary price reduction

In a competitive environment, sales promotion is an important marketing tool for both manufacturers and retailers. Food companies use stimulation, in particular, to increase sales and promotions directly at the point of sale is one of the most common types. In recent years, there has been an increase in the role of promotions, the most typical of which is a temporary reduction in price for end customers, which will be the focus of this work. In some countries of the world, in particular, in Ukraine there is a high level of sales at a reduced price from the total. At the same time, there is already a promo dependence in some categories and / or subcategories.

This trend continues for several years in a row, including in 2020. The share of sales at a reduced price can reach more than 3/4 of all sales. It is important to note that according to the Ehrenberg-Bass Institute, which is a non-profit research institute, the benchmark or absolute upper limit of the share of sales ("healthy" indicator) sold at a reduced price should be 1/3 (for each unit that sold at a discount, two units must be sold at a regular price) [1].

In Ukraine, every second buyer makes an effort to find goods at the lowest price. According to a survey by Nielsen Shopper Trends, 95% of the population of Ukraine notice rising prices and 72% begin to save by changing their buying behavior, despite the fact that 72% of Ukrainians have free money after covering all necessary expenses. At the same time, only 17% of buyers are ready to switch to cheaper brands. That is, buyers prefer to either search for goods at a reduced price or reduce the volume of purchases [2].

In recent years, there has been an increase in the role of promotions, the most typical of which is a temporary reduction in price for end customers, which will be the focus of this research.

Sales promotion is a temporary tool and contains a "call to action". If customers do not take advantage of the promotion in a timely manner - they will lose the benefits offered in a particular promotion. Researchers Blattberg and Neslin define sales promotion as a marketing event that aims to directly influence customer behavior.

There are price and non-price promotions. The most common tool to stimulate sales for the food industry is a temporary reduction in price, but there are many other mechanics (buy-get promotions, cross-category promotions, discounts that apply to a certain amount of goods, using of loyalty cards, coupons and many others).

In Ukraine and many other countries, promotions continue to be one of the key drivers in the FMCG market. According to research company Nielsen the share of sales at a reduced price (hereinafter PVOD - promo volume on deal) in Ukraine is 43% of total sales, while in other European countries this figure is significantly lower (for example, in Italy - 28%, in Germany - 23%, in Spain - 20%) [2]. At the same time, there are countries where this figure is even higher, in particular, in Russia this figure exceeds half of all sales. In the world, manufacturers invest about 20% of their income in promotional support [3].

Yuriy Lishchuk, Nielsen Ukraine's Director of Retail Networks, claims that there is already promotional dependence in certain categories in Ukraine. Some subcategories and brands show a significant increase in the share of sales in 2020, which are sold at a reduced price and have a figure well above the market average - consider one of these subcategories. According to research company Nielsen PVOD in the channel of modern retail in the subcategory of wet food for cats in 2020 is 66%. At the same time, the market leader in this subcategory (Nestle) shows even higher performance, which forces competitors to increase their promo intensity, so as not to lose the share of sales. In 2020, this figure in Nestle in some months was about 80%.

This approach to promotion with such a high intensity can be compared with advertising activity, namely with advertising clutter. In practice, the level of advertising activity can reach a point where it exceeds the desired or even acceptable for consumers, and therefore becomes selfless [4].

Moreover, excessive advertising can negatively affect customers who are attacked by prepaid advertising, TV commercials, etc., which can lead to reduced advertising viewing, customer inability to identify the brand, deterioration of advertising memory, negative emotional reactions to advertising [5]. The same can happen with promotions, when buyers stop

buying products at a regular price and identify the discount price as a normal price for this product.

According to the aforementioned context the higher the PVOD level, the more difficult it is to effectively conduct promotions and continue to grow categories. Therefore, we need to pay special attention to how brands grow at the expense of discounts and compare this growth with the growth of volumes, which occurs at a regular price.

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Braslavska Y.V., Lihosherst O.G., Yelizarov I.G.
Mel'nikova I.E., Doctor of Philosophy, Associate Professor of Management and
Administration Department,
Kryvyi Rih National University

CURRENT TRENDS IN COMPANY'S MARKETING ENVIRONMENT

Keywords: marketing, trend, consumer, company, the Internet

Company's environment is subject to a variety of fluctuations caused by general trends. Therefore, one of the main functions of marketing management of any company is to identify, monitor and respond to them. For marketers, trends chasing is becoming commonplace. In the modern world there are many different trends that continuously progress, develop or supplemented by certain elements. This is characteristic not only of fashion movements in the world of style and clothing, but also of ordinary producers of various industries, their products and services, as well as consumer preferences formed on the basis of social influence, experience and wants.

There are many change. They can occur in consumer behavior, perception of certain elements of marketing, attitudes to advertising campaigns, following fashion trends, etc.

It is worth noting that there are several variations of marketing trends classification based on different key data. In general, four types of trends are considered: 1) in the field of technological products, 2) according to J. Bean, 3) according to "generation theory" and 4) in the Internet marketing. For instance, for the field of technological products, the following range of marketing trends is distinguished: 1) global, 2) in the use of marketing tools, 3) in government influence on marketing management and 4) changes in consumer behavior.

The global trends consider:

- urbanization of the population;
- establishment of strategic alliances of manufacturers;
- placement of production facilities close to the consumption market and cheap resources.

The trends in the use of marketing tools are as follows:

- innovations ("smart" technology, software updates, new features of smartphones, headsets and accessories for them, etc.);
- product diversification (smartphone manufacturers additionally produce headsets and accessories for them);

- digitalization (the impact of the Internet and the opportunities it provides for both producers and customers);
- creation of virtual stores (online stores, car dealerships, supermarkets, etc.);
- the growing role of servicing sold products (a big role for the modern buyer is played not only by the product itself, but also by additional guarantees, conditions of service support, training, test drive, etc.).

The trends of state influence on marketing management of an enterprise include:

- increased significance of state regulation of business in the field of safety and sustainability;
- reasonable use of natural resources.

The trends in changing consumer behavior are:

- reasonable consumption;
- differentiation of preferences depending on market development;
- slow purchase decision making of consumers.

According to J. Bean, the following trends can be considered: 1) priority of digital marketing channels, 2) decentralization of social media, 3) consumer-created content, 4) brand new, 5) cyclical transition from online to offline, 6) games, 7) mobile marketing, 8) innovative approaches, 9) consumer power.

The trends of "generation theory" divide all buyers into the following groups:

- "baby boom";
- "generation X";
- "generation Y";
- "generation Z".

On this basis, it is possible to identify the following trends in consumer environment: demanding consumers (more attentive to quality, taste characteristics, a "price - quality" ratio); cult of youth (keen on fitness training and joining health clubs); horizontal growth (continuous learning, expansion of knowledge, attending master classes, workshops, trainings); the main advantages of finding and choosing goods: fast, convenient, profitable (because the process of finding and buying goods takes some time, trying to reduce it by buying on Internet sites); distrust of advertising (advertising is gradually losing influence over the consumer, but public opinion on social networks is perceived with trust).

It is important for companies to constantly focus not only on their industry, but also on parallel, adjacent, even the latest ones as they are also evolving. Therefore, the processes occurring in the environment should be considered while doing business to develop internal

components of their own companies. Let us consider the most up-to-date and applicable trends in marketing, such as:

- "Fantasy" (is the use of various fictional, fairy-tale, mythical beasts, enchanting landscapes, symbols that allow consumers to plunge into a new world);
- "New minimalism" (consumers are paying more attention to "simple" product packaging: unicolored, made from eco-friendly materials, having a few words only, not a full advertising text; to short but relevant advertising messages; to photos with minimalism motifs);
- "Space" (art direction characterized by wonderful color combinations that surprise with their similarity and diversity at the same time). Of course, these are not all marketing trends. The modern world is marked by the extraordinary development of technology, the Internet, the latest, modernized production technologies, and marketing is not far behind this movement. It is also developing in the same directions and improving its interaction with consumers.

Thus, there are many different areas and types of trends in today's marketing environment of companies. Despite the severe crisis in the country, consumers want to be surprised. Modern human seeks to get everything quickly, does not want to spend time on routine because it can be spent on self-development, creativity or learning. This leads to origination of new trends for manufacturers. And those companies that monitor the lives of their consumers, catch similar trends and develop new products so as not to lose their audience. It will also enable them to produce competitive products, attract new customers and retain existing ones, improve production and economic performance, thereby strengthening their market position.

Braslavska Y.V., Yelizarov I.G., Bondar I.G.
Mel'nikova I.E., Doctor of Philosophy, Associate Professor of Management and
Administration Department,
Kryvyi Rih National University

INFLUENCE MARKETING

Keywords: marketing, influence, communication, blogger, opinion leader

Over the past few years, influence marketing has become an effective marketing tool that should be taken into account by both representatives of small and large businesses and not be neglected.

Just 5 years ago, most companies and brands did not treat collaboration with bloggers seriously. However, when marketers began to add social media to the standard communication complex of marketing and suggest engaging bloggers in collaboration, it became obvious that influence marketing is turning into a powerful tool that can be managed and monetized.

Observations show that in Ukraine influence marketing market has been growing by more than 50% for several years. Bloggers successfully compete for budgets with other media resources. According to the latest data, the volume of influence marketing in Ukraine already amounts nearly 330 M UAH.

For companies and firms, the search for influencers who share brand values and have an audience with proper characteristics is not an easy task and requires thorough regular efforts. In order to find the “right blogger” (with reach to target audience, recognition and loyalty), one should understand who they need, in what area the required person works and how to make collaboration mutually beneficial.

Most brands do not just need to be present in social networks in influencers' posts or videos – they need to sell their product. To do this, the content must periodically “grab” potential buyers' attention. For brands, bloggers are now actual online merchandisers of their businesses and fruitful collaboration with them is mutually beneficial.

The global practice of collaboration between brands and bloggers in the field of influence marketing demonstrates the following trends and highlights important aspects that need to be especially addressed:

1) Active involvement of micro-influencers - bloggers with an audience of less than 100 thousand followers (accordingly, there are mega-influencers - with an audience of over 1 million followers). In Ukraine, these numbers are somewhat smaller, but this does not change

the essence: it is better to involve 20 micro-influencers than one large influencer and fail. Twenty attempts give better chances of success, especially if this is a new tool for promoting products and nuances of potential consumers' response are unknown.

2) Use of brand leadership programs (brand ambassadorship). According to research, a significant number of consumers trust opinion leaders rather than traditional advertising. Not only celebrities, but also those who promote the brand for niche audiences regularly regardless of the terms of collaboration are meant in this case. This marketing activity is not new, earlier people were also given products to use them and demonstrate to others. Currently, this is reaching a new, deeper level due to technological advances and development of on-line technologies in particular.

3) Constant generation of positive emotions. Many brands are now trying to make consumers laugh. And this is very important because during the pandemic people are tired of depression, insecurity and other negative stuff. Therefore, they respond well to posts with positive messages, so this should be made use of.

There are several services on the market to help view blogger activities, see the level of involvement and indices. Data magic really works if one is able to use analytical tools.

The following profitable aspects of interaction between brands and bloggers can be distinguished:

1. Brands need high-quality content.
2. Collaboration increases efficiency of advertising costs.
3. There is a wide diversity of marketing communication channels.

Currently, influence marketing is an effective tool for achieving certain marketing and business goals. It has proven to be effective. Successful collaboration with bloggers depends on how marketers use this opportunity.

Bugay A., Severyn A., students
Miniailenko I., PhD, Associate Professor,
research supervisor
National University «Yuri Kondratyuk Poltava Polytechnic»

MEDICAL TOURISM: MARKETING OPPORTUNITIES FOR THE DEVELOPMENT OF MODERN TOURISM

Key words: tourist marketing, marketing, medical tourism, dentistry, hippotherapy, bischofite.

Today, when the competition in the travel market is growing, it is advisable for travel companies to attract customers through well-designed marketing tools, which is a necessary attribute of successful tour operators and travel agents.

In the organizational structure of the tourism enterprise, the marketer is able to establish an effective system of interaction with clients, to inform about all tourist offers of a certain tour operator, to improve the quality of the tourist services provided, etc.[1]

It should also be noted that the success of any destination in a market economy depends largely on the extent to which modern marketing techniques are used to increase the competitiveness of this destinations.[2]

Tourism marketing is a system for coordinating the activities of tourism enterprises in the process of developing, producing and marketing a tourism product in order to maximize profits by satisfying the needs of the consumer to the fullest extent possible.[3]

Medical tourism is a relatively popular tourist destination, the main purpose of which is to arrange treatment for patients abroad. Thanks to medical tourism, any patient can turn to specialists with world-renowned experience.

Travel has become an important part of life for modern people. They make it possible to acquaint themselves with the cultural and historical heritage of their peoples and others, to compare the relevant standards of living and the quality of the environment, and to improve their health.

That is why we believe that in the Poltava region it is advisable to develop medical tourism in the following areas: dental services; hippotherapy - horseback riding; health resort "Myrgorod"; organic products and ecology.

1) Poltava city is the location of Poltava State Medical University, the leading State university of Ukraine for the training of doctors, in particular dentists. Each year, the university graduates hundreds of promising young specialists who continue to develop in the field of

dentistry. That is why we have a great offer to provide affordable and high-quality dental services according to European standards;

2) To get to health on horseback offer in Suprunovka, Lower Mills and Lower Levels. By the way, in Europe, this is considered the most popular method of healing disabled children with DTC.

The uniqueness of hippotherapy is that it is the best method of self-regulation of the body. In some cases, it may be an alternative to medical treatment and combined with other medical practices;

3) Come to rest and be full of health. Myrhorod resorts are represented by four sanatoriums: "Myrhorod", "Poltava", "Khorol" and "Birch Grove", located on the banks of the calm river Khorol in the city of Myrhorod. The leading profile of sanatoriums is the treatment of digestive organs in diseases of the stomach, intestines and liver.

4) Living in a world full of synthetics and chemistry, we increasingly prefer natural medicine. One such remedy is bischofite.

Bischofite is a mineral of natural origin. Contains chloride-sodium-magnesium complex, iron, calcium and iodine. Today only a few large deposits are known, the deepest of them is located under Poltava, a depth of 2.5 km. Use of bischofite: bischofite is used in medicine in the form of general and local baths, lotions, compresses and rubs; massage gels; included in toothpastes, natural cosmetics for hair and skin. Medical tourism in Poltava region continues to gain momentum. We therefore believe that the introduction of marketing is necessary for the development of the tourism sector of the region and the country as a whole. Indeed, tourism occupies an important place in international relations.

Today, marketing tools are an integral part of the tourism enterprise development management toolkit, which is a priority and dynamic industry in most countries of the world.

It should be noted that over the past 5 years, the flow of tourists to Ukraine has decreased significantly, given the situation in eastern Ukraine and the Autonomous Republic of Crimea. That is why it is so important to constantly search for effective mechanisms for the development of the tourism industry, using modern marketing technologies, which are an integral part of the information support of management decisions.

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Burlakova E.S., Bondar I.G., Yelizarov I.G.
Mel'nikova I.E., Doctor of Philosophy, Associate Professor of Management and
Administration Department,
Kryvyi Rih National University

SOCIAL RESPONSIBILITY AND MARKETING ETHICS IN THE CONTEXT OF ECONOMY DIGITALIZATION

Keywords: marketing, advertising, social responsibility, ethics, integrity, image

Informatization of society, dynamic development of digital economy and globalization of markets inevitably influence the marketing strategy steering it towards the social context. Social responsibility and marketing ethics are a projection of current trends and changes and should develop towards maintaining high socio-humanistic standards.

Considering significant influence of digital technologies on development of the consumer market and consumer behavior, it is necessary to simultaneously develop new ethical standards for interaction of market entities on principles of integrity and social responsibility.

In particular, this applies to advertising policy, because digital technologies encourage changes in images, style, design, symbols and language of advertising, influencing consumer behavior and choice. Social advertising is a manifestation of social responsibility; it is not always based on the principles of integrity though. Imperfection of legislation concerning social advertising leads to abuse and pseudo-social advertising. Despite some progress in development of relevant legislation due to adoption of the Law of Ukraine "On Advertising", which provides for the definition of unfair advertising and defines civil liability for violations, the problem of social responsibility remains pressing. Since socially responsible advertising is an important aspect of responsible marketing activities, it is necessary to adapt legislation in this area to conditions of development of digital economy and create an appropriate institutional field based on the principles of social and humanistic solidarity, social indicators and social standards.

Traditional marketing, which is physically present in society, does not lose its relevance either, so combination of traditional and digital means of influencing consumer behavior requires different approaches to forming standards of social interaction, while maintaining the basic principles of ethical behavior and market culture, but focusing on different degrees of responsibility. At present, social responsibility is differentiated and vague covering social networks and the real, physical space. With the expansion of interconnections, a natural

question of trust arises as an element of integrity, the core value of the present time and social responsibility. Standards and norms of fair conduct and professional ethics should be used for all types of marketing activities. In the context of social issues, social integration and wide geography of cross-cultural communications are the result of globalization which inevitably causes changes in consumer culture, consumer preferences and service quality requirements. Social integration stimulates development of social and media marketing through combination of technological and personal components, virtual and physical personal relationships. Globalization contributes to formation of integrated corporate structures that function not only in the different geographical space, but also in different cultural fields. This evokes is a problem of values, standards, norms of behavior taken as a basis of relationships. Therefore, the Internet of Things should be supplemented with the Internet of Values. Naturally, both the content and process scope of cultural and value components will change. But most importantly, the following basic principles of social responsibility and marketing ethics should be maintained during the period of globalization: 1) mutual trust and mutual respect; 2) priority of universal human values; 3) social and humanistic solidarity; 4) high responsibility; 5) environmental friendliness (ecological self-limiting of consumer psychology). In order to ensure effective implementation of the policy of social responsibility, it is important not only to declare its principles, but also to effectively implement and propagate them. In this regard, a need arises to assess corporate social responsibility, including that in the field of marketing.

World practices confirm feasibility of assessing the level of social responsibility of corporations using the system of social reporting, rating, the index method, which will help to assess the level of social integrity of enterprises. As there is not yet a strictly unified document on social reporting formation, enterprises use its various forms – from easy ones compiled according to their own structure to those based on the methodology of international standards. Preparation of social reports and their open publication will not only increase corporate social responsibility to society and its active influence on the socio-economic development of the country, but also contribute to the better image of enterprises.

In an attempt to make evolutionary changes, a new market ideology is being launched and established mostly aimed to develop the consumer industry, change value orientations. This, in turn, strengthens the need to develop socially responsible marketing on a global scale based on a unified Code of Integrity.

Socially responsible marketing is a natural requirement of the present time. The basic idea of the concept of socially responsible marketing is to apply marketing tools that can motivate socially useful behavior and maintain a balance between financial result, economic benefit, positive reputational image and satisfaction of consumer needs.

Cherkasova M. V., student
Makukha Yu. M., Senior Lecturer of Marketing Department
Kostrytska S. I., language adviser
 Dnipro University of Technology, Dnipro (Ukraine)

PUSH NOTIFICATIONS AS A TOOL OF MARKETING COMMUNICATION

Keywords: push notifications, audience communication, marketing communications.

Smartphones are firmly entrenched in our culture. Our brains have adapted to the constant bombardment of information, selectively filtering things we do not need. We only see what matters to us, depending on where we are, what we do and what we need. As a result, traditional marketing methods are less effective than before. To keep potential customers in a world of fierce competition and short attention, push notifications marketing was created. There appeared messages that are sent directly to the user's device, are on lock screens and added to messages on the mobile devices. Being an advertising strategy by which marketers inform their target audience about services and products through push notifications, this marketing method has the advantage of sending messages without requiring any contact information for the user. Other benefits include better audience coverage, safety of use, growing interest in the product, cheap channel of communication with the audience etc. [4].

Push notifications give 3-10 times increase of the programme content. According to the experts in the optimization of the Invesp conversion rate, 48% of the audience express a desire to buy the product, seeing push notifications about it [3]. Some pieces of advice for the marketing strategy to be used include avoiding default permission requests, providing users with effective alerts, customizing push notifications and using them sparingly, using push notifications based on the geographical location of consumers, notifying users of programme updates, and evaluating the results. In conclusion, push notifications are useful tools for a marketing strategy and one of the best ways for advertising. Messages will improve consumers' opinions about a product and make comfortable communication with audience.

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Chursina Y.
Kuvaieva T., Ph.D, Associate Professor
 Dnipro University of Technology, Dnipro (Ukraine)

CHOOSING COMMUNICATION TACTICS BASED ON THE CUSTOMER`S PERSONAL PROFILE (DISC MODEL)

Keywords: communication, the customer`s personal profile, DiSC model.

Despite the rapid growth in the popularity of e-commerce, offline commerce still takes the lion's share of sales. When there is direct interaction with the customer, the seller has more opportunities to persuade and make a successful sale. All it takes is 'finding the right key to the keyhole'. In this comparison, the consumer is the keyhole and the key is the seller's skills.

To begin with, a consumer profile needs to be defined. There are many methodologies, but the most popular is the "DiSC" methodology. What does the DiSC mean? DiSC is an acronym that stands for the four main personality profiles described in the DISC model: (D)ominance, (I)nfluence, (S)teadiness and (C)ompliance. [1] The DiSC model is based on two fundamental criteria: the way a person perceives the world and the way a person behaves in specific situations.

There are tests to determine the type of behaviour, but this option is not suitable for the "customer interaction" situation. Therefore, the seller needs to get a feel for the buyer.

Let's look at personality profiles and options for interacting with them as an example of communicating with a potential customer when selling a product such as a smartphone.

1. The Dominance (D). This type of consumer can be identified by the following attributes: he is usually extroverted, focused, irascible, and his main need is results. His gait is quick and he actively uses broad gestures. [2] He needs to demonstrate that he is the boss. You have to be reasonably obedient, always responding in a considerate but honest manner. Remember that he came to choose, not a salesman wants to "peddle it". You have to present him a few variants of smartphones, clearly name their characteristics and main advantages. You do not need to express their own opinion, you can only encourage to buy with an authoritative opinion (if available) or statistical observations (eg in the last month this model was purchased by several companies for their employees), but do not lie, this type of at once senses falsehood. "D" can call for interruptions to verify the position. Above all do not at any time fall for the provocation of "D". They love confrontation and provoke others to conflict.

2. The Influence (I). They are extroverted personalities, you could call them the soul of the company, extremely disorganised. You can recognise them by their active facial expressions and smooth confident gait. They are flexible and unspecific in their communication. New experiences are their main goal. [2] With this type of buyer you have to treat him like an old friend. You have to greet him, and if he extends his hand, you have to shake it. He does not need dry facts, he needs clear descriptions and general impressions. You should always laugh and agree with him - nod when he speaks. Do not interrupt him at any time, always let him finish what he has to say. This type can be sold on anything, as long as the communication is done correctly. These individuals are inclined to impulsiveness, so you can offer him the accompanying services or complementary items - headphones, jacket, security system or software.

3. The Steadiness (S). Demonstrate themselves as introverts, extremely calm. Use gestures moderately, their gait is slow and steady. [2] These are stable individuals, so they must be treated carefully. You cannot suggest abrupt cardinal decisions. During the discussion, you must create a calm atmosphere, and the language must not be emotionally charged. It is necessary to ask about the past experience of using the smartphone, to identify what he liked and what he did not, so that the new model would eliminate these deficiencies. If the customer needs to think about it - give him time. He will decide. Information must be given in succession, because they like order in their dealings and lives. It is necessary to focus on customer service and obtain their trust - they will then become regular customers, as they do not like changes.

4. The Compliance (C). They are as goal-oriented as type D, but they tend to be introverted, following rules. They hardly use gestures, walk smoothly and slowly. Show themselves to be critical and sceptical when choosing the wrong communication tactics. Their goal in itself is to get information. [2] These people simply value numbers and facts. Information must be as dry as possible and contain only truthful information. It is necessary to provide a few models of smartphones to choose from and clearly describe the advantages and disadvantages of each. Do not engage in demagoguery, it is necessary to clearly answer the questions and not unique own enmity. Such people should be kept at arm's length, they value their own space like no one else. Touching should be avoided. Also this type needs time to analyze everything, so do not try to quarantine them. In general, you have to inspire a sense of trust because these people treat everything with care.

As a rule, such "clean" personality profiles are rare. It is more common to find mixed types:

5. The Dominance-Influence (DI or ID). Representatives of these mixed personality types should be treated in a friendly manner, focusing on the actions that need to be lived within

the framework of the work. Keep the conversations short. You should be prepared beforehand for representatives of this behavioural type to behave emotionally, jumping from topic to topic. It is better not to stand in the way of these people.

6. The Influence-Steadiness (IS or SI). We should communicate with these people as politely as possible, informally, do not allow aggression at their addresses. You should be prepared for a long and not very structured conversation. Don't push them, give them time to make a decision. This is particularly important for SI.

7. The Steadiness-Compliance (SC or CS). Speak to them in an open, logical, clear and unambiguous manner. You should be well prepared for the meeting and be comfortable with the material.

8. The Dominance-Compliance (DC or CD). In a conversation with such people, do not be aggressive or tense, be calm and logical, and concentrate on discussing things.

In conclusion, the salesperson is the point of contact between the company and the customer that will be remembered. Therefore, it is not only necessary to be neat and polite when interacting with him or her; it is also necessary to "understand" the buyer, his or her perceptions of the world and his or her motives. Only then will the customer and the salesperson get what they want. And the company will make a profit and have a loyal customer who will return again and again.

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Danilenko A., student
Khadartsev O., Ph.D.,
Associate Professor, research supervisor
National University «Yuri Kondratyuk Poltava Polytechnic»

MODERN TRENDS IN MARKETING DEVELOPMENT

Keywords: concept, development, marketing, stage, trend, strategy, innovation.

Marketing is considered as a concept, market philosophy of business, an independent type of business, one of the enterprise management systems, strategy and tactics of thinking and action of market participants. Marketing based on constant and systematic analysis of market needs. However, today there are allegations of a marketing crisis, which are caused by globalization, increased competition, accelerated scientific and technological progress, changing consumers, their behavior and lifestyle, reducing the effectiveness of traditional marketing communications and others. As a concept, marketing was formed in the early twentieth century. Due to its high efficiency, both in the commercial and non-commercial spheres, it has had a significant impact not only on the theory and practice of business, but also on the worldview of entrepreneurs, politicians, statesmen, public and religious persons, many others. It is activities that have a positive impact on the well-being of millions of people, the well-being of countries and, to some extent, global progress, largely depend on the effectiveness of marketing management in relevant areas.

According to many authors, the analysis of various management concepts of marketing throughout the history of their formation in theory and practice allows us to identify the following main stages in the evolution of marketing management.

1. «Pre-scientific», intuitive stage of formation of marketing tools ended when marketing has already received the «status» of applied theory and independent discipline. The practice of commercial activity and especially trade has actively sought and generated original methods of influencing consumers that motivate their behavior and purchasing activity. These were historical «prototypes» of such tools as advertising, personal communications, labeling, corporate identity, pricing, direct sales and others.

2. Stage of «scientific» formation of marketing. The initial impetus for the development of marketing as an applied science and management concept was realized by the industrial revolution in the United States, which transformed entrepreneurial intuition and experience in business philosophy, management concept and, ultimately, in applied science. The first

marketing and advertising departments were established in a number of the largest US companies. Also, in 1920s in the United States, the National Association of Teachers of Marketing and Advertising has already been organized, professional terminology has been established.

3. Stage of formation and development of marketing management concepts of the subject, which is characterized by the fact that applied marketing tools have been transformed into various management marketing concepts: the concept of production improvement, product improvement, intensification of commercial efforts. The main achievement of this stage is the formation of the principle of systematic marketing management tools that affect consumers – 4P: product, price, place, promotion.

Current trends in society, changes in the way and lifestyle of people lead to the fact that the consumer has become different: increased «market literacy»; decreased efficiency of traditional types of marketing communications; due to increased competition and the emergence of greater choice, consumers have become more demanding. The most important goal of modern marketing is to identify new, not yet satisfied needs or new forms of meeting already known needs, focusing production on meeting actual demand, and thus - ahead of competitors. Modern entrepreneurial thinking is based on the fact that the market is the starting point of all business activities of the enterprise. In this regard, marketing integrates and coordinates all management functions in the enterprise and directs them to the object of marketing.

Modern marketing is «consumer-oriented marketing», and the most advanced companies are able to carry out «marketing mix», focused on both product and consumer. Modern marketing can be called innovative and strategic. Among the initial tasks of strategic innovative marketing, the development of a system of measures to penetrate innovations into the market occupies a prominent place. Therefore, the basis of strategic marketing research is market analysis with the improvement of market segments, the organization and formation of demand, modeling customer behavior.

Innovative marketing reduces the negative impact of external factors and increases the ability to offer competitive products. Strategic innovative marketing is based on market sharing and product positioning. The key point of the marketing strategy is the study and forecasting of demand for a new product, which is based on the study of consumer perception of innovation. In the course of strategic research, the management of marketing and development of an innovative product must determine which products, what quality and which consumers it will offer. In addition, at the present stage there are conditions for the development of a new type of marketing, which is often called «socially responsible» or «socially ethical». As a result,

marketing becomes smarter and more humane. And this means not only a better attitude towards the consumer. At the present stage, in the heyday of the concept of image on the organization extrapolated virtues and vices of the individual. This is natural, given that any organization is an essential member of society.

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Danilova A.A., Bondar I.G., Yelizarov I.G.
Mel'nikova I.E., Doctor of Philosophy, Associate Professor of Management and
Administration Department,
Kryvyi Rih National University

ADVERTISING IN UKRAINE DURING THE PANDEMIC

Keywords: advertising, market, communication agencies, crisis, pandemic.

The global coronavirus pandemic has caused quantitative and qualitative changes in the economy and advertising industry, since during the crisis companies primarily save on advertising costs.

In Ukraine, advertising agencies face such serious problems as:

- 1) preservation of business activities;
- 2) staff retention;
- 3) provision of financial stability.

Advertisers reduce advertising and communication budgets, restructure them by changing the ways of brand promotion and this results in significant reduction in agency staff, search for new and much cheaper ways to communicate with customers, the need for a remote format of agencies' performance, introduction of new communication technologies, etc.

Some of advertising media have been adversely affected, as the demand of advertisers for them has fallen due to changes in media preferences of the population caused by the coronavirus pandemic. Thus, according to advertising market experts' estimates, the year 2020 showed a 35% decline in external advertising, 47% – in transport advertising, 70% – in cinema advertising, 25% – in press advertising as compared to 2019. Concurrently, online advertising demonstrates positive dynamics. Here, gains in volumes make 14%, which is the highest indicator in the Ukrainian market.

The economic crisis has forced communication agencies to transform their activities, i.e. to respond to advertisers' requests quickly, creatively and adaptively. If in the pre-crisis period preparation of a commercial from setting a task in the client brief to final footage editing took up to 40 working days, today this process takes up to 1-2 weeks. During the quarantine, a significant number of international and Ukrainian brands have requests to create socially oriented communication materials that are relevant for society, namely: 1) ways to combat and prevent coronavirus, 2) refutation of pandemic-related myths, 3) support of doctors, 4)

procurement for medical institutions, 5) assistance to the elderly and high-risk people, 6) demonstration of gratitude to those who ensure the vital activity of society as a whole, etc.

Advertising agencies initiate and support charity projects to struggle against the coronavirus pandemic. To retain advertising specialists and maintain public relations, communication agencies encourage advertisers to create jobs for them. In the Ukrainian market, the trend that arose during the crisis of 2020 consists in finding and attracting a wide range of creative people to carry out projects. This can enable significant savings of money for advertisers. Digital business transformations are actively taking place in the advertising industry. Agencies intensively use modern communication technologies for communication, organization of business processes. New advertising formats are appearing and developing rapidly, e.g. internet agencies that enable any person or company to sell advertising on their terms. On such online platforms, people themselves can create ads, and advertisers can find and contact an appropriate person to promote their company or product.

Thus, to overcome decrease in demand for advertising services during the pandemic and economic crisis, communication agencies should adhere to the following principles of work:

1) to be the first to take the initiative, to act ahead of time offering customers ready-made solutions on how to act in crisis conditions;

2) to form an adaptive way of thinking for flexible and fast response to advertisers' requests, to reduce the execution period to several days or 1-2 weeks;

3) promotional materials should be socially oriented and respond to relevant issues in the context of the coronavirus pandemic;

4) the mode of savings for customers should be transferred to communication agencies: advertising should be prepared with the help of economical production, with minimum costs for animation, music, editing, etc. If necessary, publicly available materials should be used, but copyright should be protected.

The above measures will allow marketing communication agencies to relatively painlessly overcome the recession in the business environment caused by the COVID-19 pandemic.

3D VISUALIZATION SERVICES FOR MARKETING IN REAL ESTATE. MARKET RESEARCH BY EXAMPLE OF CGI KITE 3D ARCHITECTURAL VISUALIZATION STUDIO

Keywords: 3D visualization, marketing, market research, service, promotion.

In this scientific work, we will consider the benefits of 3D visualization services in real estate. Look at the statistics of the 3d services use in different countries based on data analytics of 3D architectural company CGI Kite. We will learn how different types of services help in real estate marketing, how 3D visualization can be used for different areas in real estate to increase sales.

The industry for 3d visualization is growing, thanks to the increasing usage 3D visualization among professionals in real estate all over the world. 3D rendering helps enhance sales and promotion as clients may easily view the interiors and exteriors of a building due to 3D visualization. And designers and architects may use 3D rendering to present their architectural project proposals in a more lifelike and real approach.

3D Rendering Taxonomy: Global and CGI Kite's studio.

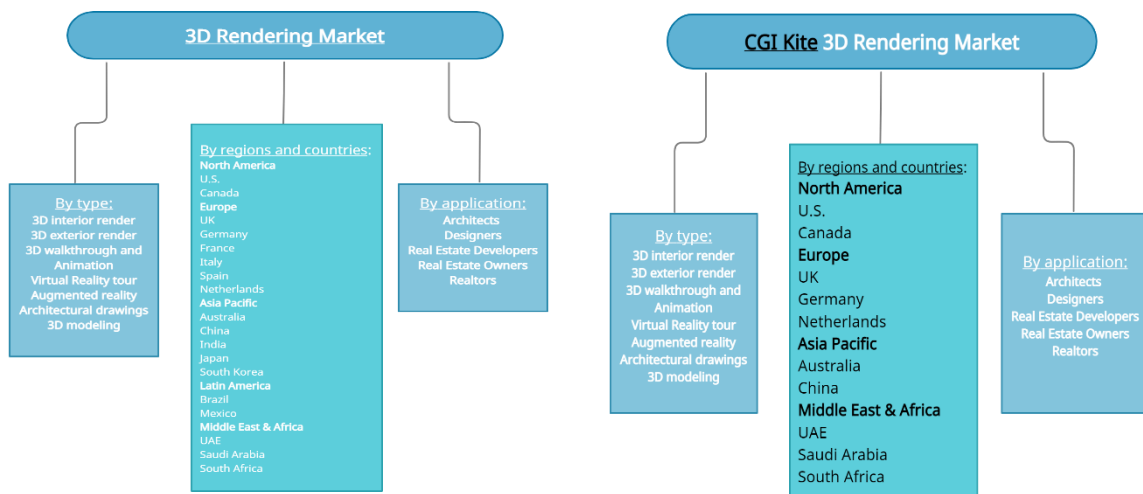


Figure 1 – 3D Rendering market

Figure 2 – 3D Rendering market

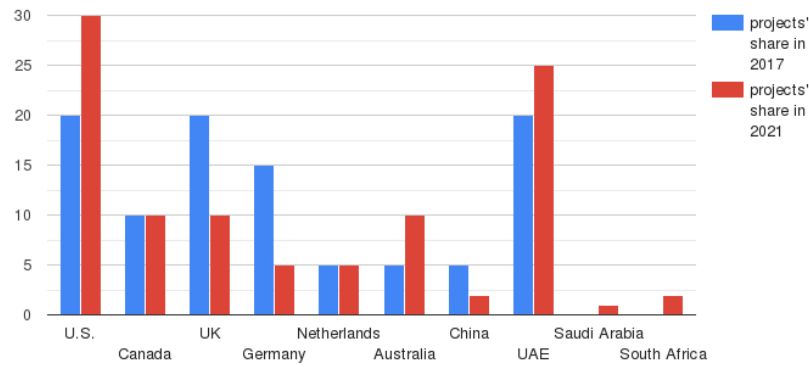


Figure 3 – Indicators of change in the share of completed 3D visualization projects for different in the period from 2017 to 2021 based on CGI Kite internal companie’s data

Made by Author

Real estate 3D renderings is a great promotional tool since it may enhance marketing effectiveness in a brief period. It's because a realistically comprehensive 3D representation of a building captures the interest of potential purchasers far more quickly than plans or images of incomplete structures.

For real estate, lifelike 3D visualization allows for flawless and ubiquitous promotional material. Also, 3D drawings would look beautiful in printed as well as on the web – in websites, social media, and emails, for example.

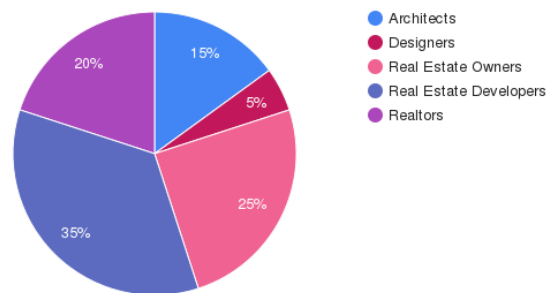


Figure 4 –Application’s share from 2017 to 2021 based on CGI Kite internal data

Made by Author

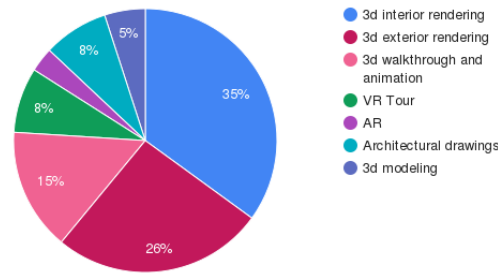


Figure 5 –Service's share from 2017 to 2021 based on CGI Kite internal data

Made by Author

Marketing benefits of 3d interior rendering and 3d exterior rendering:

Designers, realtors, real estate owners, and architects may use 3D rendering services for marketing to display their concepts, strategies, and properties for sale or rental in a much more lifelike and attractive approach. As a promotional tool, 3D rendering allows you to portray the eventual outcome of a project while it is still in process, giving a prospective consumer a clear idea of what the project is all about. Buyers appreciate visual advertising. As shown in a Nielsen research from 2016, there are signs that provides more opportunities causes people to relate to adverts on a subconscious level. Graphical advertisement has been shown to boost sales by up to 23 % [1].

Marketing benefits of 3d walkthrough and animation. 3D architectural walkthroughs are a promotional tool, allowing clients or investors to easily stroll throughout a property via 3D animation before purchasing or investing. This is not only extremely user-friendly than standard 3d static renders, but it also provides a more interactive experience for customers by providing a lifelike 3D walkthrough of the building. Architectural 3d walkthrough and animation breaks the curiosity by combining 3d objects, sound, action, and 3d simulation with the user and environment to enjoy a virtual view of a property for the those buildings that are in development or are preparing for development.

The conversion, which is the key to measuring the performance of any marketing strategy, is the most significant for a promotional campaign. Greater and greater potential buyers are being converted into customers due to 3D walkthrough videos. Furthermore, according to latest data, 71% of marketers believe interactive animation content is simpler to acquire for sales success, while the market benchmark conversion rate for video-enabled sites is 4.8 percent [2]. As a result, video content is seen as an essential component of any marketing effort.

Marketing benefits of VR Tour and AR applications. The use of these technologies to generate a 3-dimensional representation of a world or an object that can be associated with is known as virtual reality or augmented reality. Consumers could have a virtual experience that is either comparable to or entirely distinct from the real world or see the unreal objects that are immersed into the real life.

Because of the continuous COVID-19 epidemic, augmented and reality has really been dubbed “the very next huge thing in innovation” for some time and is now getting a lot of attention in property investment. Individuals wanting to purchase a property or furniture no more have to drive thousands of miles to see the house or some furniture because people can then do it remotely. Clients may explore any location or an object using VR and AR to explore the layout of the interiors and look how their bed or a sofa would look like.

Thus, in this scientific work we have considered the benefits of 3D visualization services in real estate. Have looked at the statistics of the 3d services use in different countries based on data analytics of 3D architectural company CGI Kite. We have learned how different types of 3D visualization services can help in real estate marketing.

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Didukh T.K., student
Makukha Yu. M., Senior Lecturer, research supervisor
Kostrzytska S.I., language adviser
Dnipro University of Technology, Dnipro (Ukraine)

CONTEXTUAL ADVERTISING

Keywords: Internet advertising, keyword, user, target audience, contextual promotion

Contextual advertising is the practice of placing ads on web pages based on the content of those pages. Contextual ad serving ensures that the advertising is aligned with the content that the viewer is consuming at the specific time of exposure, matching interest in real-time. The majority of consumers explicitly state that they prefer ads related to the content they are consuming. The resulting advertisement is relevant and targeted, which encourages users to click through the ad. Almost all search engines on the Internet use contextual promoting systems to make a profit [1].

The main objective of contextual advertising is to attract users to the site to perform any targeted action: ordering a product or service; registration on the website; group or newsletter subscription. Contextual advertising is also used to attract targeted traffic, have first places in search results, increase brand awareness, brand recognition and sales of the store. In order to understand when it is necessary to show ads the marketers need to do the survey including: the website traffic statistics; the sales analytics; social media traffic etc [2].

Setting up contextual advertising consists of researching the market, selecting the site and promoting format, collecting semantic keywords, optimizing advertising campaigns and landing page, reporting and writing ads. Depending on the format of the advertisement, contextual advertising can be presented as text ads, banner or video advertising. At the first glance, contextual advertisement is very similar to advertising in the media, but all types of contextual advertising on the Internet have a big distinguishing feature. Each of these ads has a hyperlink, clicking on which the users go to the advertiser's website and can learn more about the product or service that interests them. Dynamic remarketing makes contextual advertising even more effective, as the users see the ads of those products or services that they have previously been interested in. In most cases this improves the response to the displayed ads. Currently, contextual advertising is one of the leading industries in online promotion.

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Drobetska O. O., student
Ivanova M. I., Professor, Doctor of Economics, Associate Professor
Dnipro University of Technology, Dnipro (Ukraine)

METHODS OF ANALYSIS OF THE IMPACT OF INTERNAL AND EXTERNAL FACTORS TO ENSURE SUSTAINABLE DEVELOPMENT OF THE ENTERPRISE

Keywords: Analysis, enterprise, external influence, internal influence, management, sustainable development.

Most organizations are likely to face a number of obstacles while implementing a sustainable development program and its further management. The company's activities can be negatively affected by both external and internal factors that can lead to problems, such as low competitiveness, low demand for products, low financial resources, lack of interest in staff competitiveness, weak social security and more.

Internal factors include the level of innovation and financial potential, the state of material and technical base of the enterprise, the control and audit of production quality, the effectiveness of the organizational structure, the level of image, management efficiency, resources and so on.

The external environment is considered as a complex multilevel structure of elements that are outside the enterprise and in different ways affect its activities. Moreover, their impact may vary depending on the scope of the enterprise, industry orientation, the presence of import and export operations, interstate relations with partner countries in this area of business, the state of resource provision of the enterprise, etc. External factors are:

1. Politics and legislation – the political situation in the country, regulatory coherence, tax policy, protectionism, stimulating economic activity in various spheres, foreign trade barriers, corruption, international agreements, etc.

2. Economy – exchange rate fluctuations, economic growth rates, cost of loans, inflation rate, pricing policy, income level.

3. Science and technology – new standards for the manufacture of products, technical equipment, new products.

4. Ecology – legislation in the field of ecology, the state of natural resources, environmental disasters.

5. Socio-demographic factor – population, level of education and culture, number of highly qualified specialists, gender and age structure of the population.

Macroeconomic impact is the most difficult to manage in ensuring the sustainable development of the enterprise, because it cannot be influenced, as the internal factors of the enterprise. Businesses can only adapt to it through a comprehensive study of factors and making appropriate adjustments to sustainable development strategy to reduce this influence.

Nowadays, there are a large number of methods for analyzing the factors of influence, which differ in content, size of coverage, detail and complexity (Fig. 1). Usually internal and external factors require different research tools, but there are general analyzes. The advantage of combined analysis is that it examines both external and internal influences. However, such an analysis is considered less accurate and more general, indicating what to look for and explore in more detail.

Features of application of these or those methods depend on the size of the enterprise, a stage of its life cycle, a complex of problems which are solved at this stage. The implementation of strategic management methods in the practice of Ukrainian enterprises depends on the qualifications of managers and their ability to experiment in the field of management practices.

Outward-oriented analysis	Combined analysis	Inward-oriented analysis
<ul style="list-style-type: none"> -Consumer satisfaction analysis -Analysis of consumer complaints -Market segmentation based on customer needs and wishes -Market share analysis -Customer profitability analysis -Service level analysis -Benchmarking 	<ul style="list-style-type: none"> -SWOT analysis -Critical success factors -Methods of rupture -Scenario modeling -Arthur D. Little's model -Change management. 	<ul style="list-style-type: none"> -Cost-benefit analysis -Satisfaction analysis employees -Value chain analysis -Activity-based cost analysis -Price analysis -Life cycle analysis -Balanced system indicators -Financial analysis

Figure 1 – Classification of methods of determining and analyzing factors that affect the enterprise

Dubiei Yu.V., PhD in Economics, Assistant-Professor
Isakova M.L., PhD in Philology, Assistant-Professor, language supervisor
Kliavchenko I.O., student,
Dnipro University of Technology, Dnipro (Ukraine)

QUALITY MANAGEMENT AT THE ENTERPRISE IN CONDUCTING FOREIGN ECONOMIC ACTIVITIES

Key words: quality, enterprise, foreign economic activity, management.

With the development of international trade and intensified competition, the activities of individual enterprises, as well as sectors of the economy in foreign and domestic markets, depend entirely on the extent to which their products or services meet quality standards. Therefore, the problem of ensuring and improving product quality is relevant for all countries and enterprises. The success and efficiency of the national economy largely depend on the solution of this problem. It should be borne in mind that improving product quality is a long-term and continuous task. There should be a comprehensive, systems approach the implementation of which is possible only within the quality management system.

The process of quality management at the enterprise, as shown in Fig. 1, is carried out in several stages and depends on the chosen concept of the enterprise and quality strategy.

The organization of quality management assumes that the top management of the enterprise establishes appropriate management and control procedures depending on the chosen strategy.

The implementation of the developed concept involves all the staff of the enterprise, including workers, who must understand the goals and objectives of management and improving the quality of products (services). This stage helps to identify leadership in the field of quality.

The purpose of the next stage is to determine and justify the requirements of consumers for certain goods (products), and these requirements may apply to suppliers of individual materials, spare parts, semi-finished products by the manufacturer and end users indirectly through the quality of goods and services. While most companies focus on the needs of external consumers, internal consumers are also important for solving the problem of quality, ie production units and personnel involved in marketing, finance and others. At this stage, you need to constantly monitor changes in consumer requirements and use approaches such as questionnaires, structured interviews, focusing on individual groups and others. In addition to

the continuous study of consumer demand, it is necessary to monitor the changing market priorities [1].

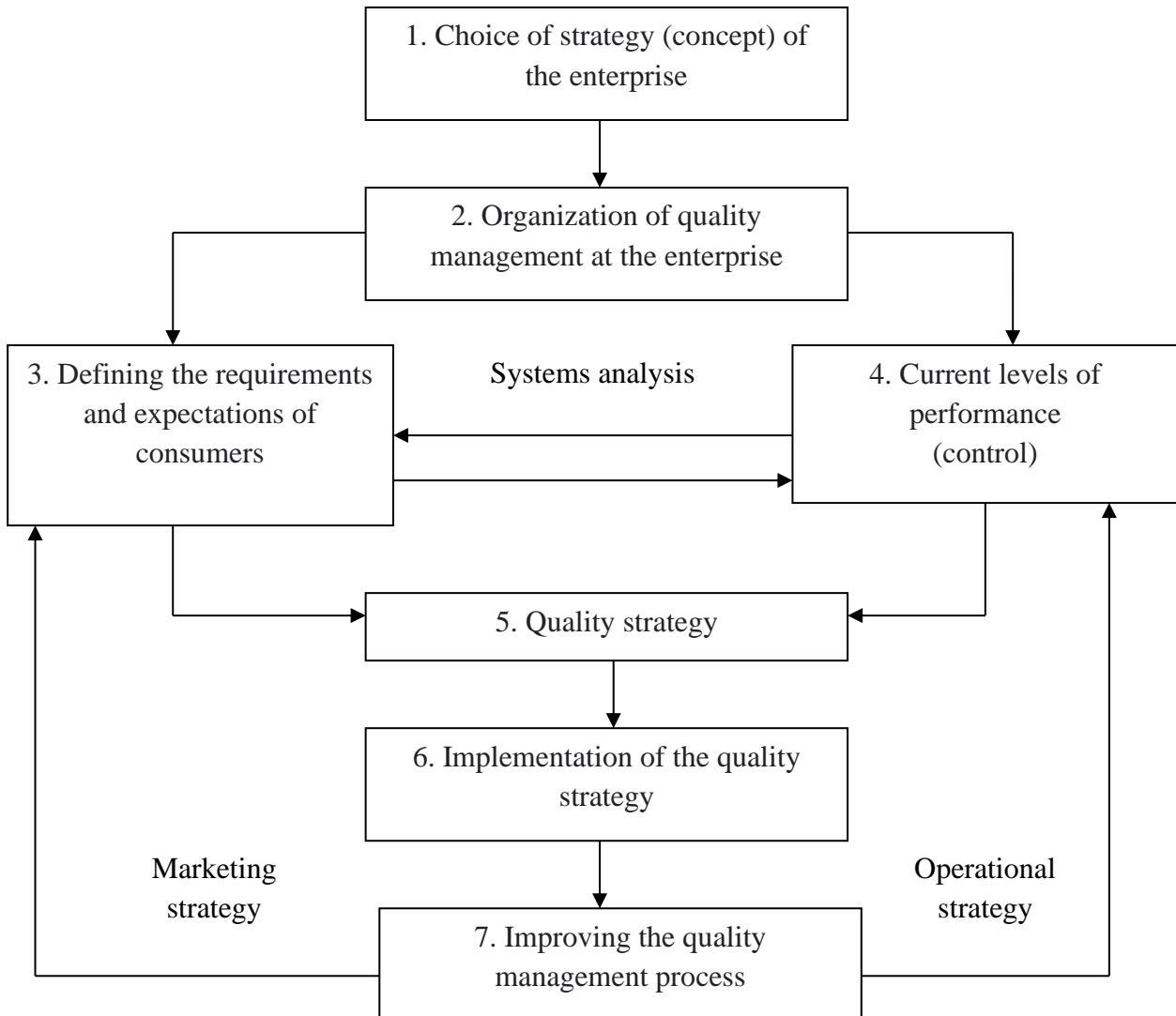


Figure 1 – The process of quality management in the enterprise

Closely related to the identification of requirements and shortages of consumer needs is the stage of control of current levels of implementation of decisions on logistics quality management. To do this, it is necessary to determine the methodological tools for measuring deviations from a given level of quality. Such tools in the control of production procedures are various statistical methods of selective and continuous control, quality control maps, charts, Pareto analysis and more. The connection between the third and fourth stages is usually carried out using the systems approach and analysis.

The quality management strategy should focus on the following key points:

- understanding the shortage of consumers;
- continuous quality improvement;

- measurement of the level of quality achieved and continuous monitoring;
- broad initiatives in training and retraining;
- the importance of organizational change [1].

The next step is to implement the adopted quality strategy. The complexity of implementation lies in the variety of aspects of quality associated with many activities (works) carried out by staff both directly to the manufacturer of finished products and intermediaries (associates). The task of quality management is to develop a unified ideology and understanding of the company's position in the adopted quality strategy for all categories of personnel: middle and lower management, production, warehousing and other categories of workers, drivers, workers engaged in cargo handling and packaging, specific quality control specialists in production and services, etc.

To maintain and expand their market position, most foreign organizations, maintaining and setting ever higher quality standards, strive to continuously improve the quality of products. The policy of continuous quality improvement is usually implemented through certain marketing or operational strategies.

Thus, the main advantage of an effective quality assurance system is that it guarantees a portfolio of orders to the company, ie strengthening its position in market relations and competition.

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Dubiei Yu.V., PhD in Economics, Assistant-Professor
Isakova M.L., PhD in Philology, Assistant-Professor, language supervisor
Nekrasova S.V., student
Dnipro University of Technology, Dnipro (Ukraine)

FACTORS OF INFLUENCE ON COMPETITIVENESS OF ENTERPRISE

Key words: competitiveness, enterprise, factors of influence, analysis, efficiency.

Competitiveness is one of the most important areas of the market environment. It is one of the most important characteristics of the efficiency of the enterprise, as well as determines the possibilities of its further development. Maintaining a competitive advantage is almost the most important task of any company, ie maintaining and increasing its competitiveness is a condition for the existence of the company in the market, its profitability and profitability.

The competitiveness of the enterprise must be ensured by such indicators as high production efficiency, which is realized thanks to modern equipment, technologies, skilled workers and the ability to win and maintain a stable position in the market for a long time.

The main conditions for ensuring competitiveness are:

- ensuring the unity of development of machinery, technology, economy, management;
- application of modern methods of research and development (program-target planning, decision-making theory, etc.);
- consideration of the relationships of management functions of any process at all stages of the life cycle of the object;
- application of scientific approaches to strategic management;
- formation of a system of measures to ensure the competitiveness of various objects [1].

Analysis of the competitiveness of the enterprise in the market allows the study of factors influencing the attitude of customers to the enterprise and its products and as a result - a change in the share of enterprise products in the market. All factors of competitiveness can be divided into external and internal.

External factors are understood as a set of economic entities, economic, social and natural conditions, national and interstate institutional structures and other external conditions and factors that operate in the global environment and influence or may affect the functioning of the enterprise [1].

Analysis of the factors influencing the external environment on the competitiveness of the enterprise provides time for forecasting opportunities, developing an action plan in case of unforeseen circumstances, developing measures that will turn threats into any profitable opportunities. PEST analysis (political, economic, social, technological factors), SWOT analysis, which helps to identify threats and opportunities faced by the enterprise, and identify adverse factors that may reduce the level of capacity efficiency, are more often used to analyze macro-environmental factors. .

Internal factors are controlled factors of enterprise activity. These include:

1. Activities of the management and staff of the enterprise management (organizational and production management structures, professional and qualified level of management staff, etc.).

2. Technological equipment system. Upgrading equipment and technologies, ie replacing them with more advanced ones, which increases the competitiveness of the enterprise, strengthens the internal flexibility of production.

3. Raw materials and semi-finished products. The quality of raw materials, the completeness of its processing and the amount of waste significantly affect the competitiveness of the enterprise.

4. Sales of products, their volume and selling costs. The impact of this factor is significant for increasing the competitiveness of the enterprise. The company tries to make effective sales by selling products that are in demand in the market, stimulating sales growth, expanding markets.

The analysis of internal factors of influence is closely connected with the analysis of economic activity of the enterprise.

Thus, the company's ability to compete in a particular product market directly depends on the introduction of innovation, product competitiveness and consolidation of economic assets of the enterprise, giving preference in a competitive environment.

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Seyedeh Artemis Mortazavi Farsani

Yudina N.

Ph.D. in Economics, Associate professor,
National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”

MARKETING HISTORICAL ANALOGIES EXEMPLIFIED BY IRAN’S HISTORY OF ECONOMICS

Key words: marketing strategy, historical analogies, management tools, culture.

Marketing assumes an ability of the company management to find out different analogies for their implementation into the marketing activity of the company [5]. The historical analogies have already turned into a particular professional interest of the marketers, an effective tool for business-forecasting and ready-made business strategies with some ensured results. The three traditional tools for managing people are implemented in marketing [6]. Actually there are hierarchy, culture and market. But the achieving goals by hierarchy assumes different punishments, that’s why it is to be a rare implemented tool. In contrast to it, culture is the most common tool for managing the consumers’ behavior. But it needs some time and in particular cases culture been grounded as a part of economic values may lead to the unexpected and revolution results. For example, there is a historical case exemplified by the Iranian history of economics. It can be discussed as analogy of marketing implementations of culture on the corporative strategy level of making strategy decisions. Persian revolutionaries rooted and inherited different economic branches and high growth economic rates since the Sassanian Empire (224 AD). Iran transformed from a small, predominantly agricultural economy into a modern mixed-centrally planned economy along with the world's second-largest petroleum reserves and a booming manufacturing sector. However, significant transformations regarding Iran's economy initially evolved during the Pahlavi Dynasty's monarchy (1925-1979). Reza Shah Pahlavi (reign, 1925-1941) developed the Iranian incomplete infrastructure, executed educational reforms, reformed the legal system, and mainly introduced modern industries. These factors increased Iran's economic evolution, internationally influenced social changes, and moderate political stability. Iran's main economic focus was on exporting agricultural products to reduce the country's dependence on importing from other countries.

Therefore, Iran established about 800 modern industrial plants. Later on, alterations in the legal system, tax structure, and trade policies drew domestic financial resources and gave rise to the appearance of a group of new, young entrepreneurs. The Shah himself invested in mining, construction, and the manufacturing sector occurred, and infrastructure investment

grew significantly. However, the industrial growth was imbalanced. Ninety percent of the labor forces made their living based on agriculture, which did not benefit from economic reform [1]. Nonetheless, the government managed these dilemmas by creating international trade using the foreign exchange control technique. Numerous new items were among the imported goods required by industries, such as the military, railroads, and other infrastructure investments. Additionally, traditional agricultural and industrial export products were replaced by oil exports [2]. With Reza Shah's abdication in 1941, his son Mohammad Reza Shah came into power. In the first half of Mohammad Reza Shah's rule (1921-1929), he was significantly devoted to building a new national state and providing the legal and political framework necessary for the proper functioning of a modern market economy [3]. He formed a national army, introduced conscription, and established social and economic infrastructures. Under his reign, Iran experienced over a decade of double-digit GDP growth, along with significant investments in military and infrastructure environments. The Shah also initiated the nationalization of forests and pastures, female suffrage, profit-sharing for industrial workers, privatization of state industries. He commenced on several necessary transportation and communication projects.

In 1951, Prime Minister Mosaddegh nationalized the Iranian oil industry. Great Britain responded with an oil embargo on Iran, and with the help of the United States, they promoted a successful overthrow against Mohammad Mosaddegh in 1953. After the western removal of the democratically elected government of Iran, during 1954-1960, rapid development in oil revenues and sustained western foreign aid led to more excellent investment and fast-paced economic growth, helping fuel the shah's ambitions to overtake the French and German economies [4]. In due course, inflation increased, the value of the national currency (rial) decreased, and a foreign-trade deficit developed [2]. Economic criticism helped jolt opposition to the monarchy and revolutionary leaders such as Ayatollah Ruhollah Khomeini to create the 1953 Iranian coup d'état and rule the minds of Iranian people using one of the most incredible managing tools – religion as a part of the cultural tool of management. This historical case can also exemplify as a marketing analogy with the situations when competitors may develop their own competitive marketing values among mutual consumers.

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Fisun I., Senior Lecturer, PhD of Economic Sciences,
Yaremenko V., student
National Aviation University, Kyiv

SPECIFIC IMPACTS OF THE EXTERNAL ENVIRONMENT FOR THE DEVELOPMENT OF ENTERPRISES IN THE TOURIST INDUSTRY

Key words: tourism, economic factors, consumers, natural and geographical factors, pandemic

The tourism market is open and competitive, exerts significant pressure on the activities of market participants, forcing them to constantly improve the quality of their services. Therefore, one of the most important areas of management of any travel company is to find effective strategic solutions to ensure its competitiveness.

The global pandemic has created significant difficulties in the tourism industry, reducing the profitability of tourism enterprises, and even leading to their complete elimination.

This situation in the world significantly reduces the economic efficiency of capital investments in the tourism industry. Fluctuations in tourist flows create economic and organizational difficulties for tourist services. Unused funds of tourist enterprises for a long time significantly increase the price of tourist services. The influence of economic factors on tourism is mainly due to the fact that there is a close relationship between trends in tourism and the economy. There is a direct relationship between the economic development of the country, the amount of national income and the material well-being of its citizens. Therefore, countries with developed economies, as a rule, lead the world market in the number of tourist trips of their citizens.

Not only the income of the population depends on the economic situation of the state, but also the level of development of material and technical base and infrastructure of tourism. Among the economic factors are also inflation, interest rates and fluctuations in real exchange rates. Thus, changes in exchange rates significantly affect the volume of tourist flows between countries with strong and weak currencies.

Another important factor in the development of tourism in Ukraine and the world is the political component, in fact, it determines all other dynamic factors: crises, political instability, militarization of the economy, unemployment, increasing tourist formalities, exchange rate jumps are all consequences of state policy. Naturally, international relations and visa regimes

between countries have a huge impact on tourism. Among the political factors influencing the development of tourism should be noted the relationship between countries that can promote or, conversely, hinder tourism exchange between them. Currently, all changes in tourism legislation relate to the problem of how to protect tourists from the unexpected bankruptcy of the tour operator, and now such cases are not uncommon.

The next block of important factors is natural-geographical and cultural-historical. The richness of natural and cultural-historical resources, the possibility and convenience of their use significantly affect the scale, pace and direction of tourism development. It should be borne in mind that natural phenomena can lead to both ups and downs of tourism activity. In general, natural-geographical and cultural-historical factors create the preconditions for the development of tourism and have constant value.

Changes in the demographic structure and social situation of the population of industrialized and developing countries, new industrialized countries mean that regardless of any other factors, more and more contingents of different social groups will have the desire, enough time and money to travel within the national and international tourism. These changes include: population aging; increase life expectancy; formation of a moving stereotype of population life; increase income; tendency to later marriages; etc. Despite the fact that the overall growth rate of the population on a global scale, according to UN experts, is slowing down, at the same time increasing the contingents of age groups with great financial opportunities and propensity to travel, both within their national borders and in other countries.

At present, huge distances are no longer the limiting and inhibiting factor for travelers as before. Thus, today every day more than 3 million people fly from one place of our planet to another. And, as you know, among the factors that most significantly affect the development of international tourism and increase the number of travelers, is the cultural factor, namely: the growing cultural level of different countries and the desire to get acquainted with the culture of other countries. Today, due to this desire, as well as the increase in the number of trips, travelers, global telecommunications, the pace of exchange between Europe, America and other countries has become unprecedented. Features of international culture are present in almost all cities of the world. People enthusiastically exchange food, music, fashion.

The specificity of tourist services necessitates the use of visual aids that provide the most complete picture of the object of tourist interest. Technological factors associated with advances in technology and technology, significantly affect the development of tourism, open opportunities for the production of new services, their marketing and improving customer service.

The development of science and technology contributes to the improvement of the means of mass production of tourist services. Thus, the technical reconstruction of transport has created comfortable conditions for the transportation of a large number of travelers. Convenient, fast, relatively affordable vehicles (especially aircraft) for transporting tourists over long distances have greatly contributed to the development of tourism.

Under the influence of the pandemic, consumers carefully choose a travel company due to declining purchasing power, preferring facilities with the right level of service and reasonable prices for services. Thus, there is a problem of aggravating the competitiveness of travel companies, and its solution requires travel companies to actively seek appropriate ways and methods.

This is what determines the interest of tourism companies in the results of their activities, strengthens the desire to increase their competitiveness. In this regard, the search for strategic approaches to increase competitiveness is necessary to consolidate market positions and profitable activities.

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Golubkova S., Sushchenko A., students
Mostova A., Dr. Sc., Associate Professor
Alfred Nobel University, Dnipro (Ukraine)

TOP 5 OF DIGITAL MARKETING MISTAKES AND HOW TO AVOID THEM

Keywords: digital marketing, campaign performance, advertising campaign

For any business, the role of website can hardly be overestimated. An efficiently operating resource increases sales of the company, strengthens its position among competitors. Therefore, the role of online advertising and various marketing strategies is extremely important, and the success of the business largely depends on how correctly they are selected.

The primary task of internet marketing is targeted impact on a specific target audience, or targeting. Targeted traffic is aimed at potential customers. For this, advertising and links to the resource are placed on those sites that are capable of providing the most complete coverage of the target audience for each specific type of goods or services.

To successfully do business, you need to correctly draw up strategies and avoid mistakes. Lead due to one or several mistakes, the effectiveness of Internet marketing will go down to zero.

The constant change of social media ad campaigns will be our first mistake to consider. While it is a good idea to constantly optimize your online campaigns, over-optimization comes with risks as well.

When creating social advertising campaigns for Facebook, Instagram, or LinkedIn, you will come across a lot of targeting variables [3]. These platforms have machine learning algorithms that help improve campaign performance, but in order for them to work, they must learn over time. Therefore, when you create a new social advertising campaign, leave it unchanged for at least 3-4 days. This way, the algorithm will increasingly optimize the audience it shows you, and you will see your clicks and conversion costs continue to decline [2]. After this time, you can start evaluating your results and making changes to further optimize your campaign.

Reckless spending on paid ads will be our second type of mistake to talk about. As fact, only 25% of digital ad spend goes to the right people [2]. PPC marketing on platforms like Facebook and Google Ad Words can be extremely beneficial in terms of growing reach, traffic,

and conversions. However, this can prove extremely costly if implemented without a solid strategy [4].

Before deciding to go the Facebook and Google Ads route, make sure you:

- research your target audience and divide it into several subgroups, each of which may include different age groups, locations, educational levels, interests, and even income levels;
- run A / B benchmarking and test several ad campaigns with different ad formats and different audience segments to see which one gives the best results. Do not spend too much money on them - you need to spend just enough to get reliable results, to draw conclusions and base your further advertising campaigns;
- you need to define your paid ad budget and be prepared to adjust your CPC for each ad on the fly as you track their performance and decide what to do next while your ad campaigns are still running.

Professionals advise to postpone paid advertising for later. For starters, they recommend taking the time to try other strategies and get to know your customers so you can figure out your target audience, refine your targeting, and improve your ROI [3].

Failure to evaluate your data will be the third mistake we will discuss. To prevent underutilization of marketing data analytics, you need to keep track of your data.

To do this, you can use many analytics apps that provide your data, both free and paid. Google Analytics is one of the best tools for website analytics, plus it's free. Most social networking sites, such as Instagram, have built-in analytics tools that help examine your customer demographics [3].

Creating a stratigraphy of your results will also be helpful. To do this, you'll need to combine your goals with key performance indicators (KPIs) using the data. KPIs track the effectiveness of your marketing strategy and achievable desired results. Analyzing marketing data is an important step to effective digital marketing. Although it can be difficult to keep a close eye on the numbers, analytics improve marketing effectiveness.

Unbridled retargeting and media garbage will be our fourth topic of discussion. Retargeting and remarketing are ways to entice users who have already used your services. Don't go overboard here [2].

Many marketers start flooding customers with newsletters, offers, repeats, and then are surprised to find themselves in "spam". Mailing should be "for love" and: a) interesting, b) unobtrusive, c) with the consent of the user (Double-opt-in) [5].

Regarding media garbage, I would like to say that everything must be in moderation. The abundance of media elements: pictures, GIF-images, videos, and the like a) distract customers from shopping, and b) can openly get on users' nerves. Nevertheless, they are

necessary for optimization. Lack of media will lead to a drop in conversion. Choose the golden mean. Use the appropriate services for optimization, see the recommended number of media files [5].

Neglecting customer focus is our final topic of consideration. We live in a time when consumers are faced with a wide variety of goods and services, so people choose companies that make them feel good and are responsive to their needs. Therefore, the customer should always be the focus.

It's easier for new companies to adapt to this paradigm from the start. But for those that have been around for many decades, it can be a challenge because they tend to focus on products and performance [3].

They may have to rethink their entire value delivery system and change as many aspects as necessary to make the user experience as easy as possible. The key concept is to make the process "seamless," creating a seamless buying experience, with a great customer experience where simplicity reigns from start to finish [2].

In conclusion, using your marketing data correctly prevents you from choosing the wrong audience. With marketing data, you can understand different customer groups and their preferences. Then you can improve your marketing strategy and attract potential customers.

The problems listed above can be put under one sad, destructive slogan for any campaign - poor analysis of the market, competitors, audience. To reduce errors in your marketing campaign, analyse. The entire ecosystem of advertising campaigns is built on numbers, data collation and analysis of what's happening in the marketplace.

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Gorgots A., student
Lazarieva O., Doctor of Economics, Professor, research supervisor
Petro Mohyla Black Sea National University

THE DEVELOPMENT OF THE PROCESS OF CONVERGENCE IN AGRICULTURAL LAND UTILIZATION

Keywords: convergence, agricultural land use, institutional environment, innovative model of development, formal and informal institutions, modernization of agricultural production.

In the national practice of agricultural land utilization management the terms “system”, “system approach” which is defined as a set of interrelated elements of the phenomenon or process, combined into a single unit, that are capable to perform a specified function are often applied.

The first step in the direction of management on the basis of a system approach is the necessity to obtain reliable information about all the possible direct and indirect, close and distant in time consequences of management decisions connected with land use concerning the state of land use efficiency, soil fertility, environmental defense etc.

First signs of it are revealed already today, when with the crop capacity is twice lower than in developed countries of Europe and the world there is a clear downward trend in the natural fertility of the soil. Major part of the soil is under the influence of pollution of toxic for soil substances: lead, mercury, uranium, potassium, beryllium, chromium, nickel and cobalt. In addition, soil is contaminated with such ballast substances of fertilizers as fluorine, arsenic, cadmium, zinc and others.

Depending on the nature of the system elements of different origins their strategic diagnostics will let adapt elements of land use to the external environment.

This approach ensures a coordinated interaction concerning normalization of the system of crop rotation with respect to qualitative parameters of the soil, which will provide planned return on cost of cultivation of major crops, protection of the soil from erosion, quality of products and others, which will correspond to the principle of the priority of ecology over economy.

Consideration of the factors of water-air and temperature conditions, solar radiation, the territory and its relief, vegetation, slope direction is an essential organizational condition to establish the structure of land, system of development of agricultural sectors, land regulation. There is no doubt that the factor of the territory, which is the main condition that determines

not only the degree of industrialization of agricultural production, organization and productivity of labour, but also can lead to danger of emergence of degradational processes of technological and natural origins in land utilization etc.

However, despite the importance of implementing of the convergent method of utilization, it is still not a complete theory with strict rules that would be based on the single fundamental principles, apparatus and methodology.

The above-mentioned information confirms that the convergence of the two antipodes “use-protection” puts trust in the cardinal solution of environmental protection, social and economic problems. In addition one should focus on control and inspection functions of state and local authorities aimed at the process of implementing the strategy of efficient agricultural land utilization.

One remarks that the overall efficiency of the system of management of agricultural land utilization is largely dependent on the governmental controlling influence on the economy of the land utilization. The more complete convergent processes will be in the context of market and state regulation, i.e. a combination of market processes and state regulation, the more effective the level of economy will be as a whole. In this regard, Soroka M.P. rightly noted that “it is not possible to influence economic unite administratively, one should influence their interests” [1, p. 204].

In addition convergence should be considered as the interaction of business and state regulation as a real opportunity of the transition to effective management. In a strategic context high recognition of the role of the state is not an end in itself of the influence on agents of management, but “in case of highly organized market system the work of state authorities should be improved” [2, p. 8], for the effective use of land resources, satisfaction of social needs etc.

Recently, more and more society shows reliance for development of such institution as self-government, the essence of which is that every village, town or other administrative and territorial entity will choose their power, give their tasks for implementation, handle the progress of economic, social and ecological processes, and generally have a positive effect on the economy of Ukraine.

In a strategic context convergence of market economy and state regulation is a theoretical and methodological basis of social and economic progress for achievement of specific goals by any economic agent on earth.

An important practical step towards harmonization of quantitative and qualitative parameters of land utilization, application of an innovative model of development is a practical experience in the field of study of soil, agriculture, medicine, and land management, oriented

on preservation of the wealth of land fund, preservation and reproduction of natural fertility of the soil. Concerning the latter, it “becomes an essential tool for managing interrelations between society and nature, which fully affects the components of agricultural landscapes, determines the form of land use and correlation of land, is the frame of the future agricultural landscapes, i.e. placing of road networks, irrigation network elements, hydraulic facilities, forest belts etc. The uniqueness of the land-utilization system is manifested in the fact that it reveals the content of utilization of each plot of land.

I. e. the point is that the area of agricultural land, including arable land, is not a significant factor of influence on the economic development of land utilization. Expansion of arable land does not give rise to placing all the listed crops that are cultivated in the region or a particular area on them.

This is favored with the Association Agreement between Ukraine and the European Union, adopted on September 16, 2014 № 1678-VII, which ensures a unique opportunity to live in the legal framework in a free democratic state. Its ratification lets commence the all-round formation of a country based on European standards and values. Association is a challenge to modernization, creating of free trade zone between Ukraine and the European Union, which will open both markets, where most of the duties will be repealed or minimized.

Thus, solution of the issues of convergence, directed at the process of management and regulation of economic activity on earth is a factor of the formation of high-technology economy of agricultural land utilization, stimulation of the innovative development model and information support.

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Gorodnichaya I.O.
Yaremenko S.S., Cand. of Econ. Sc., Associate Professor
Volobueva P.S. language supervisor
Alfred Nobel University, Dnipro

RELATIONSHIP MARKETING AS A MODERN MARKETING CONCEPT

Keywords: relationship marketing, marketing concepts, goods, communication, consumer.

The accelerated pace of globalization of the world economy, the high degree of similarity of goods from different manufacturers, and the individualization of consumer demand reduce the effectiveness of pricing methods of competition and the use of traditional marketing tools. In this regard, there is a need to use innovative approaches in marketing and, in particular, relationship marketing, based on the development and maintenance of long-term customer relations, building their loyalty.

The results of studies by F. Reichheld and R. Sasser show that a 5% increase in loyal company consumers is accompanied by the increase in profits in the range from 25 to 85% depending on the field of activity. However, the use of relationship marketing technologies in Ukraine is not effective enough in most of the consumer loyalty programs applied in Ukraine. This is due to such serious shortcomings of consumer loyalty programs as the lack of a systematic approach to their organization, copying Western samples without taking into account the Ukrainian specifics, lack or insufficient use of accumulated consumer data, high uniformity of such programs through the use of a limited set of tools to encourage regular consumers. Analyzing the degree of implementation of this area, we can identify several uncovered issues related to the peculiarities of the formation and development of consumer loyalty based on the application of marketing principles relations.

At the end of the 20s century one of the most important factors were human factors. Moreover, the human factor became predominant, and F. Kotler proposed the concept of socio-ethical marketing to a group of European scientists - the concept of relationship marketing. Both of these concepts imply a customer-oriented approach to business. The emergence of these concepts is due to the following trends in the market of developed countries.

1. Increasing the intensity of competition in the market space, expressed both in the continuous emergence of new market participants - local and foreign (due to market globalization), and in improving the professional competence of existing ones.

2. Reducing the possibility of extensive market development. In a market stabilization (the size of the market shares of the main participants is practically unchanged) the costs of attracting a new client significantly exceed the costs of maintaining an existing one. Therefore, increase customer loyalty leads to reduced costs and increased efficiency of the enterprise.

3. Strengthening market power of consumers. In the 1990s, the situation close to the perfect competition model emerged in many industries (such as the automotive industry, the food industry, the computer and telecommunications industries). In such conditions, each individual company can not influence the market, because supply significantly exceeds demand. The dominant market was not the producer, but the consumer – the power over the market passed into the hands of consumers.

Summing up, the study identified the main trends in the modern market, which led to the transition to a customer-oriented approach in business management: increasing competition in the market space; reducing the possibility of extensive market development; strengthening the market power of consumers; reducing the effectiveness of traditional marketing; increasing the degree of similarity of goods from different manufacturers; growing importance of the company's mutual relations with customers; decline in buyers satisfaction; changing tastes and preferences of consumers; individualization of consumer demands; advances in information technology; outsourcing development; strengthening the power of major trade intermediaries.

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CURRENT TRENDS IN THE GENERATIONAL MARKETING

Keywords: the generation theory, Baby boomers, X, Y, Z generations, research, trends

With forming a group of potential buyers, it is necessary to find out the specifics of their preferences, which should ensure the widest possible range of consumers. Generation Marketing is widely used to select the target audience. This theory reflects differences in attitudes to life and needs at different stages of adulthood. Now generations X, Y, Z are considered potential consumers.

The theory of generations, introduced by the Americans Neil Howe and William Strauss, has become popular in the world. They believe that generations change every 20 years. And people, who were born in the same period, have the same set of values, behaviour, outlook on life and work. [1]

The generations indicated in theory are:

- baby boomers are the oldest generation, born between 1940 and 1959. Order, respect and a responsible attitude to work are important to them;
- X are people who were born in 1960-1979. Above all, they value success and money. And they agree to work hard to achieve them;
- Y or "millennials" were born in 1980-1999. For them, money is not as important as for the older generations. Their priorities are self-realization and work-life balance;
- Z or "buzzers" are the youngest and they were born from 2000 to 2019. These are people who have never lived without the Internet. Their character was formed under the influence of information technology.

Despite the unprecedented health and economic crisis over the COVID-19 pandemic, millennials and Generation Z are determined to build a better future. These are the results of research by Deloitte company which has been studying changes in the preferences of generations since 2012. According to the results of the 2020 Deloitte Global Millennial Survey, millennials and Generation Z demonstrate the ability to endure adversity in a variety of adverse

situations and an unwavering commitment to positive change in their communities and around the world. [2].

The study found that the main concern of millennials and Generation Z in the world is the environment, as some respondents are concerned about the irreversible nature of the damage caused by climate change. However, the changes that are taking place in the environment during the pandemic inspire some optimism. Ukrainian millennials are most concerned about political instability and military conflict, corruption, crime and personal security.

These results might help marketers make a sense of:

- what intonation should be used with the target audience,
- in what style it is necessary to submit the advertising message,
- how to reduce the distance between business and customers.

Notice, that everything that concerns the values of whole generations requires a careful approach. First, it is important to note what is important to potential customers, and only then begin making a dialogue to implement marketing activities.

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Grabar D., student
Borysenko O., PhD in Economics Sciences, Associate Professor
National Aviation University

INTERNET MARKETING DEVELOPMENT IN THE CONTEXT OF THE PANDEMIC

Keywords: Internet marketing, pandemic, digital technologies, Internet marketing tools, online shopping, communications.

Modern changes in the marketing dictate new rules in the activities of enterprises in the market. The crisis caused by the COVID-19 epidemic provoked a change in consumer demand and affected the structure of the consumer market. Marketers are faced with the difficult task of rethinking the company's strategy and ways to work with customers. The pandemic has created uncertainty among businesses: some are preparing to declare bankruptcy, others are optimizing their websites, and others are immersing themselves online.

With the introduction of quarantine, the flow of information has increased several times. Data is becoming older every day: what is relevant today may not be such tomorrow; about the enterprise that everyone knows today, can be forgotten tomorrow. In order to function successfully, any business needs to understand: what is important today for the target audience, what needs customers. How much free time the consumer has to communicate with the company. The modern digital world, determined by the growth of social media and smartphones, allows the target audience to see and criticize every step of modern enterprises. Today, more than 60% of Ukrainians of different ages are active Internet users. At the same time, the most common device for interacting with content was a mobile phone (70%). For modern man, the Internet is not just a source of entertainment, but an integral part of everyday life, a convenient and fast way to solve many problems.

As a result, people are increasingly using digital technologies in all aspects of their lives, including work and education. Against the background of quarantine, digital channels are sometimes the only way to communicate with someone other than family members. At the same time, many different online services and services appeared very quickly. Since the beginning of March 2020, the number of search queries with the words "online shopping" and "how to buy online" worldwide has almost doubled. As a result, consumer expectations of online services and online shopping are growing.

It should be noted that online stores are one of the most widely used categories of Internet marketing in the Ukrainian market, both during the pandemic and today. As a result, 80% of small and medium-sized business owners say that their spending on Internet marketing channels has increased in 2021. The current market environment shows that retail competition will only continue to grow.

During the epidemic, it became clear that marketing budgets needed to be reallocated to more effective and experimental channels, such as online sales. That is why it is important to take into account new technologies and trends and use them to the benefit of any company. The most common channels of Internet marketing are those that lead to increased business profits, namely:

- SEO (search engine optimization) is a set of measures aimed at improving the visibility of the site in search engines, focusing on specific search phrases.

Contextual advertising – a type of advertising on the Internet, in which ads relevant to the content, attract users to the site. In this case, payment will be made for the "click" of users interested in your service.

Email marketing is the dissemination of product information to a specific person or group of people via email.

SMM (Social Media Marketing) is a set of measures to use social media as a channel to promote companies or brands and solve other business problems. SMM activities are aimed at marketing activities on social networks, namely the promotion of groups on Facebook, Instagram, Tik Tok and others;

Big Data technology involves the collection, storage and analysis of large amounts of data to form effective models of target audience behavior, competitor behavior, effective marketing strategy:

- retargeting - a marketing tool in which advertisements are aimed at the target audience of users who have already interacted with the company: visited the site, began to place an order, but did not make a positive decision about the order;
- mobile marketing - a set of promotion tools that are implemented through mobile communications and mobile devices;
- viral marketing - a special type of marketing, when the audience itself, consciously or unconsciously, promotes a brand, product or service.

Adapting content to online sales, constantly researching the needs of the target audience, developing a long-term business model, using several digital marketing tools will help increase the effectiveness of Internet marketing. If the company has a sufficient budget, it needs to take

measures to attract customers and maintain the company's position. In such a difficult time for all, you should distribute your marketing budget as follows:

- site promotion;
- marketing on social networks;
- electronic PR;
- advertising Google Ads.

So, today there is a trend of introducing Internet marketing in the activities of enterprises, and the conditions of the pandemic have only accelerated this process. According to NASDAQ, virtually all purchases will be made online by 2040. Thus, it can be argued that Internet marketing has the potential to become a stand-alone technology for modern business. If traditional marketing is already firmly in the arsenal of modern marketers and top managers of companies, then Internet marketing is still at the beginning of its development in the Ukrainian market. Although this industry is far from ideal, it continues to grow and develop rapidly. As a result, many researchers are studying and confirming the impact of modern Internet marketing techniques on business, which is the basis for promoting more effective Internet marketing in the field of management, as well as preventing mistakes in attracting customers, strengthening their competitiveness and increasing profitability.

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E-COMMERCE – THREAT OR OPPORTUNITY TO SUSTAINABILITY?

Keywords: Internet-marketing, e-commerce, sustainability, online shop, consumption, Internet users

Sustainability is a crucial element when thinking about the future. It has various purposes. In this paper let us focus on two of them:

- responsibility for the environment;
- responsible production and consumption.

As a result of economic development and circumstances related to the global COVID-19 pandemic, the number of online stores has significantly increased. Customers are increasingly looking to meet their needs through digital capabilities. It can be considered ambivalently: as a threat and opportunity.

For several years, the amount of Internet users has increased. According to the „2021 European e-commerce report" executed by Amsterdam University of Applied Sciences and Centre for Market Insights, in 2017, 87% of Europeans were considered to be Internet users, now there are 2 percentage points more. The number of online stores has also increased. The main reason was the coronavirus pandemic period when consumers were unable to fulfill some of their needs in stationery stores and they were forced to move their shopping activities online. In the last 5 years, the largest percentage increase of people buying online was noted in 2020 (the pandemic year). Then, the amount of Internet consumers has increased by 5 percentage points – from 66% of the population (2019) to 71% (2020). All European countries that have been analyzed (it was 37 countries: Albania, Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Moldova, Netherlands, North, Macedonia, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovak, Republic, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom) also have reached an E-GDP increase (e-commerce share in GDP). The aforementioned data confirms how important e-commerce is becoming in everyday life. People purchase goods and services online for a variety of reasons. Sometimes it is a convenience, other times it is competitive pricing or, for example, the ability

to easily compare offers while shopping. [1] Unfortunately, in addition to making life easier, e-commerce also gives significant risks that people should be aware of. Table 1 points out both threats and opportunities of e-commerce in sustainability.

Table 1 – Threats and opportunities of e-commerce in sustainability

Threats	Opportunities
easier availability to return purchased goods;	the dropshipping model allows to reduce CO2 emissions (products are delivered directly to the customer, without delivery to a sales agent);
defectively packaged goods as a reason for more returns;	pick-up points allow to optimization of delivery and reduce CO2 emissions;
more packaging materials than during stationary buying;	customers less frequently buy unplanned things via the Internet than in stationery shops;
deferred payments can encourage overconsumption;	easy ways to give products a second life with platforms available to everyone;

Source: Own preparation based on [3], [4], and own observations.

The beforementioned opportunities focus mainly on reducing CO2 emissions, while the risks describe over-purchasing and packaging issues. The solution to the threats is primarily to increase consumer awareness and provide them with accurate information. Online stores should provide detailed descriptions of offers and numerous photos of products that will allow you to familiarize yourself with the product before buying it. Extra sizing advice is a good idea when selling clothes and shoes. As a result, customers will better match products to their needs and preferences and they will not feel the need to return products. Product packaging which one of the tasks is to save the products during the shipment is also a problem. We can prevent unwanted waste by using reusable packaging. Additionally, deferred payments, whereby the customer purchases products that they pay for at a later date, are becoming popular. Such solutions can induce excess overconsumption.

There are many positive sides of e-commerce. Many researchers find e-commerce an opportunity to support sustainable development. The dropshipping model (which can be implemented in online stores) is based on the idea that products are shipped directly from the wholesaler or manufacturer to the end customer. In this way, CO2 emissions are reduced because the seller is omitted in the delivery process. The other advantage is that the delivery

companies allow orders to be picked up at a specific point. The customer does not receive the package at home, but it waits for him together with other packages at the pick-up point in the location chosen by the customer. This solution also reduces CO2 emissions because the courier does not have to deliver each order to different addresses. According to research, consumers are less likely to buy unplanned products online than in stationery stores, which is a sign of reducing sustainable consumption. [4] Platforms that allow every Internet user to sell their clothes and thus give them a second life are also extremely important. Adding offers is often very simple and intuitive. The seller makes a profit from the sale, the buyer can enjoy acquiring the product cheaper than in the company's store, and the whole process contributes to reducing consumption and caring for the environment.

Conclusion. E-commerce can be seen both as an opportunity and a threat to sustainability. However, for each of the threats, it is possible to find a solution to mitigate its effects. Consumers' choice plays a significant role here. By choosing pick-up points, buying and selling used products, and reusing product packaging, consumers contribute to sustainability.

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MARKET AND DIGITAL COMPONENTS OF THE COMPANY'S MARKETING STRATEGY FORMATION IN THE AGRO-PRODUCT MARKET

Key words: marketing strategy, company, agro-product market, methodology, conjuncture, digitalization

In the realities of modern interactive business interaction, it is significant to highlight the marketing strategy of the company in the agricultural markets of Ukraine, the EU and the world. It is advisable to determine the content and essence of the concept of “marketing strategies”, to highlight the classification of marketing strategies, analyzation the characteristics of companies, to establish further prospects for improving marketing strategies of enterprises in the agricultural market.

The methodology of scientific research analyzes the methods and means of cognition used by scientists at both the empirical and theoretical stages of scientific research. Methodology is the doctrine of the system of methods of scientific cognition, the doctrine of the application of principles, categories, laws of dialectics and science to the process of cognition and practice in favor of acquiring new knowledge. Methods of scientific knowledge expresses a certain sequence of solving a specific scientific and practical problem, set, rules and procedures for applying methods [2, p. 17, 18].

The expected results in the course of our research are following:

1. definition of scientific and methodological approaches to the formation of digital marketing strategies of enterprises in agricultural markets of Ukraine;
2. finding out the strengths and weaknesses of ATK company;
3. establishing trends in decision-making on the purchase of agricultural products in a pandemic.

As according to Ya.S. Larina, the reason for slowing down the transition to an innovative type of development of the agricultural sector of Ukraine's economy is the lack of clear direction of domestic business development based on innovations that would be reflected in the relevant strategies. But, in her opinion, there is no alternative to the transition through globalization, European integration and lack of competitiveness. Ya.S. Larina notes that the possibilities of

applying innovation strategies in the agricultural sector are different due to the fact that agriculture is a traditional industry with poorly differentiated products, where active and technological innovations are implemented. Therefore, among the innovations in crop production, new varieties and hybrids, new agricultural machines and mechanisms, new tillage systems are used [5].

Let's find out the situation in the agricultural markets of Ukraine, taking into account the impact of the pandemic. The word conjuncture in a broad sense means a set of conditions prevailing in the market at a certain time of the hour. The very concept of “conjuncture” contains a set of interdependent minds that determine the transition from one state to another. The situation has several characteristics [7].

The first feature of the situation is its variability and frequent fluctuations. Some fluctuations reflect the action of forces that briefly affect the situation, others – the result of factors that have a long-term impact on market conditions. The most striking example of this feature is the stock market. This market reacts very quickly to the slightest changes in the economy, politics, etc. [7].

It should be noted that in Ukraine the situation of agricultural markets has always significantly influenced the organization of marketing activities. Every year agricultural products companies develop at a high pace. The state promotes this development through appropriate regulatory support. But during the pandemic, agricultural companies were affected by the crisis. Orders decreased, problems with the supply of goods began, the rate of harvest decreased [3].

According to the International Labor Organization (ILO), there have been no significant disruptions to food supplies since the beginning of the pandemic. However, logistical problems in supply chains, including cross-border and internal restrictions on movement, as well as labor problems, have led to disruptions in food supplies, especially if they remain unresolved for long hours. Goods with high added value, and in particular perishable goods, such as fresh fruits and vegetables, meat, fish, milk and flowers, were particularly affected [3, p. 2].

We will analyze and provide a description of the company ATK. ATK's goal is to find, test and adapt to Ukrainian conditions the best agricultural technologies to obtain optimal results from each hectare and at the same time improve soil quality. The priorities of the ATK – increasing the sustainability of business, own and partners, promoting agricultural production in Ukraine in foreign markets, preserving the environment [6].

ATK's strategy is to develop business along the entire value chain, from seed production and supply of inventory to direct agricultural production, development of agricultural

infrastructure and logistics. In order to increase efficiency, the company establishes partnerships with farmers, international traders and processors of agricultural raw materials [6].

Priority ATK – sustainable agricultural production. ATK grows soybeans and corn – this is their traditional set of crops. Using the latest technology and equipment, the company regularly achieves high yields per hectare of arable land. Annually, the company's harvest exceeds 140 thousand tons of various cereals and oilseeds from an area of 30 thousand hectares. Many years of experience allows you to effectively use the potential of soils, optimally apply fertilizers and minimize commercial risks, which is the sustainable development of the enterprise [6]. We will make conclusions and suggestions for determining the digital marketing strategies of enterprises in the agricultural markets of Ukraine. In our opinion, ATK should more actively implement gadgets that help to work faster and more mobile. Employees should be taught to use these gadgets skillfully. It is advisable to transfer all documentation to electronic media in a timely manner and use a CRM system that adds communication efficiency [1; 4]. ATK companies need to be more active in implementing gadgets that help you work faster.

Employees need to be trained to use these gadgets. For those who still do not know how to use such innovative technologies should conduct a webinar. These webinars should promote learning and explain the use of innovative high-tech products. All documentation should be quickly transferred to electronic media and use the CRM system. This will help to increase the pace of marketing work and reduce the number of felled trees and ensure compliance with the concept of sustainable development marketing. Each company should choose the most appropriate strategy that will reflect the goals of the company and help achieve them. New digital strategies, such as the CRM system, should also be implemented. This system helps to better organize customers, understand what they need and see the history of latest sales.

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Havrysh A.M., student
Reshetilova T.B. Professor
Oles Honchar Dnipro National University, Dnipro (Ukraine)

INFLUENCE OF THE SOCIAL MEDIA MARKETING

Key words: marketing, social media marketing, brand

Global digitalisation is proceeding apace around the world. Both the number of people with smartphones and internet users in general are growing. Every year, the world's population increases by 1%. During the period from January 2020 to January 2021 the world population increased by 1% (+88 million), unique smartphone users by 1.8% (+93 million), internet users by 7.3% (+316 million) and active social network users by 13.2% (+490 million). Now the number of active social network users is 4.2 billion, more than 53% of the world's population [1].

Despite the rapid growth of active social media users, many companies are still not taking advantage of one of the cheapest and most potentially effective channels as social media. Social media marketing is one part of internet marketing. Thanks to social media companies can publish useful materials for clients, both regular and potential, create product reviews, learn more about their audience, promote sales, build their brand, set up communications, creating a community around the business. In addition to the free promotion channel, paid advertising can be used in social media. It can give a business the ideal client: in the right place, with the right desires, preferences, with the right wealth for a relatively low cost per client.

Often social media becomes a place for product or service discussion, reviews, recommendations. Social media marketing can regulate aggression towards a product or promote good reviews to the masses. How can social media marketing influence customers and business?

Reputation management. Every customer has an opinion, through social media marketing companies can manage the opinion of consumers. Buying advertising from opinion leaders contributes to the overall credibility of the product. If the customer idol likes it, the customer starts liking it too. Likewise, the emphasis on good reviews on a company's page gives new users a feeling that the product is perfect.

Personal approach. Thanks to Social media marketing, namely paid social media advertising, the marketer can make ideal advertisements for each client. Recommend different products depending on a person's affluence, location or hobbies. Create needs.

Feedback. It is a quick response to questions and suggestions from potential or current customers, quick resolution of problems, identification of shortcomings and evaluation of performance. Brands need to communicate with their audience on these topics. Many customers can't call, it's easier for them to communicate in a chat format without using email.

Increase traffic to the site. More often than not, social media users go to a company's website to ask for details about a product or to complete a transaction. Business pages on social networks have all conditions for transferring customer to the main website. Active links to the desired resource are inserted at all stages of the potential client's contact with the company's page.

Social networks have a rapid growth of active users every year. This channel requires less promotion than outdoor advertising. It integrates users into the dialogues around the company, creating a community much stronger than television. Social media marketing allows you to get direct feedback from live customers, solving their problems in the shortest possible time, getting portraits of customers and getting to know your audience better. It is by far one of the most effective and cheapest channels for promoting sales and enhancing your image at the same time.

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Hladysheva O. O., student
Krivda O.V., Associate Professor, Candidate of Economic Sciences
 National Technical University of Ukraine
 “Igor Sikorsky Kyiv Polytechnic Institute”

USAGE OF INNOVATIVE MARKETING TOOLS IN GLOBAL BANKING SYSTEMS

Key words: marketing, innovations, banking, marketing innovation toolkit.

The relevance of the chosen research topic is primarily due to the fact that the banking sector is a market prone to rapid changes in consumer preferences, therefore, the competitiveness of the bank largely depends on the timeliness of the introduction and use of marketing innovations.

At the present stage, the main strategic vision of banking is a policy aimed at continuous growth. To achieve this goal, commercial banks strive to gain advantages over competitors as quickly as possible; in these conditions, the generation of innovations is of great importance. In this case, a special place is occupied by marketing innovations, which are the basis for the successful implementation of banking activities. In the general understanding, marketing innovations are associated with purposeful activities for the creation, development in production and promotion of product innovations on the market [1].

The development trends of the leading industrial countries of the world in the last decade more and more clearly demonstrate the direct influence of scientific and technological progress on the marketing activities of the banking sector. The latest marketing technologies are used to attract the attention of potential buyers to the promoted services. Here are some innovations introduced by foreign banks [2]:

Bankinter (Spain)	mobile banking video consulting
Umpqua Bank (USA)	organisation of tables with coffee-serving
Tesco Bank (UK)	used to promote a loyalty program in conjunction with a supermarket chain
Coast Capital (USA)	using of innovative gadgets in promotion
Commonwealth Bank (Australia)	a special website has been formed, the Idea-Bank, where potential clients are invited to express their own ideas regarding new banking products
Santander (Sweden)	sharp reduction in interest rates from 5-7% to 0.5-3% to attract a mass segment of consumers

Figure 1 – Innovations introduced by foreign banks [2]

The development trends of the leading industrial countries of the world in the last decade more and more clearly demonstrate the direct influence of scientific and technological progress on the marketing activities of the banking sector [3]. The latest marketing technologies are also used to attract the attention of potential buyers to the promoted services.

Thus, in foreign banking practice, a wide marketing innovation toolkit is used. First, foreign banks are trying to develop a more customer-oriented approach in their proposals; secondly, banking structures are actively using and developing marketing IT technologies, which makes it possible to identify their offers and offer more favorable prices and terms of purchase; thirdly, they develop communication channels by introducing new marketing methods.

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Holikov Y.H., student
Reshetilova T.B., Professor, research supervisor
Oles Honchar Dnipro National University

THE IMPORTANCE OF MARKETING ANALYSIS IN THE ACTIVITIES OF THE ENTERPRISE

Key words: marketing, marketing analysis, enterprise.

Today, when the market of Ukraine is developing and the activity of competitors is growing, the need for a proper marketing analysis of the data accumulated by the company during its work is gaining more and more attention. After all, further this analysis can be used for development and promotion of the enterprise, as well as for meetings of key positions in the market. For this reason, great expectations are placed on the marketing department; the future of the company depends on whether they are justified. This confirms the fact that the topic of this work is quite relevant, because the conducted marketing analysis contributes to the better development of the enterprise, so this issue should be paid great attention. Marketing analysis is the collection of information about the activities of the company, studying it in several main areas (product, price, customers, promotion) and use the results to select areas of business development in general and its individual components [1].

The content, forms and methodology of the analysis depend on the structure of the company, external and internal conditions in which it has developed, and may vary. At the end it will help to survive in market conditions and further on the basis of the marketing analysis to develop marketing strategy of the enterprise. There are four groups of indicators by which it is possible to evaluate the quality of marketing specialists' work at the enterprise: indicators of sales level, quality of work with clients, quality of advertising campaigns and effectiveness of spent budgets on marketing.

Gathering information is one of the main problems of any economic research, because in market relations it is a particularly valuable commodity, a source of competitive advantages or problems of the enterprise. The importance of constant information support is caused first of all by dynamic changes of situation on the market, i.e. in external marketing environment. Necessary condition of successful activity of every company is possession of complex information about its clients. Such information is accumulated in the client database - an ordered set of information about existing and potential clients, which is actual, accessible and allows to conduct such marketing activity, which generates and evaluates orders and sales of

goods (services), taking into account clients' requests. The database should contain data on previous purchases of customers, their demographic and socio-psychological data [2].

Planning and organizing the collection of information for the marketing analysis, we should proceed from the fact that the analysis of market conditions are based on external information, and analysis of the results of their own marketing activities - on internal data [3].

To get conclusions from the accumulated information, you can use data mining, a technology for discovering hidden relationships within large databases. Examples of the use of data mining are: study of fluctuations in the size of sales in certain periods. They make it possible to draw conclusions about seasonal fluctuations in market conditions, making decisions about the expediency of creating a stock of goods; analysis of customers' shopping cart, designed to detect the goods that customers tend to buy in a complex, which is important for determining the rational ways of laying out goods in the sales area, advertising, etc. This information can be obtained from the sales receipts; analysis of data on requests (orders) of individual customers, which helps to identify categories of customers with similar behavioral patterns, i.e. to conduct their segmentation. For some segments attractive sets of prices and services can be developed; revealing the loyalty of the company's clients. The analysis aims to establish customers who, once they have used the services of a firm, are likely to cooperate with it. Finding out the factors that ensured loyalty makes it possible to develop precisely targeted promotional measures.

Thus, marketing analysis is one of the most complex types of marketing activities, because it always includes an element of prediction of a complex and contradictory socio-economic object - the market. The methodology of the analysis lies in the structure of the enterprise, external and internal conditions of its activity. Having analyzed external and internal conditions of the market, goods, consumers, competitors, etc., the producer will be able to improve the position of the enterprise, to establish relations with consumers, to form and maintain their loyalty, to achieve certain goals: to strengthen own market position, to increase income, to provide the necessary size of sales and production.

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Holoborod'ko M., student
Varyanichenko E., research supervisor
Kostrytska S., language adviser
Dnipro University of Technology

THE ROLE OF INFORMATION TECHNOLOGY IN THE PROCESS OF GLOBALIZATION

Keywords: globalization, information and communication technology, information society, information inequality

In its general definition, globalization can be defined as an extensive network of economic, cultural, social and political interconnections and processes which goes beyond national boundaries [5].

Today, the globalization of the economy is a key trend in world development. It has led to the formation of a new information and economic space, where the industry structure, extensive exchange of technology and information, as well as the geography of location of productive forces are dictated by international conditions, and economic fluctuations are becoming global. At the same time, today, the concept of information globalization acquires special significance.

Information globalization is one of the most significant processes taking place today in the framework of globalization, including the development of communications, the creation of global information networks, the computerization of many areas of human life. The result of these changes is the formation of a global information space and the transition of humanity to the construction of the information society.

Information and communication technology (ICT) is the technical basis of informatization. The vast majority of companies use computers and Internet connection for economic goals, for instance providing customer with a more multifarious and customized products, improving product quality, and selling goods and services [3]. Obviously, the spreading of ICT and its effects on economic growth in both developed and developing countries has increased rapidly over the last decade.

Nowadays, there is a rapid increase in the level of information sociability thanks to the increase in data exchange, both between individuals and countries. A common information space without borders is the result of this process. Open information exchange between countries has a very important political and legal significance. The legal literacy of the

population is increasing, the processes of democratization of the state are intensifying, and the possibility of exercising the rights to freedom of speech is improving [4]. Economic and cultural cooperation is emerging and developing.

To increase the availability of quality education for a wide range of people, the development of distance educational technologies based on media-computer and telecommunication networks is a must. The formation of the so-called "virtual universities" and the system of "open education" creates an opportunity to study simultaneously in several educational institutions or at several faculties of one university, which allows to implement in practice the principles of personality-oriented and differentiated approaches to learning.

As a result of the development of the new opportunities, a significant increase in the overall level of quality of education and professional competence of specialists in all sectors of the economy should be expected. The system of higher education is already rapidly expanding, which will result in the transition of humanity to a qualitatively new technological level of production. The 21st century technologies will be so knowledge-intensive that not only for their development, but also for their effective implementation and widespread use highly qualified specialists in absolutely all areas of society will be required. The main result of improving the availability and quality of higher education around the world is the general increase in the level of human development.

From the information point of view, our world is becoming increasingly interdependent. As a result, the distances no longer seem as great as before. This factor to a lesser extent separates people from each other, which is due to the possibility of their constant exchange of information. The concept of time in the new information society will also have a slightly different meaning as the psychological perception of time changes the life becomes more dynamic. As a result, in the same time interval will now be a much larger number of socially significant events.

The new information space quickly forms a new worldview, new habits, style of behavior, new cultural needs and even new values. People quickly get used to the advantages that technology gives us. And most importantly - a new information environment changes not only the person and his lifestyle, but also professional activities. A typical example is the widespread reduction the cost of exchanging information. Nowadays, information technology allows you to conduct online conferences in a way that gives the impression that the partners are in the office with you [2].

However, the globalization of the economy brings not only benefits but also new problems. One of these problems is the formation and deepening of information inequality between people, countries and their regions in the new information space. The real possibility

or impossibility of using the benefits provided by new information systems and technologies depends not only on the level of economic development of a country. To some extent, this factor depends on the level of education and general culture of the society and the individual, the orientation of personality to the new. Today, the problem of information security of man and society is also acute. The information society has the ability to collect, copy and disseminate a variety of information without notifying its owner. Such conditions significantly affect the ability to protect their intellectual property rights. The defense procedure becomes quite expensive, there are many technical and legal difficulties. In today's world, hacking attacks are becoming more common, ie the share of attempts to illegally copy data is increasing and the spread of computer viruses on networks is increasing. Shadow data collection without the knowledge of the owners who own these files is also increasing every year. The great evil is the impact of technology on the mass consciousness, namely its manipulation, which can be carried out through the media and through global computer networks, as well as the destruction of traditional national cultures caused by the globalization of society [1].

One way or another, it is now possible to state unequivocally that in many developed countries the information technology industry is developing rapidly and is becoming a guarantee of sustainable economic development. Information technology has already brought significant progress in modern society - from education to entertainment and from trade to engineering. And in the future this influence will become even stronger. Our lives have become much more comfortable than ever, thanks to the widespread use of information technology. However, artificial intelligence will never be an open book for us, because each technology carries both good and evil, like most changes in life. The more energy people can get from technology, the more destruction it can bring to our world. Thus, like many other modern technologies, information technology will have a negative impact on society if people abuse it for unethical purposes, as described above. This must be taken into account when making management decisions for enterprises-subjects of foreign economic activity

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Horyslavska V., student
Lazarieva O., Doctor of Economics, Professor, research supervisor
 Petro Mohyla Black Sea National University

PLANNING OF AGRICULTURAL LAND UTILIZATION

Key words: land resources, planning, agricultural land use, institutional environment, innovative model of development, modernization of agricultural production.

Ukraine is an independent almost 30 years, but our country has not solved the fundamental problems of the agricultural sector development strategy also the problem of efficient agricultural land utilization development has not resolved. Obviously, the real economic breakthrough is impossible without a proper strategy, expertise and resources, improvement of public institutions.

The basic foundation of the national policy of land relations development is reflected in the works of such scholars as A.S. Dorosh [1] Kazmir P.G., Martin A., Sabluk P.T., Sokhnych A.J., A. Tretiak and others., that have made a significant contribution to the development and improvement of the methodological tools of rational ways of significantly improvement of the agricultural land utilization efficiency.

The theoretical basis of improvement of territorial agricultural land utilization planning contain in some scientific studies.

The researcher O.S. Dorosh [1] proves that the system of land management actions covers forecasting, planning and implementation of land management activities. Scientist said that the main task of forecasting is the necessity to offer and predict different ways of agricultural land utilization planning and management of rational land utilization and protection of land. As pointed scientist forecasted achievements should serve as the main and guide base while elaborating national and regional programs of rational land utilization and protection of land.

Efficient land utilization and protection of land requires reliable information about the quantitative composition of the land and their qualitative characteristics, information about land that is not used, or information about land that is used inefficiently.

The key point there is the information about inventory of land that is the starting point for the development of land management to plan land utilization and zoning of land.

Planning agricultural land utilization, we must take into account scientific principles of strategic management, and also it is necessary to take into account the state of the external and internal components of the environment.

A comprehensive consideration of these components will provide a coherent management system of land utilization.

At the same time, such policy of land utilization must match the selected landmark taking into account the conditions of recovery and environmental protection, including land resources.

The development of schedule of the implementation accepted strategy is based on a functional-time basis. At the same time for a particular target corresponds landowner or tenant and on performance of objectives given a certain amount of time.

During the immediate implementation of the strategy it is envisaged the allocation of resources and tasks according to their goals.

Enumerated targets should be directed at ensuring of highly efficient land utilization and conservation of environment provided support of targets on all the levels by bodies of executive power and land policy should stimulate rational land utilization and process of effective land resources management.

In the economic sphere one should increase the effectiveness of production on the basis of rational land resources utilization and stimulate development of economic sectors.

In the ecological sphere one should guarantee an ecological safety of the society's vital activity and ground ecologically admissible load of land utilization. Taking ecological targets into account ensure conservation of land utilization, production, labor and other resources systems.

In the social sphere necessity of maintenance of full value living space, completion of land reform and increasing of people's wealth are needed.

Planning of agricultural land utilization, besides balancing of ecological, economic and social components, as it was mentioned above, should take features of land resources and peculiarities of their utilization on the particular area into account. Moreover reference points of land utilization planning are adherence of standards of environment protection and rational land utilization, maintenance of nature protection activity during land resources management, ensuring of proper system of land tenure education and afterwards scientifically grounded realization of actions regarding area planning, involving of the society into the process of land utilization planning.

The process of land utilization planning should be based on such principles as equity, access to information, continuity of the procedure of planning, solving the problems of planning, complex evaluation of ecological, social and economic state of areas [2, p.7].

During agricultural land utilization planning one should consider elements as preparatory stage, which means initiation of plan development; collection and analysis of data on the basis of veritable and reliable information; direct plan development considering key elements, which should be reached; approval of land utilization plan, which should include a detailed complex analysis considering strong and weak sides, threats and opportunities of the researched object (SWOT analysis), direct realization of land utilization plan including determination of economic, ecological and social priorities of the researched object and phenomena.

In contrast to mentioned facts, one should mention that in Ukraine approved programs of land relations development almost don't exist on the levels of rural and settlement councils. This, the issues of increasing of the quality of proper land utilization and its proper control require creating of effective program purpose-oriented management methods, and land should be considered as entire territorial object, which determine development of country according to results of execution of industrial, scientific technical, ecological, social political functions. Moreover complex approach to agricultural land utilization planning should ensure economic and environmentally benign utilization, which will include all the ecological components.

Grounding the essence of agricultural land utilization planning let create the following conclusions. It is ascertained that during agricultural land utilization planning one should consider the influence of external and internal components of surrounding environment, peculiarities of land resources and their utilization on particular territory.

To reach effectiveness in land utilization one should have objective information on the basis of reliable planning-cartographical materials. The information model of land utilization should consider faithful data concerning determination of priority directions of activity provided rational land resources utilization and land resources conservation.

Targets of state policy in the sphere of land relations regulation should consider efforts in the economic, ecological and social spheres that are directed at land utilization and land conservation of high effectiveness. One revealed the principles of agricultural land utilization planning. One learned international experience of agricultural land utilization planning to increase effectiveness and efficiency of land policy on the basis of considered realities.

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Hrabova T.S., student
Stadnichenko V.V., Candidate of Economic Sciences, Associate Professor
 National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”

KEY INDICATORS FOR ASSESSING THE ATTRACTIVENESS OF THE PAPER PACKAGING MARKET

Key words: paper packaging market, dynamics, trends.

The development of the world economy, the impact of globalization determines the development of packaging materials based on the production of environmental raw materials and minimize the cost of energy and raw materials. According to the forecasts of European experts on the development of the packaging materials market, a steady increase in production of these products is expected, in particular in Europe, in particular paper packaging [1]. The main indicators that characterize the attractiveness of the market are: market capacity, range, growth trends, profitability, technological progress and legal status. Monitoring of the paper bags market in Ukraine revealed the following trends: expanding the range of products, increasing the money supply market by increasing the cost of paper bags, the emergence of new players in the industry, increasing environmental requirements for packaging materials - recyclability, rapid decomposition without release of harmful substances [2].

One of the main driving forces contributing to the development of paper packaging is the Law of Ukraine "On Restrictions on the Circulation of Plastic Bags in Ukraine", which comes into force on June 1, 2021 and comes into force six months after its entry into force [3]. According to the forecast, calculated based on the main factors and market trends, as well as estimates of economic recovery after the pandemic, after a slight decline in 2020, Ukraine's bag kraft paper market will grow by an average of 3-4% per year [4]. The obtained data allow to clearly assess the feasibility of entering this market. Moreover, the results show the attractiveness of the chosen market and prospects for the company, when choosing the right marketing strategy. No less important factor is the company's capabilities and competitive position in the market.

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NEUROMARKETING IN A MULTIFUNCTIONAL COFFEE HOUSE “BOOK”

Keywords: neuromarketing, conversion, coffee house

Research and Markets organization estimated the market for neuromarketing at \$ 1.2 billion in 2020. It is expected that by 2027 its value will reach about \$ 2.2 billion.

Neuromarketing examines the reactions of the human body to audiovisual content, as well as other factors through which brand affects consumers: taste, smell, tactile sensation and other. With its help we can determine what emotions and feelings are triggered by communication with the brand, as well as what elements of content the consumer pays attention to in different formats: videos, billboards, video games, sites and mobile applications, POS products, radio advertising, banner advertising, display of goods on store shelves, etc.

Neuromarketing uses 5 main methods:

- iTracking – tracking eye movement, direction of gaze and its fixation;
- EEG (electroencephalography) – study of electrical activity of the brain;
- pulsometry - analysis of the parameters of the cardiovascular system;
- facial expressions analysis (the tool is used less often than the previous ones, but it is also effective);
- GCG (skin galvanic reaction) – measurement of bioelectrical activity of skin (sweat glands).

However, hotel and restaurant business have its peculiarities. For example, coffee shops use all 4 channels of neuromarketing communications in their work, through which they have great success. None of these channels can be neglected in the coffee business. Hearing – atmospheric music, sight – a cozy atmosphere, touch – warming coffee, smell – the pleasant smell of food. And business always has a place to develop and something to strive for.

Thus, the aim of our research is to investigate the opportunity of neuromarketing in coffee business to attract important consumers. We have designed behavioral consumer portrait of our individual project – coffee house in order to consider the use of neuromarketing communications on the example of coffee shops in Kharkiv.

A detailed analysis of neuromarketing tools and their application to our project resulted in a set of recommendations about color, smell, website conversion and others. Neuromarketing allows to find out more about consumers, what they may not yet know about themselves, and use this when promoting products so as to satisfy the needs of customers as fully as possible.

Since neuromarketing is a mechanism that affects the subconscious, the coffee house brand needs to be ready to make changes to the existing neuromarketing model; conduct a marketing research that reveals what feelings and impressions are caused by the brand's products themselves, the interior of coffee houses, smells, soundtrack, furniture. On the basis of marketing research, we should make changes, and then conduct a repeated (ascertaining) research, which will reveal the effectiveness of the introduced changes.

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IMPACT OF CHAIN RETAIL ESTABLISHMENTS ON TRADE ENVIRONMENT

Key words: the retail trade, trade chains, trade monitoring

The retail trade is a dynamic system. It closely relate to marketing. The range and volume of retail trade commodity consumption are continually increasing. That's why distribution and innovations in the technology of retail sales cause significant changes in the retail trade system. They last permanently, but they became quite active in post-transformation countries at the end of the last century. These changes coincided with system transformation and consumption reduction. A new retail chain has been formed, which was divided into two main directions: a) the trade through trade chains and systems; b) the trade without them.

In all countries of Central and Eastern Europe, without an exception, Ukraine including, new trade chains, “food chains” were intensively formed, most of them were based on foreign analogy or franchise [1]. It caused radical increase of the retail trade concentration within hypermarket, discount and supermarket chains. Such chain establishment impact evaluation is dual: a) trade chains are sources of new technologies, and they ensure high efficiency, but, on the other hand, b) trade chains essentially reduce the level of local competition, make a considerable part of small trade enterprises leave the market. It changes essentially local commodity and products distribution, causes offer reduction, which affects a lot of local business segments. Chain retail establishment competition has its peculiarities, caused by relatively territorial monopolism. There exists an objective necessity of monitoring the impact of big chain retail establishments on the local trade chain, especially on enterprises and subjects of the so-called “stores in the yard”. For example, the methods of such evaluation at the national and regional levels introduced in the Czech Republic can become a basis of monitoring. In this country the situation at retail trade market of the biggest 5 and 10 trading chains (Top 10, Top 5) is being tracked. It enables to see trade concentration level, customer priorities and streams, to track structural changes at the national, regional and local levels. Governmental and local programmes of business support have to promote local retail developing and functioning.

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WHAT IMPACT DOES SOCIAL MEDIA HAVE ON TEENAGERS?

Key words: social media, impact, pandemic.

No big deal that the whole technology phenomenon and a social media in particular has a significant impact on everyday teens life both positive and negative. Many of that (social media) can be a lifesaving waste for those who feel lonely and isolated or not accepted by the community, especially during pandemic. On the other hand, the impact of social media on youth can also be significantly detrimental to mental health. It is said that such things like depression, mental instability, suicide tendency are linked with social media. Furthermore, overuse of the apps exposes teens to cyberbullying, body image issues, and tech addiction, and results in less time spent doing healthy, real-world activities.

The Effect of Social Media on Teenagers During the Pandemic. According to a report released in 2021 by Common Sense Media on social media's effects on teens, about 50% of the 1,500 young people surveyed said social media is very important for them in ways of getting support and advice, feeling less alone, and expressing themselves creatively, as well as for staying in touch with friends and family while social distancing [1]. Almost 43% claimed that using social media helps them to cope with depression, stress, or anxiety. Among LGBTQ youth, 52% said social media helps them feel better when they are experiencing not being accepted.

Though, the report, titled "Coping with COVID-19: How Young People Used Digital Media to Manage Their Mental Health," stated the great connection between teens mental health and social media. Almost 35% teens surveyed claimed that things like fake body image, fake beauty image, the hype of the mental illness make them feel uncomfortable as they projected those on themselves. Moreover, the more unstable teens were feeling, the more significantly their symptoms happened to show up whilst social media usage [2].

The "Compare and Despair" Effect. One way in which social media influences on the teen mental health is through negative social comparison – so-called "compare and despair." Much of time spent on social media platforms is observing the lives and images of their peers. This leads to constant comparisons, which can damage self-esteem and body image, exacerbating depression and anxiety among adolescents [3].

Social Media and Social Skills. Maintaining social skills are additional areas in which the impact of social media on youth is both positive and negative. Most of the teenagers feels more connected to what is going on in their friends' lives. It is said these platforms make them feel safer and being supported.

During the pandemic this way of communication has become not to say less but the only possible way in which teens socialized with peers. But there's a difference between teens' social media friends and their real friends. Some of them claims that having a friend online is easier and helps to express themselves as they truly feel without fear of being judged which leads to the decrease of the in-life communication [4].

Conclusion. So, to sum up, there is no clear answer whether social media is a bad or good phenomenon. Still this is something we need to deal with every day because the penetration to the humans' lives has happened and there is no way to cancel it. So what is up to us is to create a safe space which is hateless and judgementless. This must be a priority number one to adjust these platforms for our comfort and well-being, for the needs of those who struggle but should not be alone, especially when it comes to the teenagers.

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Illiuk A.A.
Maherramova I.A.
Ivanchenko I.A., language adviser
Dnipro University of Technology, Dnipro (Ukraine)

GREEN MARKETING IN TODAY'S SOCIETY

Key words: green marketing, environment, ecological, brands, today's society.

In today's world, consumers are more concerned about the environment than ever before, so brands are forced to step up their eco-marketing efforts. A conscious society has high expectations for brands to take responsibility for their impact on the environment.

According to the Global Corporate Social Responsibility Report (The Nielsen Global Survey of Corporate Social Responsibility and Sustainability), 70% of consumers are willing to pay more for the products of companies that are responsible to society and the environment [2].

What is green marketing? Green marketing refers to selling products or services by demonstrating their environmental benefits. It touches all aspects of business: from production and packaging to advertising and PR. This type of marketing is usually practiced by companies that are supporters of sustainable development and corporate social responsibility. They realize that they can make their products more appealing to consumers, as well as reduce the cost of packaging, transportation, energy and water consumption, etc.

The company demonstrates its environmental friendliness by resorting to the following measures: making in an environmentally friendly way; products don't contain toxic materials or ozone-depleting substances; making from recycled materials or from those that can be recycled; without overuse of packaging; are intended for repair, not disposal.

Green marketing can be a very powerful marketing strategy if done right. 48% of consumers in the USA say they would definitely or probably change their consumption habits to reduce their impact on the environment. Products with environmental credentials are steadily taking a larger share of sales in stores. from 19.7% in 2014 to 22.3% in 2017 to an expected 25% in 2021. 90% of millennials say they are willing to pay more for products that contain ecologically clean ingredients. [2]

Starbucks was one of the first company which respond to the public's negative reaction to plastic straws. In 2018, they pledged to remove them completely from their supply chain by 2020.

As a leader in the fight against disposable plastic, Starbucks has benefited from positive advertising. 38% of consumers in the USA said they were more supportive of Starbucks after the announcement. [5]

Social media is the king of green marketing. Brands have a great opportunity to connect with the community on social media. Marketers can use social media to promote their green marketing efforts by creating interesting and shareable content that addresses issues close to social media users.

A perfect example of this was seen during the “Black Friday” campaign in Patagonia. The outerwear company has pledged to donate all Black Friday profits to rank-and-file environmental groups. Social media under the hashtag #loveourplanet have supported the initiative, including Emma Watson and Al Gore, who shared Patagonia messages with their followers. Patagonia's sales reached \$10 million compared to their estimate of \$2 million. In addition, 70% of online purchases were made for the first time. Thus, that day's Patagonia Black Friday campaign became a master class in the using of social media for green marketing.[6]

For green marketing to be successful, it must be consistent with the company's brand. For example, having a single green product when other products aren't can make customers wonder about company's environmental commitment.

Consequently, the growing attention to environmental issues has encouraged companies to develop a new concept of "green marketing", according to which marketing efforts are aimed at the production, sale and consumption of products that aren't harmful to human health and the environment.

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Katelnyska V.O., student
Kniazieva T.V., Doctor of Economics, Associate Professor,
Head of the Marketing Department
research supervisor
National Aviation University

FORMATION AND IMPLEMENTATION OF MARKETING STRATEGIES IN PARTNERSHIP MANAGEMENT

Keywords: marketing, partnership, management, marketing strategies

Partnership management can be described as a process that consists of certain stages that determine the state and type of strategy. Based on forming and implementing strategies for managing and controlling partnerships are inseparable processes. Without the introduction of new business concepts and changes in corporate culture, the formation of strategies for managing partnerships cannot be successful.

The decision on the formation and implementation of management strategies is made by leaders. Depending on the factors of the internal and external environment that influence decision-making, management may focus on establishing partnerships with consumers, other legal entities, intermediaries, manufacturers, etc. [1].

During the process of forming a strategy for managing relationships with partners, you need to follow the following principles of the partnership system [2]: focus on creating unique relationships with consumers and business partners; individualization of service of business partners based on the offer of the goods and services adapted or specially created for each business partner and consumer due to deep knowledge of their needs and motives; focus on the lifelong value of the consumer; free information exchange between the subjects of interaction; adaptation of interaction provided by actions on balance, harmonization of interests of subjects of partnership relations; active supplementation of competition with cooperation, etc.

To successfully form and implement a strategy for managing relationships with partners, you need to adopt a philosophy of marketing partnerships. There are the following stages of change for the adoption of this philosophy [3]: adoption of a strategy of partnership with clients; change of business processes; change (implementation) of corporate culture; introduction of a partnership marketing system.

In practice, most companies need to carefully improve all of these processes. Only after working on a customer-centric strategy with changes in the internal structure, business

processes, and corporate culture, it can be considered that the implementation of the partnership management strategy should be successful.

The main aspects of forming a partnership management strategy:

organizational is the legal support, organization of information flows and organizational structure of management. The organizational unit is closely related to the goals to be established by uniting the interests of all parties to the relationship;

economic is the material and financial support, economic incentives and tools, as well as a system of economic indicators to assess the degree of achievement of goals and results of activities related to the partnership.

social are all components related to staff. Internal marketing is an integral part, as it is the staff who are responsible for communicating with potential and existing customers. They have the function of transmitting the idea and implementation of the concept of customer relationships [4].

After determining the stage of the partnership is the management of the partnership, which has the form of a strategy:

- the strategy of active involvement of consumers - a strategy used at the stage of the emergence of relationships. The strategic initiatives that are used are to focus on the most attractive segments of demand formation, positioning of the enterprise and its products, as well as branding of exposures;

- consumer value strategy is a strategy used at the stage of relationship development. The company's actions are aimed at adapting to the reaction of consumers to market incentives and repeat purchases. In this strategy, much attention should be paid to the quality of service and improving the merchandising complex;

- key customer retention strategy is the strategy used in the relationship retention phase. The focus is on building an effective consumer loyalty program. The Grant J. and Nadine R. system can be actively used for this strategy to assess consumer satisfaction;

- focused remarketing strategy - the strategy used at the end of the relationship. In this strategy, the company uses a flexible pricing and repositioning policy. It can also change the tools of the communication complexity and the differentiation of 4Ps;

- marketing promotion strategy is a strategy used at the stage of the revival of partnerships. The company will carefully study the needs of partners, based on which it will be able to offer "unique value". This strategy actively uses individualized communications.

The main condition for the success of the formation and implementation of any of these 5 management strategies is constant monitoring and long-term focus [1].

Conclusions. So, analyzing the logic of strategic partnerships, we can conclude that the effective implementation of partnership management strategy involves the implementation of some priority measures, including: benchmarking of suppliers to assess their impact on the process of achieving key competitive advantages; involvement of specialists of suppliers in the processes of assessing the level of consumer satisfaction and developing a strategy to increase the competitiveness of their products; development of a joint risk management policy for partnerships and the formation of a joint working group to create an asset of knowledge as an integral component of key competencies [2].

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Vasylieva K., student
Palekhova L. V., research supervisor
Dnipro University of technology, Dnipro (Ukraine)

IMPACT OF COVID 19 ON THE VULNERABILITY OF SOME SUPPLY CHAINS BY THE CHIP SHORTAGE

Key words: market, supply chains, components shortage.

The semiconductor chip shortage has turned out to be one of the most burning both industrial and marketing issues of 2021 along with the other problems directly or indirectly caused by COVID infection. In short, the above-mentioned shortage is an ongoing crisis in which the demand for integrated circuits (commonly known as semiconductor chips) is greater than the supply. The crisis is affecting more than 169 industries and has led to major shortages and queues amongst consumers for cars, graphics cards, video game consoles and dozens of other products that require semiconductors.

The shortage has made the already compelling question of expanding supply chains flexibility extremely urgent. Such kind of shock/impact was, as a matter of fact, highly expected, as a wide range of huge industrial corporations have been dealing with growingly troublesome supplying problems for the last several years. However, only such a grave crisis could make it clear that they should be solved without further delay. More entire and enthusiastic strategies, including more active partnership between suppliers and their customers (in comparison with the past one), are required.

The situation has taught the market a couple of vital for it things.

First off, large supply chain difficulties cannot be fixed promptly after their emergence. It takes up to 3 years to put up a semiconductor manufacture and not less than a year to add capacity to an existing one. Furthermore, both processes require big budgets: adding about 5-10% capacity would cost approximately \$40 billion!

Secondly, it is likely to be not the last supply interruption, influencing numerous corporations, as a huge sum of products depend on elements that share the same fabric capacity.

Automotive was the first sphere to suffer from the shortage. But soon the other sectors became affected as well. The impact spread even to such giants as Apple, Nintendo, Cisco etc, that had been spending money on supply chain resiliency for recent years.

The reason of the existing shortfall is an understandable disinclination of chip makers to produce less-advanced chips and therefore to invest in their manufacturing. Such kind of

semiconductors are usually sold for not more than \$2 apiece, while the more progressive ones cost up to \$100. Moreover, the lagging-edge chips producing companies tend to be older and working with their maximum efficiency. That is why when demand has risen sharply these fabrics had no surplus capacity to provide with.

There are several parts of a holistic strategy to prevent future crises:

- 1 developing a segmented strategy;
- 2 infusing smart flexibility in the supply chains (key treats to develop are adaptability, components redundancy and real-time market controlling system);
- 3 employing a multi-functional operating setup;
- 4 negotiation up and down the supply chains.

The existing semiconductors deficiency will all in all, and the corporations that act in a correct way now will get the advantages in the near future.

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Kbibch A., student
Shcholokova H.V., Candidate of Political Sciences, Associate Professor
Alfred Nobel University, Dnipro (Ukraine)

THE IMPACT OF COVID-19 ON DIGITALIZATION IN MARKETING

Keywords: digitalization in marketing, internet marketing, e-commerce, the impact of COVID-19, crisis.

The coronavirus pandemic has come in an unexpected way and caught many companies small or big unprepared. While some companies may have a crisis management team ready to face variety of crisis, this pandemic has come with a scale that is bigger than any other preparation that they might have made precautions against. The pandemic has handicapped a great number of businesses operating offline, they have lost their clients and source of income, some of them have gone bankrupt.

On the other hands we could see companies such as Amazon doubling their profit during this crisis [1] which has shown that companies operating digitally are the bigger winner during this pandemic, and this has brought enlightenment to many of the companies to the importance of going digital during this period of crisis to save themselves and focus more on developing themselves online.

Internet marketing is a contingency plan for most of the companies operating in our era where internet plays an important role in our everyday life, some companies were caught unguarded by this crisis where they were in no way equipped to switch their operation online or at least a part of it thus making big loses and getting behind their other competitors.

While some of the companies might have already started switching their marketing strategies to online, the lack of expertise and knowing the in and out of this field has left them with a hard time in reaching their customers, customers might find it hard to reach these companies online where the competition is known to be strong.

E-commerce has emerged strongly during this pandemic which has taken a great number of customers from retailers all over the world. Being confined at home and getting your desired products delivered to your doorsteps has upped the demand for products being displayed online and there was a rise in people buying online compared to the previous years which made it clear

how people have started spending more online according to a survey conducted by the United Nations Conference on Trade and Development [2].

While some companies have found themselves struggling to make ends meet to cope with this pandemic, some of the IT companies have shown a huge increase in their profits during the beginning of the pandemic and their profits are still rising. One of these companies is Zoom which has been one of the companies who were the most fortunate companies to make a 169-percent revenue increase during the first quarter of the pandemic, and then its profit kept on rising higher and higher in the second, third, and fourth quarter according to a chart made by Statista [3].

Also due to the increase of remote working during this pandemic, there was a need for companies to update their IT systems and invest more into many tools and services that made the remote working experience comfortable and convenient while creating an acceptable workable condition that wouldn't impact the company's operation and productivity, so software such as Zoom was a must for many companies to carry on group meetings hence the big increase in its revenue.

Now many companies have already adapted to the form of working remotely and many companies have already tasted the benefits it brings, so even though this epidemic may come to an end one day, companies will still likely adopt this form of remote working. This has not only affected companies but also the education system all over the world, we might see in the future new forms of online teaching still being carried out as by now teachers are more adept at planning lessons online, this can open a new opportunity for schools, universities to reach and spread education all over the world without the need for moving.

Now that most companies have been kind of forced to move online, we can expect that in the future these companies will still stay focused on their marketing operation online even if things in the real world have gone back to normal, during this crisis, customers have gotten used to shopping and doing transaction online, so companies will very likely still make profits by targeting these customers. Things may go back to normal in their offline business but the impact of the online will still be a big part of their marketing formula which they will still be forced to develop in this field with the ever-changing customer orientation.

While going digital has benefited many sectors during the pandemic, some other sectors even when going online their sales have been going downward, services such as culture and leisure or travel arrangement and transportation services have declined significantly during the pandemic, as in Korea these services have declined by 67.8% and 51.6% respectively [4] compared to the demand for food services and beverages and household items have seen a huge increase than before the pandemic.

There is one more important aspect. Social media become an outlet of communication between the companies and their customers, people have lost contact with their favorite store, service in real life due to the lockdown after COVID-19 hit, so people were trapped at home with no way to have contact with their favorite store or restaurant so through social media people started messaging and getting in contact with their favorite stores or services and engage with them.

Social media hasn't become only an outlet for communication between the company and its customers; in fact, its true use lies in the ease of reaching their target customers easily. These communications might be done by posting and engaging with their customers in their social pages or through sponsored ads on social media and according to the statistics, during the pandemic, spending on the advertisement on social media has increased by more than 50% [5] than it was before. Companies have doubled their spending on social media ads due to the convenient way it provides for companies to communicate with their customers.

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Khomenko A.R., student

Husak N.A.

Kuvaieva T.V., research supervisor

Kostrыtska S.I., language adviser

Dnipro University of Technology, Dnipro (Ukraine)

CONTENT MARKETING MANAGEMENT

Keywords: content marketing, audience, strategic business plan, social networks.

Being an activity aimed at creating, communicating, delivering and exchanging goods and services of value to consumers, customers, partners and society at large, marketing is about creating offers that attract people. The key task of marketing is the balance between promoting the company on the market and minimizing the burdens that arise in the external environment. As the rise of social media and the mobile internet has changed the way we communicate, the old hierarchical structures of business-consumer relationships are eroding. Consumers easily post reviews and share their opinions. Therefore, they can become even more influential than the company itself. The creation, development and acquisition of loyalty of the consumers depend on marketers. The mission is to lead the user groups and achieve their loyalty. The basis of the leadership strategy and customer loyalty is content marketing [1].

One of the key aspects of understanding how a content marketing strategy works is to have a deep knowledge of the company's target markets and how they are served. The most common mistake is creating a strategy like "inside-out". That is, the content is not created with a strategic approach that should attract a specific audience, but is simply broadcast for everyone, without working for you. For content marketing to have an impact, you need to know who the content is for, if there are gaps in it, and how it will affect your business. Content marketing strategy is mainly based on quality content. For instance, the current customer base of the company includes 80% of women and 20% of men, but the product is equally suitable for both [2]. A striking example is the Zara chain of stores, whose assortment is aimed more at a female audience. Making quality content distributed to a large target audience, a company can increase its chances not only to be noticed, but also to break out into the leaders. So, content is not only a continuous strategy, but also study, understanding of the consumer and his desires; relationships, communication, information transparency, company brand and marketing.

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FUTURE MARKETING TRENDS

Keywords: marketing, trends, development, product, consumer, item, content, advertising, digital, service, business, generation Z.

Our world is evolving more and more every year, and marketing, as an integral part of it, is evolving as well. Today, marketing covers all types of economic activity of the enterprise and improves along with the progress of socio-economic relations in Ukraine.

Many works of domestic and foreign scientists are devoted to the issues of modern marketing tendencies, for example: Voychak A.V., Blyzniuk S.V., Logvina Y.M., Ortynska V.V., Romat E.V., Danko G.P., Khomenko P.G. and others.

The purpose of our study was to identify current trends in marketing in Ukraine in the future.

Modern trends in human society lead to the fact that the consumer becomes completely different. Today, 40-60% of consumers turn to advertising to choose a product. The share of innovators seeking to obtain products that embody new ideas and technologies is also growing. This is due to the current pace of scientific and technological progress, as well as psychological factors of consumers.

Consumption and purchase of prestigious goods becomes a symbol that demonstrates the high social status, shows the progressiveness and modernity of the buyer.

Marketing Specialists analyze marketing trends in different countries and shape the development of marketing in the XXI century.

In particular, S. Mueller argues that in the XXI century productivity should increase. In his opinion, this is possible due to the wider use of human skills and knowledge. Such activities are necessary to achieve experience and knowledge, improve interaction in business communication with customers and suppliers [1].

There are following trends in marketing:

1. Devices will become the dominant platform.

Smartphones, tablets, smart watches and other wearable gadgets, as well as glasses, lenses, microchips - and everything else will completely change and rebuild the world of marketing. The more the world is immersed in smart devices, the more personalized the

relationship between customer and seller is. And those companies that began to implement it earlier than others, will develop the area and play a leading role in it.

2. Content is a new currency.

In an advertising environment, educational and entertainment content is one of the key ways to attract people. But from now on, content can not only be static (like posters), it can use new formats: virtual reality, video games, 3D, 4D. Such things are already available on Xbox and Oculus Rift platforms. In the near future, technologies such as HoloLens (virtual reality glasses) will become more widespread and completely change the very essence of the supply and creation of content. This is one of the most breakthrough areas of marketing, where you can create a new standard of attractive content for consumers.

3. Social networks will become a separate ecosystem as opposed to the classic Internet.

They are already like the new media, because often in the news you can find the phrase "the video has gained viral popularity on social networks around the world" - it shows how widespread they are in the world and what impact they have in modern society. Thanks to almost universal access to high-speed Internet, content on social networks has become more important than any other format, whether it is classic television or outdated radio. That is why Vkontakte, Twitter, Facebook, Snapchat and Instagram are the future of content placement. There will be a shift in 2023, and companies created by millennials (such as Facebook and Instagram) will have to change dramatically to keep up with the new generation. Generation Z will constantly demand something new. Now we can observe that Instagram and Facebook are no longer entertaining content, but business blogging, where they earn money by creating their own business and promoting it on social networks.

4. Disappearance of intermediaries.

The most pressing problem of future marketing in 2025 is that most marketers will lose their jobs. Analysts and PR managers will lose their jobs because they will be replaced by an i-robot and an i-journalist. B2b (Business to Business) sellers will lose their jobs because one trading platform will sell standard products to another trading platform and they will not need any intermediary.

5. Digital future.

According to calculation, in 2023 the trend of increasing consumer traffic in favor of video content will continue, the share of which will reach more than 80%. The main reason is the global pandemic, which has radically changed consumer behavior over the past year.

To maintain flexibility to new consumer demand, companies are increasingly faced with the need to automate some services. Manifestations of such automation in the form of autofill,

repeat order management or chatbot support, save the user time and, consequently, help optimize the service delivery process.

What should marketing managers do in the future?

First, there is no need to look for flaws in the marketing system.

Second, look for new ways to interact. Work on creating your own video game with key products or services and post it on social media for free. Customers will be satisfied and will be encouraged to share it with friends. Or add a couple of new channels, sharpened for a special segment: Snapchat or Telegram, for example. And of course we should not forget about bloggers, now it is the most relevant profession.

Third, invite someone from Generation Z to the team. Follow the flow of their thoughts - suddenly they may see your product in a completely different way. Because Generation Z is moving forward with new and creative trends.

Thus, the main trends in marketing in the future, in our opinion, are the development of technology and new markets, the role of marketing in enterprises in the coming years will become increasingly important. Also, the main trends in marketing will be new markets, new media technologies, methods and approaches to better understand the tastes and needs of consumers.

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Kiprenko A.V., postgraduate student
Zorina O.I., Doctor of Economic Sciences, Professor
Ukrainian State University of Railway Transport

MARKETING ACTIVITIES IN UKRAINE

Keywords: marketing, modern trends, marketplace.

In the modern world, the majority of organizations are aware of their dependence on society and its needs in the system of relations between the producer and the consumer.

Marketing is one of the basic philosophies of carrying out business, which allows enterprises to survive, actively develop and compete in the marketplace, it creates conditions that help enterprises adapt to the market, and stimulates the conscious application of risk.

The analysis of marketing functions, showed that the stimulation of sales is an important aspect of its activity than the study of consumer needs. Most of the market research is simple fact-gathering or functional monitoring, only some enterprises are trying to use market research as a basis for operational planning of their activities.

The level of effectiveness of marketing activities should be determined by a balanced marketing policy of the enterprise on a strategic scale. In today's market conditions, the balance must be based on the growth of the market value of the enterprise, the availability of free funds, and the acceptable risk of running the business.

The main negative trend in the development of marketing in Ukrainian enterprises is its short-term planning, the heads of enterprises should develop long-term strategies that allow them to respond quickly to changing market conditions in the long term. The transition to an innovative type of economic growth is a necessary condition for entry into the world economic system.

In the modern development of the global economy, it's required for the ukrainian enterprises to constantly adapt to changes in the external environment. This reduces the effective means of influencing the market and makes us look for new methods and ways to maintain the competitiveness of products on the market, to meet the needs of today's consumer and maximize profits.

Kirushov Y.O.
Balandina K.O., language adviser
 Petro Mohyla Black Sea National University, Mykolaiv (Ukraine)

IT START-UP`S MARKETING

Key words: information technology (IT), start-up, business promotion.

Technologies are important part of social development. As the technological possibilities are increasing there are also increasing standard of living, the state of economy and declining the business barriers. The IT-sphere developing is important feature of 21th century. Such companies are usually small, but profitable, because of technologies and investments.

According to the CrunchBase's research [1] 2021 is breaking the record by the quantity of new start-ups, which price is higher than 10 billion dollars. This year it is 30 start-ups like this (figure 1).

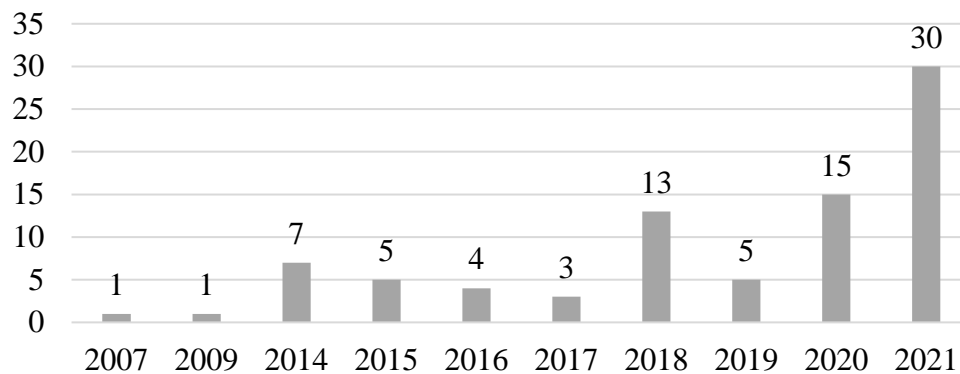


Figure 1 – The quantity of start-ups, which price is higher than 10 billion dollars, 2007-2021 years

One of them is Ukrainian one Grammarly, the project of Revolut. Let we analyze their marketing activity and try to find common features with Revolut's activity.

Grammarly is start-up that checking orthographic, grammatical and stylistic literate of the texts in English. Normal users bring the service more than 80% of income and corporate clients bring another part: Cisco, Boeing, Dow Jones, Dell, Expedia, Salesforce, etc [2]. The partnership with corporate clients is important element of the strategy, because it gives an opportunity to be used in a wide range of operation systems, browsers etc. The company has a department that gather the information about the potential customers and supply the product. So, company attract consumers in active and passive ways.

Price policy is an important element of service. Customers is able to buy a subscription or to use limited functional for free. And also, there are different terms of using for corporate and private clients. Grammarly stimulates to buy a subscription for longer period so price is lower in case you pay for the whole quarter or even for the whole year.

The company using banners, SEO, content-marketing, email-points, SMM, TV-advertisement etc.

The choice of contemporary user depends on design and complexity of using. So Grammarly has easy-understandable interface, it`s constanly working good on web-version or in mobile application.

Revolut is a British financial and technological company that offer banking services. The company provides the services of fiat money and cryptocurrencies.

The price policy is also based on subscription, and there is also an ability to use it with limited functional for free. Two different plans for corporate and private clients are able.

The main Revolut problem was a complexity with outdoor advertisement because of legal aspects. In case of it, the company chose the way of increasing the loyalty their clients, by the dialog via social networks.

The innovations and facilitating the process of the investment offering by the service have played the important role for the customers. Revolut as a Grammarly is easy to use and possess the user-friendly interface.

Start-ups as Grammarly or Revolution incorporated by the efficiency to gather the investment so such start-ups have positive image, proper support their products and the efficiency of self-presentation and negotiations.

In drawing conclusion to be a successful IT start-up entrepreneur, one need to create easy to using product with attractive design. And at the same time, it is very important to use different channels to promoting to build loyalty relationships with clients. All this features and efficiency to hold negotiations and self-presentation are very helpful in future company`s development.

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Klymenko A.
Kuvaieva T., research supervisor
 Dnipro University of Technology

MARKETING RESEARCH OF OWN BRANDS OF A DROGGERY STORE

Key words: marketing research, own brands, promotion.

Drogerie – a type of self-service discount stores located near the house or in the mall, specializing in the sale of non-food items for everyday use: make-up and care cosmetics, personal care products, home care). Market trends among drugstore stores indicate the need to differentiate the range in width and depth through the introduction of their own brands, which can be sold in the middle price range with a sufficiently high level of commitment to their own brands. Creating and promoting your own brands for the network, in turn, is a very important detail in creating competitive differences. Watsons' main management problem is the lack of active development of its own brands.

The objectives of the study were the attitude of consumers to Watsons 'own brands and the establishment of the most popular products of Watsons' own brands. The methods of quantitative research – surveys and statistical methods were used in the work.

Table 1 – Main results of marketing research

The purpose of marketing research	
Setting	Result
Obtaining information about the feasibility of developing their own brands.	It is advisable to develop Watsons' own brands.
Tasks of marketing research	
Setting	Result
1. Identify the relationship to Watsons' own brands.	66% of respondents are positive and very positive about their own Watsons TM.
2. Establish the most popular products of Watsons own brands.	Body, face and hair care products (Lucky Day, Wellness & Beauty) and detergents (Domol, Ecomix) were the most popular own brands for respondents.
Hypotheses of marketing research	
Setting	Result
1. Men prefer products of their own brand Domol (detergent).	1. The hypothesis is confirmed, as 67% of men prefer Domol and Ecomix detergents.
2. Shopping for the home in most cases is done by a woman, not a man.	2. The hypothesis is confirmed, 45% of women make purchases for the home and only less than a third of men make the same purchases.
3. Low-income and middle-income consumers prefer their own brands.	3. The hypothesis is refuted because the statistics show a completely different result: consumers with an income of 20 thousand UAH buy their own TM most often.

Konovalova E.I.
Yurchyshyna L. I., Senior Lecturer,
Dnipro University of Technology, Dnipro (Ukraine)

PERSONNEL MANAGEMENT OF INDUSTRIAL ENTERPRISE ON THE BASIS OF INTERNAL MARKETING

Key words: personnel policy, strategy, management, loyalty

Internal marketing is one of the modern aspects of management, most applicable for HRM and quality management. The essence of internal marketing lies in the fact that the relationship between the company and its employees is built on the same basis as the relationship between the company and its customers. Management "offers" a special product - a job with its specific rights and responsibilities. The employee "buys" this product, "paying" for it with his labor. Accordingly, customer orientation, the basis of the traditional understanding of marketing, is complemented by a focus on the "internal consumer" - the employee.

The advantage of internal marketing is to ensure high quality standards at all stages of value creation, not just at the stage of final product release. Thanks to it, the motivation of employees to work increases, which means that it can be considered as a tool for managing the quality of products and services.

The most developed practical aspect of internal marketing is in-house marketing research, the purpose of which is to find out the "satisfaction" of employees of an enterprise with "goods and services" of individual departments and enterprises as a whole. This kind of marketing is especially needed by industrial enterprises, which employ a large number of professional employees, since the latter may have a low level of loyalty.

Internal positioning, as in classic marketing, begins with the selection of target audiences. And these are no longer consumers, but employees of the company and its partners. Target audiences are allocated with the analysis of their interests and personal characteristics. This is a very important stage, as a company, in order to improve its efficiency, should not position itself equally for all consumers or, in our case, internal customers. Let us dwell in more detail on the tools associated with increasing employee loyalty to the enterprise. There are four main stages of loyalty.

1. Stage of adaptation. It can last up to six months. At this time, the employee is only worried about himself: how quickly he will master the work (especially if the activity is unfamiliar), how the team will perceive him, whether he will be able to meet expectations, and so on. At this stage, there is no loyalty, it is not there yet.

2. Stage of initial (false) loyalty. The employee begins to integrate into the system, get to know and accept the corporate culture. At this stage, you need to actively influence the employee's motivation, acquaint him with the corporate culture.

3. The stage of belonging to the enterprise. This is where the process of "buying" an employee of his enterprise takes place. He feels like a part of the team, works actively. Develops strategies, makes independent decisions. Shows leadership qualities, can lead others. Such an employee can be recruited already as a mentor.

4. Stage of true loyalty, commitment. We can say about such an employee that this is the face and soul of the enterprise. Usually, people who make it to Stage 4 are already playing key roles in the company.

Thus, it can be argued that the possibility of growth in these stages of his employees depends on the level of loyalty of the manager himself. Often the third level becomes the bar. Probably, at a glance, the manager can himself determine at what stage each of his employees is, but for this there are special diagnostic methods that give more accurate indicators.

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SOCIAL MEDIA MARKETING STRATEGIES

Key words: social media marketing, SMM, social networks.

In modern world, social networks are no longer just a platform for online communication. Social media marketing is usage of various social media tools to unite the company and network users to build a brand with loyal audience, increase sales and provide digitalization [1]. Having a well-designed business page is necessity but without complex understanding of this page’s purpose except increasing the income the whole digital transformation can be ruined [2]. Users can not only interact with the product of any company, but moreover, take a direct part in its development. The relationship between customers and the company becomes a strategic resource that can be viewed as marketing opportunities for the further development of the company. For example, many companies use the data obtained through the interaction of consumers with social networks’ content in order to identify areas that need improvement, determine the target audience and its needs, and directly find out the interests of their customers. At that moment, when social networks stopped being just a communication tool, the market and the consumer behavior have undergone some significant changes. Despite the fact that the strategies of traditional marketing and SMM strategies are mostly similar, the main difference is that consumer’s value is no longer defined as simple buying behavior, but is expressed through interaction – both direct (for example, buying from an online store) and indirect (post with a tag, recommendation) [3]. It is capable of contributing to the value of the firm and influencing its future strategies. Let us consider 4 main SMM strategies, in which each subsequent one leads to an increase in customer’s engagement.

1. Social commerce strategy. This strategy is not based on creating a dialogue between the company and the client, but rather on fulfilling the initial task of any company – to sell the product. It is the least mature and effective one, focused only on short-term contact between the business and the user. In this context, the social network will become just another new platform for making a purchase and earning money without further brand’s development [3].

2. Social content strategy. Unlike the Social commerce strategy, the Social content strategy aims to provide particular content that is valuable for customers, based on their needs, rather than doing dry promotions to sell the product. As a result, the company gets a positive

response from users to some interesting content, start of building loyalty relationships with potential clients and the exchange of useful information. For example, a cosmetics online-store posts advices on skin care, information about the effect of nutrition on skin condition – the brand does not directly sell the product, but provides the customer with useful content related to the field of activity. Clients, distributing posts of interest within their ecosystem, create the effect of word of mouth, which leads to greater awareness and increases audience loyalty [3].

3. Social monitoring strategy. This strategy requires the maximum participation of the company in all stages of the communication process with clients. It includes reactions to reviews, complaints, suggestions, responses to comments, analysis of customer behavior in the Internet environment. Communication becomes two-way: users share their experiences by speaking directly to the company's representors or using their own audience, while the marketing department of the firm uses this data to improve the customer experience. It is important and for customers to understand that the company cares about the opinion of the society, improving the disadvantages or being gratitude for the feedback [3].

4. Social Customer relationship management(CRM) strategy. The CRM strategy is considered to be the most developed at all levels of the marketing process in social networks. It includes not only the interaction between the client and the company, but also the interaction between the clients and other companies. The CRM concept includes a special segmentation in social networks called targeting. Criteria are selected to be common for a certain segment, which allow you to customize what kind of offer a particular person will see while spending time on a social network. In other words, we can say that the CRM strategy combines the three above-mentioned SMM strategies, summarizing them and bringing them to perfection [3].

For the effective digitalization of any offline business, a well-developed strategy is important: at each stage of the simplified version of Customer Journey Map on the Internet, the entrepreneur chooses what kind of relationship the company wants to build with the client. Most likely, with the further development of social media marketing, more and more improved strategies will appear. They will maximize the satisfaction of the consumer's needs and bring the desired income to the entrepreneur.

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Korkh N., student
Reshetilova T., research supervisor
Oles Honchar Dnipro National University

THE IMPACT OF MARKETING ON THE MANAGEMENT OF HUMAN RESOURCES DEVELOPMENT

Key words: human resources, marketing, system, management, global trends, transformation.

Trends are a powerful force that can change society and, consequently, the working environment of each enterprise. They bring with them a change in competitive advantages and opportunities, new ideas and groundbreaking innovations that affect all walks of life. The pace of these changes is growing rapidly and leads to competition in the struggle for «talent» [1]. We can already see the dynamic changes as a result of automation, robotics, artificial intelligence and the emergence of other technologies that directly affect the quality and quantity of jobs. It should be noted that the global pandemic COVID-19 has made significant changes in the HR-system of each organization and has affected the management system and staff development.

If we consider marketing in the field of personnel management as a type of activity aimed at meeting the requests and needs of the company, then the knowledge of HR specialists and heads of departments of the basics of marketing in the field of personnel management is a prerequisite for the effective functioning of any company. In marketing for personnel management, the need of business and production for personnel qualifications is significant. An HR manager should remember that highly qualified specialists are required less, and the resources spent on finding, attracting and retaining them are more. And more and more often in the labor market there are imbalances between supply and demand due to a shortage of skilled workers and an overabundance of specialists in "fashionable" professions

According to a study by IBM [2], more than 66% of company executives believe that the automation of HR-processes improves the quality of work of HR professionals. Automation helps to work quickly and conveniently through chatbots. The money saved, in routine matters, can be spent on retaining talent and creating a new HR-strategy, which will certainly take into account the peculiarities of new trends.

If we analyze global trends in the field of management and staff development, we can see that such methods as video training, gamification, microlearning, podcasts and others, each year occupy a more important place in the system of training and development of personnel [3].

Seminars and trainings are gradually moving into the background, with new, modern methods of staff development, which allow you to create a comprehensive system of modern competencies and cover a unique range of technologies. According to a study by IBM [4], it was found that the number of new technologies in the field of personnel development has doubled between 2012 and 2020. The pandemic has significantly accelerated the transition from the traditional organization of work and the workplace, in particular from group lectures and seminars, to distance learning and self-development. If in 2019 the average percentage of traditional development was 54%, during the quarantine period offline trainings and seminars were replaced by various online platforms: video training by providing staff with audio and video programs, electronic documents, distance learning, trainings and webinars using platforms such as: Zoom, Skype, Office 365 and others.

Automation leads to massive changes in the workplace, as robots and machines can replace workers who perform routine operations. At the same time, it allows to supplement the potential of employees involved in areas that require creativity, management, creativity, innovation and imagination. Employees who do work beyond the power of machines become especially valuable. As a result, the requirements for potential employees change, there are obstacles in finding talent. It is in such conditions that the role of the personnel development system increases. Skills and experience gained in practice are highly valued, which encourages employees to develop their skills in accordance with the labor market [5].

Thus, the current stage of transformation of the business environment is characterized by the introduction of high-tech equipment, widespread use of creative abilities of the employee and retraining, because in order to be competitive, the employee must adapt their knowledge and skills to market needs. Even before the global pandemic, retraining and retraining were a priority for many organizations that identified current or expected skills gaps. Staff development and career opportunities are one surefire way to show employees that the company is investing in the future of both the employee and the company. Every year, more and more new methods of staff development and management appear, such as coaching, e-learning, micro-learning, podcasts, gamification and many others.

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Korniychuk T.I., student
Bazherina K.V., Associate Professor
National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute»

PECULIARITIES OF PRODUCT ADVERTISING DURING THE PANDEMIC PERIOD

Key words: promotion, Internet advertising, situational marketing, viral advertising, banner blindness

The coronavirus pandemic and lockdown in Ukraine have undoubtedly affected all areas of business. According to a study by the Ukrainian marketing group, 29% of business owners have stopped their activities through quarantine. At the same time, 51% of enterprises are able to work only 1 month, every fourth business - will withstand 2-3 months of work in quarantine and will not go bankrupt [1]. Advertising costs have also fallen sharply around the world. Thus, in 2020 they reached 614 billion dollars, which is 4.5% less than in the previous year [2].

The big mistake in this case would be to neglect and completely abandon the promotion just to save financial resources. That is why the question arises as to what effective and budget-friendly ways to advertise the product, so as not to lose profits and maintain their position in the market.

The first thing to consider is viral advertising. The last tool that should not be forgotten is viral advertising. Viral advertising is a way of promoting that makes consumers surprised and share their impressions with others. Only the very idea of advertising pays off, and distribution is entirely on the shoulders of consumers. Developing a scheme to run advertising in the mass of the task of a specialist, so a well-thought-out and interesting campaign is always a success. Advertising is not imposed, but served freely. The tool can be considered ideal, if not one "but" - it is difficult to predict in advance whether the content will be viral. It's usually a funny, shocking, touching video that elicits a response from a person.

During the lockdown, the sphere of online began to grow, which is why the first tool to consider the promotion of the Internet and social networks. As the state imposed restrictions on shopping, fitness centers, entertainment centers and other physical outlets during the lockdown period, many of them began to go online, and the effectiveness of outdoor advertising has decreased significantly. Creating your own website has become a necessity to attract new customers and communicate with them.

But the site alone is not a full-fledged tool for attracting new customers, and then you should consider advertising on social networks, because it can be a cheap tool to attract new customers. Keep in mind that while the most popular social networks like Facebook, Instagram and TikTok have become one of the main sources for viewing content, this does not mean that advertising there will always be effective. Because the target audience is currently less focused on rational content, and is in search of entertaining content, so-called «banner blindness». Many consumers also have ad blockers, which also reduces its effectiveness. In this case, advertising in the content itself is very effective - integrated advertising. For example, advertising on the Youtube platform in videos is gaining popularity when bloggers and thought leaders themselves creatively present product advertising, and the consumer does not miss it because of curiosity and interest in it.

The next tool, which is no less effective and is gaining popularity, is situational marketing, when companies beat the popular news in their advertising links [3]. News about quarantine and lockdown has become very popular among the whole society, which should be used directly in advertising. A successful example is the popular company KFC, which in its promotional videos talked about hero couriers who, despite the pandemic, safely deliver food with complete caution to everyone. This emphasis in advertising has increased consumer loyalty to the company and has become an important point in the development of the company's brand.

So, in any case, each instrument should be selected according to the characteristics of each target audience, but there are proven trends in the use of advertising that can help get the best results for the company.

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Korotia D., student
Kuvaieva T.V., research supervisor
Kostryska S.I., language adviser
Dnipro University of Technology, Dnipro (Ukraine)

THE IMPORTANCE OF BRAND'S TONE OF VOICE

Key words: brand personality, brand's tone of voice, content audit, key values, target audience, brand voice chart

Nowadays, brand is not just a name of a company. It has got its own personality. It is a point of view, a statement that needs to be constantly made. Some brands choose to express their beliefs by using different colour schemes or design techniques. As a rule, they rely on visual perception. Some companies prefer telling customers about brands' values directly. Their instrument is making up convincing slogans and mottos. However, one thing is often being neglected: specialists tend to overthink what they have to say, but not the way they do it – and that is a huge omission. It is a brand's tone of voice that is sometimes overlooked, though its power is immense.

The brand's tone of voice is the way marketers approach their customers and express their brand's unique personality. It concerns all components of marketing mix, and it is not only about a direct communication with a customer, for example, service. Brand's tone of voice can be seen in content it creates to promote specific vision. That includes e-mail distribution, social media posts, advertising campaigns etc. That is unreasonable to underestimate the power of words. In fact, even the pronouns brand uses help to build a strong, long-lasting relationship with a customer. Brand's tone of voice helps the target audience to recognize the specific brand among other companies' brands. It helps to show people what the brand stands for.

Different studies show how customers view the importance of brand's tone of voice. 65% stated that they experience a strong mental connection to brands that make them feel seen [1]. 64% said that common values lay the foundation for strong relationship between customers and brands [2]. Survey's results let us know that consistent representation of a brand contributes to revenue surging by 23% [3].

The algorithm of defining brand's tone of voice includes:

1. Get to know the audience. Pursuant to the report by Salesforce [4], 66% of clients want brands to sense their troubles. Besides, 66% said that they felt like nameless figures, not individuals with their urges and yearnings. Define their pain points.

2. Define key values. Brand’s policy must be transparent so that it becomes easier to build trust between a company and customers.

3. Conduct a content audit. To put it simply, analyze every piece of content a brand presents to the audience and check, if it corresponds to its current brand mission.

4. Define the brand’s tone of voice. Compare the way you want to sound to the way you sound at the moment, unify every collected piece of information about your target audience to get the result. There is a useful benchmark – The Four Dimensions of Tone of Voice by Nielsen Norman’s Group – a research that gives the formula of determining the brand’s unique approach.[5] Decide whether the brand is (Table 1).

Table 1 – Brand matrix

Amusing/Serious	Official/Informal
Reverent/Disrespectful	Passionate/Matter-of-fact

(adapted from “The Four Dimensions of Tone of Voice” by Nielsen Norman Group)

These are basics. Nevertheless, aforementioned steps are still not enough as we need even more detailed image. That is why specialists use the brand voice chart. That is a chart that summarizes every component of brand’s voice of tone and serves as a reference for those who are in charge of creating content that represents the brand (Table 2).

Table 2 – Voice characteristics

Voice characteristics	Description	Dos	Don’ts
Engaging	Friendliness and unity are brand’s main principles.	Be pleasant, interesting, inviting.	Do not use fake marketing or superlatives.
Authentic	The customers are given the knowledge they need to make an informed decision on the product.	Be honest. Present clear facts and let people decide, if a product is right for them.	Do not use jargon, overpromise, or oversell product’s capabilities.
Witty	A sense of humor helps to work with clients.	Include jokes, use mild sarcasm, use unexpected examples and comparisons.	Do not go too far, be ethical.
Knowledgeable	Having a vast experience in the field helps to provide the customer with a better service.	Be authoritative, use quotes and data, develop thoughts fully.	Do not generalize.

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Korzhova E.E., Filipchuk A.V., students
Burkovskaya A.I., Professor Asistant
Nikolaev National Agrarian University

MARKETING OF INNOVATIVE FINANCIAL PRODUCTS

Key words: marketing, innovations, innovative activity, financial services, financial products.

Today, banking in the current environment is quite diversified, and is one of the main dynamic sections of the economy. This defines the difficult definition of the term "banking innovation". The term "innovation" or (innovation) is explained by modern science as "the final result of an innovation activity that culminates in a new or improved product introduced on the market, a new or modernized technological process used in practice, or a new approach to social services. . As a result of the introduction of innovations, completely new goods and services with consumer value appear, which are important for the commercial success of the bank.

Current directions of economic development have a significant impact on almost all sectors of the economy, including financial activities, thereby encouraging banks to adapt to market changes. Now it is important that in market conditions, the banking system has managed to withstand competition, in addition to forming an attractive reputation, to carry out profitable activities. The introduction of unified marketing communications in the management of Ukrainian banks is gaining popularity in the current period, as certain factors, such as: the spread of competition, entry into the Ukrainian market of foreign banks, the expansion of the financial sector, which determines the search for effective tools of integrated marketing communications. Now integrated marketing communications play a significant role in the process of generating the reputation of banks, increasing the productivity of their marketing activities. Now for the successful banking activity of creation and reputation, banks in the activity use a certain complex of marketing. The study of the properties of the components of the marketing complex in banking in today's conditions shows their important role in shaping the demand for banking products, services and reputation of the bank..

In Ukraine, the degree of innovation potential is significant, but at the present stage is not fully realized. In accordance with the general laws and rules of the economy, which are established between monetary stability, efficiency, competitiveness and innovation potential of the bank, there is an unshakable relationship, so financial innovations are important to ensure them.

In Ukraine, the work of financial innovations carried out by state-owned banks is small. However, the share of innovation initiatives is present in the system of commercial banks. State-owned banks, for the most part, draw on the experience of some Western partners, which makes it impossible to gain their own experience and their own scientific and extraordinary inventions, but reduces the cost of new product production and test control.

Currently, Ukraine is making a significant step in the development of BankID's online verification system. This system is a joint project of two banks: PrivatBank and Oschadbank, which is based on the system implemented in Sweden, Finland, Estonia and Latvia. This method of verification allows you to transfer the personal data of users from the bank, which, accordingly, opened an account, to the entity that provides the user with a particular service. In addition, the system has the ability to work on the principle of verification through the popular Facebook network. An appropriate innovation program makes it possible to prevent the spread of fraud involving bank accounts and plastic cards.

The largest Ukrainian banks (PrivatBank, OTP Bank and FUIB) have the opportunity to support the function of Internet banking and create their own office on their official websites.

In general, PrivatBank is a leader in the implementation of innovations in Ukraine. The bank's innovation policy is aimed at introducing fundamentally new basic banking services provided to customers on the Ukrainian market and adjusted prospects for managing their finances.

Among the technologies introduced by PrivatBank are the first-ever SMS-banking, which was introduced in 1999, OTP-passwords via SMS in the 2000s, "Electronic rest", and "Online collection". An important asset of the bank is that in May 2015, representatives of management took an active part in the global fintech conference, which was held in San Jose (California), where they demonstrated the operating system of their own development.

In September 2015, the most popular English-language publication KiyvPost Ukraine conducted a survey among Ukrainians and determined that the Privat24 application is the best among other mobile applications developed in Ukraine, which has more than 3 million downloads, which shows about its quality and usefulness.

A further innovative trend that is gaining popularity among world banks today is the presence of automated branches and service terminals. Nowadays, banks have understood the importance of social networks, and are actively working there with customers, it is necessary to single out the presence of personal pages of each of the banks in the social network Facebook. As for the strategies chosen by banks, they differ from each other. But there are common characteristics that apply to each of the banks, it is the availability of the latest material

resources. At the disposal of a large number of banks are well-equipped buildings, constantly updated office equipment.

If we continue to support such activities, Ukrainian banking institutions will be able to become competitive in the international market of banking services, respectively, will significantly improve the quality and speed of services, each service will be differentiated according to user needs, which will have a positive impact not only for the banking system. as a whole, but also for the country. The process of updating the technologies used in banks should be a key factor in the evolution of domestic banking. At the same time, management technology should be new, which in combination will make it possible to build such an innovative culture in the banking system, which will help to attract a team search for ways to solve problems of any complexity.

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Koshyk O. M., Panasiuk I. V., students
Orohovska L. A., Doctor of Philosophical Sciences, Professor,
research supervisor
National Aviation University

THE INFLUENCE OF FOREIGN INVESTMENT ON THE DEVELOPMENT OF MECHANICAL ENGINEERING IN UKRAINE

Keywords: investments, investor, investment activity, mechanical engineering, foreign direct investment (FDI), economy, export.

The investment activity of industry and its enterprises is strongly related to the level of economic development of the country, and as a consequence of the amount of investment, which contributes to the improvement and modernization of technical equipment of production and growth of industrial production. In the analysis of the state of Ukrainian industry, it can be argued that in this area there are many problematic aspects, which include: low demand for industrial products, lack of sufficient funding for industrial enterprises, their production, depreciation of fixed assets, inability to properly pay highly qualified labor force. That is why the issue of changing the strategy of domestic industry to such a model of development, which would be based on innovation and investment development, is quite relevant. To this end, there is a need in Ukraine to create modernized strategic directions for attracting investment.

Due to historical factors of existence and development, the domestic economy has been in crisis for a long time, but before the spread of quarantine measures related to the COVID-19 pandemic, there was a noticeable positive trend in its further development.

Mechanical engineering is one of the most important industries of countries seeking high and rapid economic growth, because it is its current position and speed of development determine the future prospects and production capabilities of most sectors of the domestic economy. Mechanical engineering is also an industry that has a significant degree of investment risk, which is observed in machine-building enterprises.

In the current conditions of economic development of countries, the development of many industries that can make the country competitive in the world market and contribute to the consistent improvement of growth in other industries is essential. Domestic engineering plays an important role in solving these problems.

Due to the relatively high degree of investment risk in this area, it suffers the most from the global economic crisis. However, the products produced at machine-building enterprises

play a major role in reproducing the achievements of STP in all structural parts of the domestic economy. The intensification of investment processes, including foreign ones, mainly depends on the volume of sales of mechanical engineering products and the volume of exports of mechanical engineering products.

On the territory of Ukraine there are more than 70 industrial machine-building enterprises, which have quite different geography of their location. Most of these companies are located in the South and East of Ukraine. Machine-building enterprises are attractive objects for investment due to the existing characteristics of the industry and prospects for the production of highly competitive products in the domestic market. It is foreign investment that will help draw investors' attention to such a promising industry and will be able to reconstruct its production capacity.

The largest share of foreign investment is introduced in the field of metallurgical production, production of finished metal products, except for machinery and equipment. During 2017-2021, the volume of FDI invested in production and other research sectors also increased. Foreign investment in metallurgical and finished metal products is increasing, while growth in investment in computers and optical products is slowing.

Table 1 – Amount of private foreign investments in Ukraine and from Ukraine, USD million USA

Year	Amount of FDI in Ukraine, mln dollars USA	Amount of FDI from Ukraine, mln dollars USA	Balance
2016	3810	16	3794
2017	3692	8	3684
2018	4455	-5	4460
2019	5860	648	5212
2020	-868	82	-950
2021*	2836	41	2795

* 2021 - data for 2 quarters

Source: grouped by the author according to [1].

As you can see, from 2019 to 2020, the amount of investment fell sharply, due to the global pandemic COVID-19. From 2020 to 2021, the situation resumed. Ukraine is attractive to investors in the IT industry, agriculture, automotive, manufacturing and renewable energy.

Such dynamics, associated with the acceleration of investment in metallurgical production and production of finished metals and the slowdown in financing the production of computers and optical products, indicates the advantage of the raw material vector of Ukrainian

industry over high-tech. That is why, in order to improve the current state of Ukraine's economy, it is necessary to ensure the production of industrial enterprises with an adequate amount of investment resources.

The largest investors in the engineering industry are those countries that also make the largest investments in industry. These are the Netherlands, Cyprus, Germany, Switzerland and the United Kingdom.

During the analysis of the structure of FDI in industry it was found that a significant share of investment was made in the introduction of new production technologies and in the replacement of obsolete machines and all equipment.

At the same time, the second largest share of total FDI in the study area focused on expanded production capacity. The gradual growth of foreign investment, which was aimed at modernizing production, indicates that industrial enterprises have an innovative nature of foreign investment, although the problem of uneven distribution of investment by specific types of production still exists.

Thus, Ukraine is a very promising environment for foreign investors due to the availability of a sufficient amount of raw materials and resources, cheap, compared to developed countries, but skilled labor, a large domestic market and so on.

At present, the situation with regard to attracting foreign investment in Ukraine, including in the engineering industry, is not positive enough due to the lack of economic and political stability in the country. The solution to these negative issues, which raise doubts among foreigners about investing in Ukraine, can be done by implementing a number of measures to improve both the macroeconomic stability of Ukraine and its legal framework for regulating foreign investment.

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MARKETING STRATEGIES AS A WAY TO ENSURE EFFECTIVE ENTERPRISE MANAGEMENT

Keywords: marketing, marketing strategies, enterprise management.

In the current conditions of the COVID-19 pandemic, enterprises face the problem of introducing new marketing strategies due to dynamic market changes.

Analysis of literature sources suggests that there are many approaches to the interpretation of the concept of "marketing strategy" in domestic and foreign literature, each of them takes into account the peculiarities of the economy of a particular country and the scientist's own position. However, in our opinion, the essence of this concept was most fully revealed by N. Kudenko, who interprets the concept of "marketing strategy" as the direction of the company's actions to create its target market positions.

Among the strategies of the enterprise marketing strategy occupies one of the most important places, because it determines the direction of production and marketing activities. Marketing strategy is formed as follows: environmental research, market segmentation, market analysis, definition of marketing goals, construction and selection of marketing strategy, marketing budget formation, construction and implementation of marketing plans, control of strategy implementation. According to the goals of the enterprise marketing strategies can be classified according to such features as: time of strategy development and implementation, market position, market demand, general economic condition of the enterprise, methods of choosing the target market, the ratio of relative market share and market growth.

In Ukraine, when implementing marketing strategies, companies face the following problems:

1. Limited market for consumers;
2. The time interval between the introduction of new products on the market is short;
3. Modern markets are fragmented, which causes "blurring" of marketing strategies;
4. Demand from potential consumers cannot be accurately predicted due to rapid market changes.

In general, in order to implement effective marketing strategies for enterprise management, a number of measures should be taken to help avoid the above problems:

1. The company must clearly define the boundaries of the chosen marketing strategy, as well as ensure effective control and rapid response to market changes;
2. It is necessary to ensure effective interaction between the units of the enterprise that implement the marketing strategy, in order to quickly coordinate their own technological developments that meet the requirements of consumers;
3. The company must be able to focus on the factors on the basis of which the introduction of new technologies in the enterprise [1,2].

Analyzing the state of the market economy of Ukraine, we can conclude that it is mostly focused on making a profit, rather than maximizing the needs of consumers. This trend means that the vast majority of marketing strategies focus on the manufacturer, not the consumer. Thus, as long as Ukraine does not promote low-quality or outdated products with the help of marketing tools, companies will not be able to make high profits. Modern marketing strategies, above all, should focus on meeting the needs of consumers.

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MARKETING YOUR BUSINESS IN EUROPE

Keywords: marketing, marketing communications policy, distribution policy.

First up, what your brand and marketing should revolve around – the people. People – Understanding Customer Behavior in a Different World. The people you are marketing to and the product that you are marketing go hand in hand. However, we're leading off with the people because if you don't first and foremost understand who you are marketing to, you may end up trying to sell them a product they don't want and probably will never buy. So, when it comes to taking a product or service abroad, you first have to see if there is even a market for your offering. Product – Altering to Fit the Needs of Your New Market. If you notice that the current offering of your product now won't play in the new market you want to enter then you can do one of two things: decide not to sell in that market; change your offering to meet the local demand. Prices – Choosing a Premium or Economy Pricing Strategy. For the most part, if you already have a product or service that is successful in one area of the world, the price point you use won't vary much in comparison to the competition in that area. Promotion – Choosing Strategies That Work in This New Environment. Figuring out the most effective methods for marketing your product or service abroad is not that much different than doing it domestically. Even if you live where you're promoting your product, you still have to do some additional research to find out where your target audience is and which mediums they frequent.

Expanding your business into the highly competitive European eCommerce market can bring many challenges as well as the potential of reaping great rewards. For example, there are a number of challenges that do not exist when marketing in the UK alone and understanding these differences can help you achieve success. F4E can assist you with an effective marketing strategy to help create a strong, targeted European customer base.

At F4E we have the on-the-ground expertise that understand your customer base and the marketing practices of each home European country. For many businesses, distance selling is a good option when expanding into another country. The supply of goods and services from one EU country to another is made simple with F4E as you have one point of contact and our integrated systems can allocate or transfer stock from one European customer base to another to meet the demand in each of your target locations. Distance selling is covered by specific EU

regulations that also cover your marketing strategy. Distance marketing can include press advertising, online and email marketing.

Making sure that customers are aware of and understand the benefits of your products or services is vital and successful, well-researched marketing campaigns can make all the difference between success and failure. This is even more important when operating in another country – as you will have to consider other factors, like:

- cultural differences – ideas that appeal in your home market may not work Europe;
- language barriers – getting your brand’s tone of voice and key messages over in your target European languages is vital;
- customer trust – if you are new to the European market, you may have to work harder to build trust with customers and brand credibility;
- legal implications – understand the different advertising and marketing laws and restrictions in some countries, with potential fines/

Once you have selected your range, you should then consider the image you want to present for your products or services. You may already have a well-established brand - including name, trademarks, logos and more - but you should still analyse if these will translate well into your new market. Product photography is an essential part of both online and offline advertising for successful catalogues, brochures, magazine ads, billboards, online ads and company websites, specifically when selling products direct to consumer. Images shape their first impression, creating a tipping point as to whether they will continue browsing and eventually make a purchase. In many locations F4E have photographic and design studios that can help to bring your product to life.

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**IMPACT OF CHANGES IN CONSUMER PURCHASING
BEHAVIOR
FOR THE PRACTICE OF MARKETING PRACTICES**

Key words: consumers, demand, consumer behavior, marketing practices.

There are many factors that determine the high rate of change and development of marketing theory and practice. These undoubtedly include such a factor as changes in the worldview of the population, which affect consumer behavior and its individual groups. The values, priorities, needs and ways in which different groups of society are trying to meet them are changing. This often causes changes in the structure of consumer segments, in particular, if previously the vanguard in demand for innovative goods and services was young adults, in modern conditions, the average age of buyers who buy innovative goods is gradually increasing. The explanation for this is that these are the same people who at a younger age are accustomed to active consumer behavior for new products. With age, their tendency to quickly perceive even goods with a very high level of novelty has not faded. It is obvious that changing consumer behavior, in particular openness to innovative products, is a skill that consumers acquire, as they are forced to do so by the high speed of technology development. After all, the list of areas in which it is necessary to buy new units of goods or services is constantly expanding, as the use of older ones is extremely difficult, and in some cases impossible. We are talking about modern information and communication technologies, and more and more often about usual, everyday items, when it is not possible to maintain their working condition due to lack of spare parts, components, or very high cost of service.

An equally important factor in changing purchasing behavior is the general increase in consumer purchasing ability. As a result, more and more consumers are finding the means to meet not only their primary, mostly material, needs, but also to be able to purchase the latest designs of goods and services that are more emotional needs. On one hand, all these factors highlight the linear nature of consumer behavior, which complicates the use of marketers to predict such development, but, on the other hand, make the work of marketers interesting, open more opportunities for competitive development of companies they represent.

Kovalova A.I., Yuzva V.V., students
Smirnova S.M., Associate professor
Petro Mohyla Black Sea National University, Mykolaiv

DEVELOPMENT OF MANAGEMENT AND MARKETING IN ACTIVITIES OF ENTERPRISES

Keywords: marketing, market relations, economy, management

In the conditions of development of market relations, formation of economy and functioning of enterprises, based on marketing and management, great attention should be paid to formation of integral science-based system of organization, formation and management of enterprise in modern conditions. This system can become the marketing management of enterprise activity, i.e. creation and functioning of such enterprises which would meet the needs of demand in the market most of all, could react flexibly and adequately to the changes of external and internal market environment, increase profitability of production and enterprise activity as a whole, etc.

The formation and development of marketing activity in agroindustrial production by any enterprise means the organization of its work in the sphere of production and sale of products according to a specific program.

Marketing in the field of agroindustrial production (agromarketing) as a complex market activity is a system of views and actions, connected with the study of needs, possibilities of production and exchange in order to satisfy all needs with the least expenditure of resources and the fullest consumer effect.

The relevance of developing effective agromarketing technology in the transition to the market is objectively growing due to the fact that the agromarketing system has not yet received proper theoretical justification, there are very few theoretical developments on its design, organization and rational functioning, resulting in the concept of agromarketing rather slowly enter the economic management of managers, professionals, owners, etc.

Agromarketing system consists of three groups of subsystems:

functional, providing and object-functional. The modern concept of marketing determines the work of the enterprise based on information about consumer demand and its changes in the future. The main thing in marketing is a two-pronged and complementary approach.

Changes in agriculture are the consequence of thousands of management decisions made by the managers of agricultural enterprises. These decisions are their response to dynamic changes in the environment, among which the main ones, in our opinion, are changes in technology, forms of ownership, changes in the price level and a set of other economic factors.

With the privatization of agricultural land, the need to form a scientifically sound decision in the development of individual agricultural enterprises will grow. Surveys of managers of agricultural enterprises show that they have not responded to some of the requirements of the time because of the relevant decisions or late. At the same time it should be noted that any managerial decision leads to negative or positive economic results. The result of improvement of management system should be the manager's confidence that his decision on a certain problem is timely and effective.

Agrarian business in all spheres of activity, i.e. production, processing and service, at the present stage of the post-reform period is experiencing significant transformations directly related to management.

At the given stage of development of market relations in the agroindustrial sector of Ukraine, any enterprise cannot normally function without the use of marketing to determine its position in the market, analysis of its capabilities, the study of the market environment, determining the development strategy, etc.

The materials of the conducted observations show that in the agrarian sector of the economy, and especially in the agricultural enterprises which have transferred to the new forms of management adapted to the market. This situation on the way to the strategic goal of national agribusiness - guaranteed food security of Ukraine - does not allow the full use of the tone of the real reserve, which is called management.

During the rapid period of social development modern management also undergoes corresponding changes, which complicate the problem of improving the management of the fact that, if possible, due mastering in the subjects of agribusiness modern achievements of management must take into account tomorrow in the dialectics of its predictable content. This situation requires agrarian economic science, from the perspective of the basis of the philosophy of agribusiness development strategy, to elaborate certain forecasts and creative discussion about the prospects of management.

Thus, the results of the study indicate that the main problem of personnel management of agricultural enterprises is the outflow of qualified personnel, resulting in the deterioration of both quantitative and qualitative characteristics of personnel potential. The reasons for such development of the situation are the low level of motivation of labor activity in rural areas; changes in the structure of production; lack of stable employment; lack of attention from the

managers of agrarian enterprises to personnel problems; reduction of costs for personnel development (education, retraining); lack of social protection programs; inefficient management in general; attitude of managers to the employee as a part of production technology; disenfranchisement of peasant workers.

In the process of formation and development of personnel potential of the company the management is obliged to foresee measures of stimulation. They should be directed to the development of the personnel's stable motives to work, to this type of employment, as well as to their own professional development through training and retraining.

Thus, the definition, role and functions of the management system in the restructuring of agricultural enterprises are important for making evidence-based management decisions of a strategic nature. The decision-making scheme is defined as the main part of the management process, so the article pays considerable attention to these issues. Among all management functions, we identified the following as the main functions: planning, execution and control. Each of these functions has specific forms of manifestation in the conditions of an individual enterprise, however, there are certain common patterns.

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Kovalova M., Teacher Assistant
Kolesnikov V., Head of the Department of Marketing and Logistics,
Candidate of Economic Sciences, Professor
Ukrainian State University of Chemical Technology

THE NEED FOR MODERNIZATION OF INDUSTRIAL ENTERPRISES IN A MARKET ECONOMY

Key words: modernization, enterprise, innovative approach, technological equipment, market economy, resource conservation.

The existing mechanisms of enterprise management, in modern conditions, must provide a qualitatively new approach to the choice of directions, priorities, as well as the implementation of modern standards of production modernization. This is necessary, first of all, to ensure competitiveness. The indicated vector of enterprise development, in turn, changes the qualitative and quantitative parameters of the production itself and requires its adaptation to world standards.

World practice shows that technological modernization of production on an innovative basis becomes the main instrument for achieving the goals of ensuring sustainable qualitative and quantitative growth of production, as well as increasing its efficiency and competitiveness, expanding and establishing new markets for products, improving the quality of life. An innovative approach in the system of choosing benchmarks and methods of modernizing industrial production should contribute to solving a number of fundamental tasks, the key ones of which are: the transition to long-term sustainable development, stimulating the investment activities of enterprises, ensuring the competitive production of goods and services at any time under the influence of changes and external calls. One of the main principles of the modern concept of modernization should objectively be the transition of industrial production to sustainable development, the result of which is the strengthening of the relationship between the economy and the environment, the formation of a single socio-economic development system as a system of complete and global intensification, which could ensure safe sustainable management. Industrial enterprises in Ukraine are currently experiencing a number of difficulties in setting priorities, choosing alternatives and scenarios for the development of their production.

The main reason for this state is the delay in identifying the problems of economic development that have arisen and the lack of objectivity in their assessment. A number of issues

that form a kind of basis for modernization require detailed elaboration, including: ensuring the consistency of innovative development in the light of a qualitatively new socio-ecological and economic growth; investment support for modernization processes at the micro and macro levels; disorientation on interaction with various development institutions of modernization processes and, as a consequence, the impossibility of implementing comprehensive regulation and control of this process. The situation is aggravated by market competition, the increasing globalization of the economy, the predominance of foreign technologies and equipment - they contribute not to the growth of domestic industrial production, but to its stagnation. Thus, the main idea is that the priority of modernization of a modern enterprise should be built not only on its technical and technological renewal, but also on building up a sufficient level of relevant competencies, state regulation of certain issues and problems associated with the modernization of production, protecting the interests of capital owners (including the invested one). This approach additionally actualizes and substantiates the need to implement a new direction of industrial policy, which in turn requires the development of a theoretical and methodological base, tools and institutions for modernization management.

At the same time, it should be emphasized that a new alignment of forces is emerging in the world regarding competitiveness, resource conservation, reduction of environmental damage and the implementation of innovations in the field of greening production. The leading economies of the world are not only competitive in the field of industrial production, but also more and more noticeably ahead of other countries with increased responsibility of production in the field of requirements for fulfilling environmental rules, norms and standards, in the production of means of production, equipment and technologies, goods and services. The new quality of modernization, based on innovative development, presupposes overcoming the contradiction between the need of the country's economy for a breakthrough to an innovative way of development (the consequences of which are the basic conditions for competitiveness and sustainable economic growth) and the modern realities that hinder it - the underestimation of environmental problems in the mass consciousness, a one-sided resource oriented model of the economy, etc. [1] This requires further work, analysis and study of the possibilities of modernizing enterprises, and its impact on all the constituent elements of the economic system.

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Kryvda O.V., Ph.D. in Economics, Associate Professor
Ratnikov K. R., student
National Technical University of Ukraine
"Igor Sikorsky Kyiv Polytechnic Institute"

VIRAL MARKETING AS A WAY TO SPREAD INFORMATION QUICKLY

Keywords: viral marketing, information, consumer.

In modern conditions, to achieve the desired level of competitiveness in the market of goods and services is quite difficult, because traditional media advertising has lost its effectiveness. This is due to the following factors. First, there is an extremely large number of products that the consumer is unable to perceive the information he receives from the environment. Secondly, the emergence and development of the Internet. This is the driving factor that gradually reduces the effectiveness of traditional advertising, as the vast majority of people are usually online.

That is why all marketers are trying to influence people's subconscious, thereby forcing them to buy products of a certain brand. In recent years, one of the promising areas of marketing has become viral marketing. It is like an epidemic: people pick up information, and it spreads like a virus among those around them.

The term "viral marketing" is quite young. Jeffrey Rayport first used it in 1996 in *The Virus of Marketing*. In addition, V. Korolenko, V. Trinchuk, B. Lysak, J. Aveling, and J. Bergege studied this issue. The latter spent 15 years researching the issue of "virus" in marketing. Professor of the Wharton School of Business at the University of Pennsylvania, Jon Berger, wrote the book "Contagious" [1], which reveals the secrets of contagion and helps to understand the phenomenon of viral dissemination of information.

The concept of "viral marketing" can be interpreted as follows - a technology that allows in the shortest possible time to disseminate as widely as possible for advertising purposes this or that information. The carriers of this information are people, and the dissemination is voluntary. Today, viral marketing is one of the most effective in a comprehensive approach to the process of creating and promoting brands.

There are several concepts, or as the author calls them, principles for creating a favorable climate that the product is "talked about". They are not new, but they are really effective. Their essence is as follows [2]. You should compose a message correctly, which will help to form in

them the desired impression of the product. It is necessary to emphasize a special characteristic, the knowledge of which will make people feel involved in a narrow circle of society. Lean on public opinion. Since man is a social being, in order for viral advertising to work and for people to start talking about the products of a certain brand, it is necessary to encourage one to interest others. After all, it is easier for a person to quit smoking, learn a foreign language, buy a certain product, go on a trip, if his acquaintance (s), too. Emotions. Provoke sensory perception - a feature of viral marketing. Dissemination of emotional information is considered the most common among people. That is why it is necessary to awaken the right emotions and focus on human experiences and feelings. Interesting "history" of the product. You want the product to be "talked about" - come up with an interesting story for it, to create a valuable value. Triggers. Link products to specific objects in the environment so that people think about them. We often say the first thing that comes to mind and the more we think about this product, the more we talk about it.

These principles are the effectiveness and value of viral marketing [3]. The most popular is viral Internet marketing, which greatly speeds up the transmission of information through high-speed Internet channels in blogs, music videos, videos, social networks. Large companies, multinational corporations (Pepsi, Mc Donald's, Apple, Toyota and others [3], also actively use viral marketing. Among domestic companies, viral marketing is just beginning to gain momentum, but there are positive examples of its use among "Chumak" B "Nasha Ryaba", "Myrgorodskaya", "Hetman" [4].

Thus, fair marketing is a relatively new tool for the successful and effective dissemination of information about the products of certain brands. If you use it skillfully, the result will not take long to wait for the reaction of consumers, it will be several tens of times more, compared to traditional advertising. The composition of the viral marketing contingent should be interesting, inspiring, experiential, creative and unusual, because in the daily gray routine, consumers will inevitably start discussing and transmitting information, like a virus, about bright products that exude "freshness".

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Kulak M.A., student
Shcholokova H.V., Candidate of Political Sciences,
Associate Professor
Alfred Nobel University, Dnipro (Ukraine)

PECULIARITIES OF INFLUENCER MARKETING

Keywords: influencer marketing, influencers, influencer marketing platforms, influencer marketing campaigns.

Influencer marketing is the promotion of a product or service through influencers. Influencer marketing is effective only if a specific audience considers a specific person as an authority and trusts his/her opinion. In general, this is a rather specific process: both quantitative and qualitative characteristics are important [1].

Influencer marketing is about promoting products or services to specific people, not the market as a whole. Influencer marketing involves exploiting the relationship between the influencer and the person he/she is trying to influence.

And now we are talking not only about bloggers. Forbes magazine identifies six types of influencers: celebrities, journalists, experts in a specific field, personal brands, analysts, mediators. But the thematic resource “Influencer Marketing Hub” slightly modified the Forbes classification, ranking stars, industry experts, bloggers, opinion leaders, content creators, and micro-influencers as real trendsetters.

The classification of influencers by the number of followers is more traditional: nano-influencers (1000-5000 followers), micro-influencers (from 5000 to 50000 followers), macro-influencers (from 50,000 followers), millionaires (from 1,000,000 followers to infinity).

65% of brands use influencer marketing in one way or another to promote their products and services, and 52% of companies even have a budget for recommendation marketing.

The goals that brands set themselves when starting cooperation with influencers are as follows: increase in sales; strengthening of reputation; increasing the trust and awareness of the audience; reduction of negativity (in this case, bloggers help to debunk the myth about the product harm); attracting new followers; visual demonstration of how to use the product [2].

Another important aspect of influencer marketing is the choice of the ad platform. There are four main platforms for influencer promotion today: Instagram, YouTube, TikTok, and Twitch. The first two are suitable for both B2C and B2B promotion. But it's important to keep in mind that people come to YouTube and Instagram with different goals. If informative and

detailed material is appropriate when creating content for YouTube, then for Instagram the priority is brevity and a high-quality visual solution [1].

But nevertheless, even such a seemingly simple and effective way of promotion may have certain problems. One of the most common reasons for unsuccessful influencer campaigns is the unclear problem definition. To successfully launch an influencer campaign, it is important not only to understand social media trends but also to be able to negotiate because bloggers, like celebrities, can be different. It is important to find an approach to them and build communication correctly. Sometimes it is useful to adapt the customer's brief for specific bloggers so that the task is really clear and the result is optimal.

Finally, it will be appropriate to discuss the future. It's clear that influencer marketing isn't going anywhere. But what does the future hold for influencer marketing? Like all other marketing strategies, it is bound to change with the advent of new technologies and trends.

The future of influencer marketing depends on the team. Instead of individuals, marketers can start grouping influencers based on who they are associated with. In the end, influencer marketing is about communicating with the right people. Brands began to realize that sometimes less is more. The success of any influencer marketing campaign doesn't just depend on the number of followers. For instance, micro-influencers have fewer followers, but they try to maintain personal connections with their audience. Thus, their messages get more attention [3].

To summarize, it should be noted that influencer marketing is certainly effective. At the same time, in order for the positive effect to be maximum, it is necessary to take into account its peculiarities.

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Kuts Yu.O.
Golovanova M.A., Associate Professor, Ph.D.
National Aerospace University «Kharkiv Aviation Institute»

PACKAGED DAIRY PRODUCTS AS A WAY TO PROMOTE IT ON WORLD MARKETS

Keywords: dairy products, packaging, recognizability, food dairy line.

Dairy production in Ukraine is important both in human life and for the state of the economy, agriculture and the state as a whole. Currently, the dairy industry is not in the best position. This is evidenced by the not very high level of quality and competitiveness of products. To overcome this crisis, it is necessary to make serious decisions and provide recommendations for further development based on the analysis of the current state of production and sales of dairy products, the identified causes of negative phenomena.

Milk and dairy products account for 0.8% of Ukrainian agricultural exports. 145 dairy exporters sell Ukrainian dairy products on world markets. This year, 8 new agricultural markets were opened for Ukrainian exporters, including Japan, Libya, Argentina and Lebanon. However, in 2020 Ukraine lost the title of net exporter. According to the results of the year, the foreign trade balance amounted to \$ 77.6 million.

According to statistics, every year the Ukrainian dairy market significantly reduces exports due to the loss of the market in some CIS countries and gradually increases their imports [1]. This has a negative impact on Ukrainian enterprises engaged in dairy production and processing, as well as on the foreign trade balance. According to the State Statistics Service of Ukraine, in 2020 Ukraine exported dairy products totaling \$ 171.8 million. USA, which is 23.3% less than in 2019 and 71% less than in 2011. (Figure 1). The decline in exports of milk and dairy products during the study period was largely influenced by the ban on the supply of dairy products to Russia and the difficulty of delivering goods to Central Asia.

From 2015 to 2020, there is a tendency to increase imports, which is a negative phenomenon for the dairy market of Ukraine. Importers of dairy products are Europe (41.8%), the Eurasian Economic Union (17.4%), Asia (14.8%), Southeast Asia (7.4%), America (2.6%), Africa (5 , 2%), the Middle East (10.9%).

One of the biggest problems of the dairy industry of Ukraine is the low quality of raw materials for the production of dairy products. Milk, which is obtained in far from sterile

conditions in rural yards, and then goes through a long process of collection and transportation, ends up in the processing plant in poor condition.

Another problem is the reduction of cattle in Ukraine, both in households and in industrial enterprises. Experts say the reasons for the decline in industry are the presence of low-yielding livestock or farms with low economic performance, rising prices for concentrated feed, low purchasing power of the population, long periods of livestock and low average selling prices.

The Ukrainian dairy market is on the verge of stagnation. The urgent need for modernization of plants arose long ago, but on the current economic basis, the process of updating the technical park is almost impossible.

Thus, the main problems of the modern Ukrainian dairy market include: reduction of cows and lack of sufficient quality raw materials for the production of various products, significant loss of international markets, low technological level in production, lack of modern equipment, reduced domestic consumption due to the crisis in Ukraine.

However, the dairy industry is quite profitable and a priority for Ukraine and has prospects for development in both domestic and global markets.

In order to further penetrate foreign markets, in particular the European one, it is necessary to significantly change the structure of exports. Exports of dairy products by categories are as follows: non-condensed milk and cream, condensed cream, whey, butter, milk powder. The main emphasis in the export of dairy products should be on packaging - on the design of packaging for individual products and for food dairy lines. Packaged products are more attractive to the consumer, sell well and have higher added value.

Consider the features of packaging for dairy products [2]:

1) clarity: buyers make decisions in a third of a second (according to research [3]) - so the packaging must accurately indicate the contents; in the case of milk, the consumer expects white or at least pastel tones - otherwise the consumer will confuse them with juice or detergents;

2) integrity: buyers must trust the brand, what is stated on the package, at least, must correspond to reality, otherwise users will create false expectations and, consequently, frustration;

3) authenticity: if the positioning of the brand is built around naturalness, closeness to nature, bright neon colors will impress incorrectly; this is observed in the lines of dairy products: it is not often possible to see a screaming tone on the package. But to stand out from the competition, you can competently apply accents (bright spots, non-standard packaging, repetition of the pattern, etc.);

4) flexibility: shoppers love variety, such as adding new flavors to the line, but inventing new packaging is not an option for everyone because there is too much information noise; successful design means one template for the entire product line, with the addition of different colors or pairs of changeable elements for milk, sour cream, oil and other products;

5) utility; food should be useful and convenient, but the packaging itself is also important;

6) consumer convenience: it remains the main engine of the food industry in general and the dairy industry in particular; modern consumers want compact, portable and functional packaging.

In order to further penetrate Ukraine's dairy products into the world market, it is necessary to emphasize its quality and competitiveness, as well as increase the visibility of Ukrainian dairy products among other countries, provided effective implementation of global dairy brands and promotion of packaged products.

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Litvinchuk Y.A., student
Smerichevska S.V.,
Doctor of Economic Sciences, Professor,
Professor of the Department of Logistics
National Aviation University

SCOR MODEL AS A TOOL TO IMPROVE THE QUALITY OF MANAGEMENT OF UKRAINIAN ENTERPRISES

Keywords: management, enterprise, supply chain, reengineering of business process, SCOR model, configuration of business processes, metrics supply chain, planning, supply, production.

Currently, the management of Ukrainian enterprises is faced with the problem of adapting management to the conditions of shrinking demand, limited opportunities for attracting investments, and the growing uncertainty of the external environment. Both at the enterprise and in the external environment, management needs to coordinate the actions of stakeholders in order to effectively conduct business in a modern turbulent environment [2].

At Ukrainian enterprises, the traditional approach to the management of activities related to marketing, production and logistics still dominates. As separate objects of management are commodity items, functional areas of business: supply, production, distribution. Criteria for assessing the activities of the purchasing, production and sales departments of the enterprise are used. In relations with suppliers and trade organizations, manufacturing enterprises often pursue their interests to the detriment of subcontractors. This business model leads to higher total costs and a longer order cycle - the time it takes to meet emerging market demand. In the conditions of the buyer's market, when end consumers have the opportunity to choose from a wide offer of the product that best meets their requirements not only in terms of price - quality, but also the offered level of service, the traditional approach to the organization of production, logistics and leads to a decrease in competitiveness enterprises. This necessitates reengineering of business processes[5].

The success of the changes introduced will largely depend on the adequacy of the situation of the methods and tools used by management in the transformation process. The aim of the work is to study the possibility of planning the reengineering of business processes at an enterprise and its partners based on the application of the SCOR model, which has proven itself in the world, but is extremely limitedly used by the management of domestic enterprises.

The methodological basis of the study is a systematic approach to improving the quality of management of Ukrainian enterprises[3].

The SCOR model is developed and systematically updated by such a reputable organization in the world as the Supply Chain Council (SCC). Created in 1996 in the form of an independent non-profit organization, SCC unites as its members more than 1,000 leading companies in the world, including manufacturing and trading enterprises.

The internationally recognized reference model for supply chain management is the SCOR-model (Supply Chain Operations Reference model) - a reference or recommended model of operations in the supply chain [6]. Experts in many Western companies regard it as an international cross-industry standard for chain management. The SCOR model developed on the basis of the process approach is based on the principle of the continuity of commodity and information flows. The methodological basis of the SCOR model is such management technologies as Business Process Reengineering, Benchmarking, and Best Practice.

To coordinate the actions of internal and external elements of the enterprise's business, the developers of the SCOR model propose to distinguish five key business processes: P - planning (Plan), S - supply (Source), M - production (Make), D - delivery (Deliver), R - return (Return)). At the same time, within each category of processes, it is envisaged to distinguish three types of processes: planning of this category of process (Planning), its execution (Execution) and actions to support and ensure the planning and execution of this category of process (Enable). To understand the content and assess the quality of work, each of the key business processes is decomposed. Planning P is subdivided into P1 - Supply chain planning, P2 - Scheduling of receipt of materials, RZ - Production planning, P4 - Delivery planning, P5 - Planning return flows (claims of goods, product disposal), EP - Launching the plan. The output of each of the named processes is the corresponding plan[1].

The Sourcing (S) business process defines the key elements of sourcing management. These include procedures such as evaluating and selecting suppliers, checking the quality of supplies, concluding contracts with suppliers, and procedures related to the receipt and storage of materials.

Business process "Manufacturing" (M) includes production procedures and cycles of their implementation, quality control, processes associated with packaging and transfer of finished products to the units involved in its implementation.

The business process "Delivery" (D) includes procedures for the delivery of goods to consumers, both by the company's own divisions and by its counterparties in the supply chain. This process involves the management of orders, warehouses for finished products and their transportation to customers. As part of order management, the formation and work with the

customer base on the nomenclature and prices, registration of orders, selection of the configuration of goods for customers is carried out. Management of finished goods warehouses involves procedures for selection, assembly and preparation for shipment of goods to customers [4].

As part of the business process "Return" (R), the content of procedures related to the management of return material flows is disclosed: return of defective products, returnable packaging, waste disposal.

Thus, the management of Ukrainian enterprises receives, on the one hand, the opportunity to organize effective interaction of functional units both with each other and with external partners of the enterprise in accordance with the developed SCOR supply chain map. Businesses can audit relationships with business partners based on the SCOR model to harmonize supply chain relationships. This will make it possible to adapt the management system of the enterprise and its partners to the requirements of consumers. As a consequence, the competitiveness of the entire supply chain is increased.

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ADVERTISING ON FACEBOOK AND INSTAGRAM

Key words: Facebook, Instagram, advertising, target

As a result of technological progress, as well as the COVID-19 pandemic, all areas of human life have increasingly begun to go online. Business is no exception. Due to the transition of business to online, the methods of product advertising have also changed. With each passing day, online advertising is becoming more and more.

In this article, we will look at the main aspects of advertising on Facebook and Instagram. It can be divided into the following stages:

1. Creating and designing a business page on Facebook or Instagram.
2. Active maintenance of the page.
3. Setting up an advertising campaign.
4. Interaction with customers.

The most important thing in the first point is to create an account correctly, because after viewing the ad, the client will get to your page. And as everyone knows, the first impression is the most important. The design should be bright and illuminate your product in the best light. That is, you must do everything to get the buyer to write to you.

The second point is no less important, because active maintenance of the page will attract more and more attention, which in turn will increase brand awareness, and the vast majority of users when buying look at the number of subscribers, it increases their trust. There should always be 10-15 new stories on the page, 3-4 new posts a week, a lot of current stories, be sure to add feedback and answers to questions. It's also great to have a person in charge of social media in the stories, because it increases the trust of the buyer. The main purpose of the account is to interest and inspire confidence in the buyer. Selling through an account on social networks is a "long game", because in the beginning you will have a small number of subscribers and you need to gain them first, and only when your audience is large enough, buyers will come by themselves, but stop there no need, advertising costs only need to increase.

Setting up an advertising campaign is initially to increase brand awareness. According to statistics, 80% of Instagram users subscribe to various business pages [1]. These statistics

give us confidence in the need for such pages. Eventually, you start advertising the product itself. One of the best ways to promote your product is through targeted advertising. Namely, this ad on Facebook and Instagram. Using these social networks, you may not even realize that your every move is being monitored. I think you have noticed more than once that when you go to an online store or look for a certain product on these social networks, you immediately start showing ads with this store or product. This is what is called targeted advertising. By storing your data, Facebook provides you with certain criteria, so-called interests. It is for these interests that targeted advertising is set up. Its advantage is that it is not shown to everyone in a row, but only to the target audience that was specified during the setup. If you compare it with regular advertising, it is much cheaper and more effective. For example, we advertise new phones, if you use banner advertising, it will be seen by people of retirement age and those who have already bought a phone and so on, is the target audience is quite wide and there are people who are not interested in this offer, but if, and advertising will be seen only by potential customers, so the cost of such advertising is much lower. According to Facebook statistics, 26% of potential customers who clicked on advertising made a purchase [2]. I also highlighted a few more benefits of targeted advertising:

- efficiency analytics and optimization;
- the ability to promote goods and services without a site;
- affordable cost compared to other types of advertising;
- wide coverage.

However, we should not forget about the disadvantages of such advertising, such as the need to often change the content and graphics of advertising because it quickly bores the target audience, this advertising is customized separately for all social networks and the fact that it is possible to lose the entire advertising budget due to poor settings [3]. And the last is the interaction with customers, you need to provide answers to all questions and show all the benefits of your product or service. It is estimated that each Facebook user will click on the ad 11 times a month, so you will have many customers [2].

Advertising on smartphones began to be shown in 2012 and since then it has begun to occupy more and more of the impressions shown in Figure 1, so it should be adjusted to the smartphone.

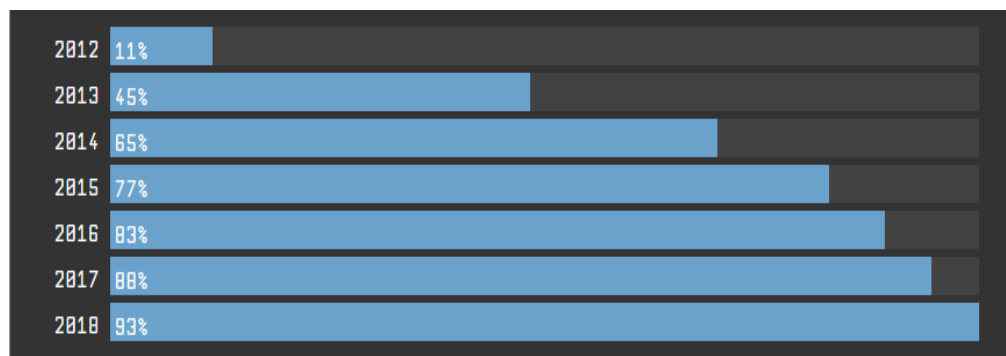


Figure 1 – Dynamics of advertising impressions via smartphone [4].

So we have dealt with this type of advertising and made sure that it is quite effective, so I advise any business to use these services. However, the increase in demand for this type of service has not gone unnoticed. At the moment, the fee paid by businesses for advertising is not taxed, but according to BBC NEWS Ukraine, the Verkhovna Rada is already considering a bill on the taxation of this service [5]. That is why I believe that its value will soon increase significantly.

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HOW CAN WE PROMOTE EDUCATION? SMM EXPERIENCE

Keywords: SMM, education, marketing.

Nowadays we use social media not only to scroll news, photos, videos. It also the space to promote different type of things, like education. Education marketing is a type of marketing that promotes valuable educational content and helps institutions and individuals take advantage of it. For example, it can be different courses and videos or scientific articles and books or apps for mobile devices. And if you choose right strategy to promote your educational establishment, it will quickly become very popular.

One of the best education marketing strategies in 2022 is a digital marketing strategies. It doesn't mean that traditional strategies, like a flyers or print ads or survey of respondents, have no place in the digital world, but their use will be less useful than modern digital marketing strategies.

There are now approximately 26 million social media users in Ukraine, which is about 59 percent of the population. Social media platforms like Facebook, Twitter, Instagram, YouTube and TikTok are the most popular among the younger generation like millennials, generation Z and baby boomers.

Since social networks appeared in the world, they are trying to improve every year, including in the field of promotion like Ads Manager on Facebook. Therefore, the main goal of every marketer will be to use these tools to create attractive content for your users. So, the first step in SMM is to find your audience to understand what content you need to create. In education it's often parents and their children who choose a place for further education. So, you need to create content that should be concise, exciting and in line with the image of the institution.

Second step is to don't be afraid to experiment with content and platform. Don't force your audience to stay on a certain social media platform, because most of educational institutions pages need to be created from scratch and you need to adapt to the requests and wishes of your audience. Therefore, be brave and look at the audience's reaction and interaction with the content to understand in which direction you need to move to succeed.

BENCHMARKING STRATEGY AS AN INNOVATIVE MARKETING IN E-SALE

Key words: benchmarking strategy, electronic sales, innovative marketing

Benchmarking is an innovative technology, especially in electronic sales and purchases by firms and by people. Benchmarking provides for comparison of existing techniques, methods and technologies of the sales by companies to the best benchmark indicators of the market or industry as a whole [1].

Benchmarking against other national companies in electronic markets provides a tool for the identification of potential issues relating to the compilation of sales practices and is one of the development strategies that e-business can deploy to quickly become competitive.

Thus, in terms of electronic sales, benchmarking is the strategy of constantly searching for best practices and highly effective operating procedures that lead to adapting sale practices and procedures of a certain company to today's new economic and political realities, and to develop innovative ideas for mobilizing internal resources to maximize the exploitation of market opportunities.

In addition to traditional marketing strategies for e-commerce, benchmarking strategy is continually finding and adapting a number of the most innovative marketing instruments those are effective, flexible and innovative, and can deliver quickly. Benchmarking strategy in sales always takes a long-term view of company direction at market relative to the future perspectives of competing companies. Experts in the field of e-sale also call the digital benchmarking strategy [2], which is focused on e-commerce.

Development of benchmarking strategy

The development of benchmarking strategy includes five steps.

First is to identify the object of benchmarking strategy. Concepts or procedures of sales are most appropriate for study than single operations or rare sales techniques.

Secondly, it is necessary to find a company or multiple companies that excels in the particular procedure or concept you are taking the main one.

Thirdly, practices and the direct and indirect effects of unique experiences are studied but without dispensing with key competences and the main strategic goals of the company's

development, its own resources and possible effects in the e-commerce field. Fourthly, in the final step, you apply what you learned to your own company.

Table 1 – Digital benchmarking strategy in e-sale [3]

The general objective	The strategy targets	KPI examples:
The choice of the most efficient solutions in strategic e-sales management based on a cost - benefit approach and market perspective	Target 1: Boost sales	<ul style="list-style-type: none"> • Daily sales • Conversion rate • Site traffic
	Target 2: Increase conversion	<ul style="list-style-type: none"> • Conversion rate. • Shopping cart abandonment rate. • Competitive pricing.
	Target 3: Grow site traffic	<ul style="list-style-type: none"> • Site traffic. • Traffic sources. • Promotional click-through rates. • Social shares. • Bounce rates.
	Target 4: Reduce customer service calls	<ul style="list-style-type: none"> • Number of Service calls • Pages visited immediately before call.

Implementation of benchmarking strategy in e-sale

Firstly, benchmarking strategy looks at what other companies are doing in terms of sales efficiency, strategic initiatives of outreach, competitive product policies and other long-term processes that have proved successful (see Table 1).

Secondly, leaders that are savvy in terms of e-technology tend to implement technology-rich processes and procedures. This can be directly studied in e-markets, if the company is public. Selecting a company to study that is not a direct competitor makes it easier to ask for advice and information on how the company uses innovative technologies.

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MARKETING IS A BATTLE OF PERCEPTIONS, NOT PRODUCTS

Key words: marketing, perception, customer perceptions, influence.

Perception is the real front of the battle on which our marketing wars are being fought. Most people think that quality and advertising of the product itself are the most important things in marketing. Of course, these are important features to promote a product, but not everyone is aware of the subconscious tricks marketers use to influence consumers. I'll tell you more, not even all marketers know about it. They confidently enter the marketing arena convinced that their product is the best and that it will win. There is no such thing as the best products. All there is in the world of marketing is the perception of the customer or potential consumer.

One important part of marketing focuses on the brand. A brand is the image of a company, a firm or an enterprise which raises its profile. The target audience should have a positive association with the brand. Also, do not forget about the first impression of a product or service, because based on it will form the attitude to that product. First impressions can be both positive and negative. For example, if a person has heard good feedback about a product from his friends, he will be interested in it and will immediately notice its positive qualities. But if at the first visit to an institution or store, the client is poorly served or a poor-quality product is caught, then the opinion about the brand will be negative and the company needs to make efforts to return this consumer. This is usually done in the form of a discount, refund, or gift. Companies are ready to spend money and effort to influence customer perception and drive profitable consumer behavior.

It is already known that colours influence our emotions, our desires and our moods, and marketing specialists make good use of that. The perception of a colour depends on many factors: the culture in which a person lived and grew up, stereotypes, personal experience, etc. All of these come into play when the consumer sees an advertisement or visits a company's website. He will judge the product based on his own beliefs. There are general rules for choosing colours. The combination must be chosen from a range of colours - adjacent or opposite. If this rule is violated, the content is no longer perceived, the text becomes unreadable, people tend to leave the site and the advertising loses its effectiveness. The use of a colour scheme that is not typical of the subject matter can be repulsive. For example, you need to

choose a small palette (2-3 colours), to combine it succinctly, the background colour and text should be contrasting, to create an acceptable image for reading. The nature of your product is directly linked to its design, so if the product requires a slow approach, the design should be the same - calm, balanced. If it's an instant purchase, the design should be emotional, stimulating, but not irritating. For example, Avon uses a pink color with white and black accents. This color predominantly attracts women while men feel alienated by pink. The customer perception is built based on the colors used in the logo. But if a product is trying to attract both men and women, using just pink might not be a good idea.

Social media has become a powerful tool for managing customer perceptions. When a social media audience is exposed to constant product information, users create an image of the product. Social media can be used to publish content, images, videos, etc., which helps to shape the perception that the company has wanted.. For example, if a celebrity advertises a product on their Instagram page, then fans subconsciously think of buying it to be like their idols.

Fragrance has a significant impact on customers. Scent marketing is a separate branch of marketing. With it, a company instils a desire to buy in its customers on a subconscious level. It often happens when you walk past a bakery and an incredibly appealing smell wafts towards you and whets your appetite.

Consequently, marketers are first and foremost good psychologists who know how to get customers to buy a product or service in the most sophisticated ways. Perception plays a major role in marketing. The interesting thing is that the customer often thinks that the decision to buy depends solely on him, without even being aware of the influence of the influence of perception.

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Mishkur O.V**Tsarova T.**, Assistant Professor, PhD in Marketing
National Technical University of Ukraine
“Igor Sikorsky Kyiv Polytechnic Institute”

PROSPECTS OF ENVIRONMENTAL MARKETING DEVELOPMENT IN UKRAINE

Keywords: environmental marketing, development, marketing.

Environmental (green) marketing (EM) is a marketing strategy based on the use of resource-saving technologies and the production of environmentally friendly goods through the desire to meet the motivations of the target audience, which cares about the environment and human consequences. It is important to use green marketing to communicate with potential and existing customers in order to mark their position as a competitive advantage that improves the company's reputation.

The history of development and formation of ecological marketing is quite interesting. The American Marketing Association (AMA) first held a seminar on this topic in 1975, which was related to environmental products. However, the products themselves first appeared later, in the 1980s, when research showed that aerosol cans were dangerous because they contained toxic freon. And it has been proven to destroy the Earth's ozone layer [1].

As for Ukraine, nowadays the issue of environmental safety is raised in any part of the world, including Ukraine. Citizens have become more aware of this issue, as recent environmental crises have shown what a person's careless attitude towards nature can lead to. This is perfectly demonstrated by nature itself: the number of natural disasters, various elements, floods, fires over the past 10 years has increased significantly (Table 1).

The main goals of environmental marketing are the need to win the loyalty of consumers and partners, through concern for the environment. After all, today most producers understand that natural resources are not durable. Every large company takes care of its image in society, which allows it to gain the support of people. It is taken care of not only by foreign but also Ukrainian companies. 54% of top managers from around the world cited the opportunity to form a positive image as the main motivation for environmental projects. Examples include a company looking for ways to protect its land: startup Hampton Creek is trying to grow meat in test tubes, and Japanese entrepreneur Nobuyoshi Yamasaki has started making paper from stone.

Table 1 – Dynamics of the most influential and probable global risks that threatened humanity in the period from 2008 to 2017 [2]

Year	Most likely risks	Most influential risks
2008	Asset price collapse	Asset price collapse
2009	Asset price collapse	Asset price collapse
2010	Asset price collapse	Asset price collapse
2011	Storms and cyclones	Financial crisis
2012	Income gap	Systemic financial failures
2013	Income gap	Systemic financial failures
2014	Income gap	Financial crisis
2015	Interstate conflicts	Water supply crisis
2016	Uncontrolled migration	Unpreparedness for climate change
2017	Extreme weather phenomena	Weapons of mass destruction

The main prospects for the development of environmental marketing in Ukraine are the following:

- the emergence of new concepts of green marketing in accordance with the state of domestic enterprises with an emphasis on the cost-effectiveness of its implementation;
- reduction of ecologically destructive impact on NPS and society;
- development or adaptation of new production technologies that will be safe for the environment;
- the emergence of new methods of promotion and marketing tools for environmental products;
- formulation of national policy that will be focused on the environment.

In general, green marketing in Ukraine is implemented through the following main environmental trends: solar panels, energy-saving lamps, electric cars, eco-materials (packaging, shoppers) and others. This development is accompanied by a number of processes implemented in the consumer environment: building consumer loyalty through the social component of activities based on eco products or environmental protection, Eco-PR, the latest technologies in this field, direct communication with consumers, sponsorship of startups, etc. [3].

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THE EFFECTS OF ADVERTISEMENT ON CONSUMER BEHAVIOR

Keywords: consumer behavior, advertisement, marketing.

Firstly I'd like to tell that advertisement plays an important role in business. You can't be interested in some product but when you'll see the ad you would like to buy it. Advertisements are used to introduce a business, establish a brand and position a company, product or service within the eyes of the purchaser against the other established competitive businesses. Businesses use advertisement as a tool to promote their products and services. Advertisement forms a perception of a product in consumer's mind.

There are a lot of types of ad, for instance, newspapers (to advance your commerce to a wide extend of clients), magazines (reach your target advertise rapidly and easily), radio (extraordinary way to reach your target group of onlookers and draw in unused customers), television (valuable to illustrate how your item or service works), direct mail, catalogs and leaflets (can be conveyed to your target region and donate an interested client more data approximately your items and administrations) and online ads [1].

Advertisements impact the consumer's discernment and buying behaviors. Utilizing advertisements businesses attempt to reach the focused on and potential buyers. Each commerce pays a strong sum to promote its items and administrations and each trade attempt to reach the greatest focused on gathering of people as well. Some time recently advertising the items trade conducts inquire about of the buyer base as to know what type of ad will impact its focused on audience.

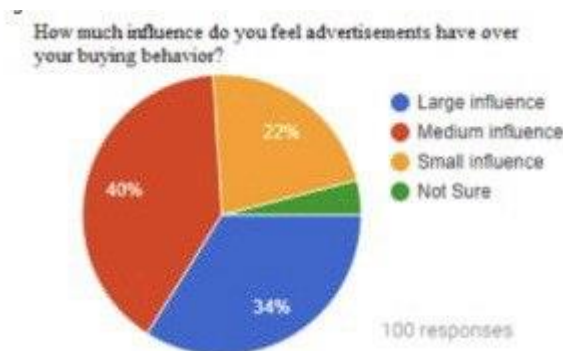


Figure 1 – Influence of advertising [2]

From the Figure 1 we can see that near 40% of responses was that ads medium influence to potential consumers. This can be a very great result given the reality that, firstly, promoting isn't something unused to humanity, and, secondly, much appreciated to it is conceivable not as it were to inform the consumer that there's a certain item, but moreover to tell almost it in more detail and intrigued buyer.

Customer behavior is to consider of how people, groups and organizations select, purchase, utilize and arrange of merchandise, services, thoughts or encounters to fulfill their needs and wants. The study of shopper behavior is exceptionally vital for the marketers because it empowers them to get it and foresee buying behavior of buyers within the market. It is concerned with what they purchase, why they purchase, when and where they purchase and how regularly they purchase and how do they expend and arrange them after utilizing them [3].

So what are the components that impact shoppers to say yes? There are three categories of components:

- personal variables: an individual's interface and suppositions can be affected by the age, sex, culture, etc;
- psychological components;
- social variables: family, companions, instruction level, social media, salary.

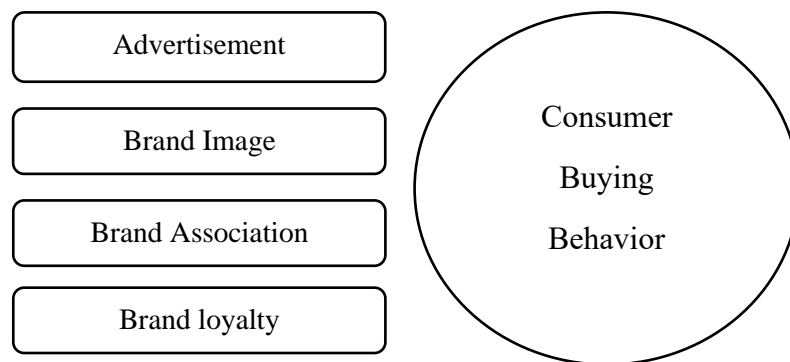


Figure 2 – Consumer behavior [4]

Consumer research is the methodology used to study consumer behavior that takes place at every phase of the consumption process such as before the purchase, during the purchase and after the purchase. As we can see from Picture 2, consumer behavior includes brand loyalty, brand association, brand image and an advertisement.

Let's consider the effect of Coca-Cola advertising on consumer behavior. Coca-Cola will win the battle for audience attention with just a story. Coca-Cola creates stories that take place in the hearts of customers, that is, it does everything possible to evoke emotion in the consumer. These bizarre stories include the customer within the product itself and the story

that's related with it. Accordingly, he wants to purchase an item, which increments brand awareness and the company's benefit.

To conclusion all the above, it can be argued that it is Advertising influences consumer behavior and product purchases. The main thing is to evoke emotion in the viewer so that he feels it for himself.

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Mizyk V.V., graduate student
Komandrovskaya V.E., Candidate of Economic Sciences, Associate Professor
National Aviation University

NEUROMARKETING AS A MECHANISM OF CONSUMER MANIPULATION

Key words: neuromarketing, mechanism, innovations, efficiency, research, consumer

Life in the era of mass consumption for modern business is inconceivable without the desire to take the first and almost the only position in the minds of consumers. The various techniques used by companies to create a certain image in the client's head are created by an endless stream and are sometimes a real art. Traditional marketing has not lost its relevance, but its effectiveness has declined: people have become less inclined to different types of advertising and promotion, they filter the flow of information and know more about the tricks of marketers, and therefore able to resist them. Neuromarketing assumes that the consumer in the process of choosing a product is guided not only by a few rational factors (eg, the ratio of "price - quality"), but obeys the unconscious likes and dislikes arising from the complex influence of visual images, sounds, smells and more. In the period of market oversaturation, not the product as such, but the perception of the product is a determining factor in competition. It is the quality of emotional perception that determines the purchase.

It is known that any sales have always been a manipulation: advertising enticed, encouraged, promising consumers to be happy. But for a long time, marketers got all the information they wanted from consumers. Now more and more advertisers prefer not only to talk to consumers, but also to analyze their brainwaves with the latest advances in neurobiology. The computer, measuring their brain activity, tells researchers which scenes the subject pays special attention to and what emotions he feels. Conceptually, neuromarketing is the collection and interpretation of information about a person's involuntary reactions to any features and elements of a product or brand: name; logo; color combination; audio signals; symbols, etc.

Neuromarketing offers state-of-the-art methods to directly study conditions without requiring cognitive or conscious participation. The task of neuromarketing is to better understand the consumer and his reaction to marketing stimuli by directly measuring the processes in the brain and increase the effectiveness of marketing methods by studying the reaction of the brain. During neuromarketing research, you can learn about consumers that they don't even know about themselves. The main reason for the mistakes of marketers - to draw

conclusions based on consumer rationalism, because it is known that 85% of decisions a person makes under the influence of the subconscious.

The subject of neuromarketing is the problem of choice. Human decision-making is a very important topic that is still controversial. Numerous studies reveal new facts. For example, there was a relationship between the degree of potential risk (when the benefits outweigh the losses, or vice versa) when buying goods and areas of the brain that are activated in this situation. If we combine all the components of emotional perception of the used neuromarketing technologies, we can say that in the world of consumption, neuromarketing is becoming the strongest mechanism for manipulating the consumer, whose influence can not be resisted.

Thus, neuromarketing is a relatively young field of modern economics, which has not yet received a single precise definition. Many scientists try to formulate the concept under consideration, but their definition combines that neuromarketing as a science emerged as a result of a symbiosis of several areas: economics, psychology, neurobiology, neurophysics, information programs, etc. The experience of foreign countries and materials of scientific literature in this field allow us to identify general problems of neuromarketing development, which can be formulated as follows. Ethical norms in the field of neuromarketing are very poorly defined or absent. In the field where research is of an individual personified nature, the organizations that carry it out have a very great responsibility, both to the object of study and to society as a whole. Uncontrolled application of research and development results in personal cases is possible.

Today, the emphasis is on the unpreparedness of staff to work with neuromarketing. First of all, you need to learn, and even try to determine the right approach to the buyer, in which business leaders do not want or have the opportunity to invest. So today, neuromarketing is a revolutionary direction in the field of marketing. The connection of such sciences as sociology, economics, psychology with neurosciences, generate high innovative potential, huge spaces for development and integration with other sciences. The considered problem includes a wide range of unresolved issues. The development of the legal framework for regulation, the assessment of the moral and ethical component of marketing should be paramount points that will lay a solid foundation for the development of this science.

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**MARKETING COMMUNICATION: HOW TO CREATE EXCELLENT
ADVERTISING THAT SELLS AND INFLUENCES MIND
(BASED ON DAVID OGILVY ON ADVERTISING)**

Keywords: marketing communication advertising, effective advertising.

Modern world is full of goods and services of any types. Do you want to lie on evening with guava's juice from Malaysia and eat crab in ice cream sauce? You may deliver it with your phone and ask local chef to prepare such a dish. Obviously, it will cost some money, but nowadays all is possible, just prepare your wallet. So market is saturated. Moreover, it is useful for marketers. Marketing managers have possibility to promote a vast amount of products to willing customers that are already waiting for impressions. Because market is saturated and there are many substitutes and competitors.

Therefore, marketers need a really good dressed to impressed advertising. David Ogilvy known for his emphasis on creative copy and campaign themes (2). Thanks to him marketers may use such hints and implement it in our campaigns (1). There are some:

When we talk about competitors, we need find out what kind of advertising they have been doing for similar products, and with what success. Research. It's necessary step for building promotion campaign.

Next one about research - examination among consumers. Find out how they think about advertised kinds of products, what language they use when they discuss the subject, what attributes are important to them, and what promise would be most likely to make them buy your brand.

Branding. We need consider how to 'position' the product and what 'image' will suit for our brand. Each ad should be viewed as a contribution to the brand image. It follows from this that your advertisement must constantly project the same image from year to year.

The really good advertisement should contain an interesting and creative idea. All can stamp the similar advertisement of dog food, for instance. But if you will advert dog cans with the dog as main character that are selling it it will be a little more interesting. Unless your advertising contains a big idea, it will pass like a ship in the night. Suggest - Stuff conscious mind with information, then unhook your rational thought process.

There are suggestions of David Ogilvy. It will help to recognize a big idea if you ask yourself five questions:

1. Did it make me gasp when I first saw it?
2. Do I wish I had thought of it myself?
3. Is it unique?
4. Does it fit the strategy to perfection?
5. Could it be used for 30 years?

Those lifehacks may be useful to filter out ideas and help to understand what is more appropriate to your project.

Pursuit of knowledge. The good ones know more. With very few exceptions, consumers continue to react to the same techniques in the same ways. We may then know due to knowledge.

Conclusion. For good advertisement need to be on the entire marketing department, which will discover all about consumer, market conditions, design and on all your creativity. In addition, don't be upset if your ad will not go off. You need to discover your mistakes and avoid them in future.

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FEATURES OF FRANCHISE MARKETING

Keywords: franchising, marketing, franchise system, franchisee, franchisor

Franchising relationships are developing widely in the world, covering more and more territories and attracting more and more entrepreneurs. As competition in the franchise market grows and entrepreneurs' awareness of this type of business technology grows, approaches to cooperation between franchisees are transformed, and franchisors begin to pay more and more attention to the marketing component of franchising relations.

Franchising marketing is the process of creating, maintaining and expanding the relationship of the right-owned company with its potential and actual franchisees (partners, franchisees), aimed at generating income, ensuring the stability of the franchise system and improving the image of the franchise in the market [1].

Franchise marketing includes two main aspects. One of them is the process of franchise, which is perceived as a separate independent activity of the company. The franchise takes the form of a product and, accordingly, requires the use of all the tools of the marketing complex (table). Another aspect is the marketing activity in the main direction (type) of the franchisor, which after the acquisition of the franchise involved both the franchisor and the franchisee.

With increasing competition on the market of franchise offers, entrepreneurs are forced to change the policy of marketing. Approaches to finding customers when selling a franchise have changed significantly in recent years [2, 3]. The number of channels to promote the franchise is constantly growing, and the importance of their selection and development of combinations of several sales channels is constantly increasing in view of building long-term partnerships on the market.

According to the model of formation of the franchising system, the mechanism of formation of marketing relations may differ significantly. Thus, when selling a territorial franchise, the franchisee can be given relative freedom when planning marketing policy, primarily in terms of organizing promotional activities and in public relations in the region of the franchisee. While when selling a business format franchise by a national franchisor [4] the implementation of marketing policy is under the strict control of the franchisee, due to the need

to achieve uniformity of all corporate and franchised retail outlets and ensure no competition between franchisor and franchisee, as well as between one franchisee and other franchisees.

Table 1 – Franchise marketing complex

4P	Components	
Product	Franchise	Brand name and trademark. The level of exclusivity of the offer. A set of services offered in the sale of franchises and further cooperation
Price	Lump sum payment. Royalty. Other payments (to marketing, advertising funds, development fund, etc.).	Value from the point of buyer view, competitive advantages. Level of competition. Type of franchise (single, territorial, sub-franchise). The scope and quality of services provided. Availability of additional services provided on a paid basis (staff training, supply of goods, etc.). Terms of trade credit. Equipment leasing.
Promotion	Means of informing potential franchisees about the franchise.	Measures aimed at highlighting the value of the franchise: - advertising; - direct sales; - Public Relations; - other means of communication.
Distribution	Own channels. Brokerage.	Territory (sale in the city of origin of the franchise, sale in another region, another country). Availability of information.

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Mushkudiani T.K.
Kuvaieva T.V., research supervisor
Kostryska S.I., language adviser
 Dnipro University of Technology, Dnipro (Ukraine)

BRAND POLICY STRATEGIES OF THE COMPANY

Keywords: the brand, brand policy, brand strategy, company

Brand policy is a model of planned actions aimed at creating, developing, expanding and adapting to the market of a brand that represents unique and attractive image inherent in a group of products united by shared identification symbols [1]. Companies operating in the market can use different brand policy strategies according to the Tauber's model (Figure 1), which presents two variables: Product Category (Existing or New) and Brand name Category (Existing or New) [2].

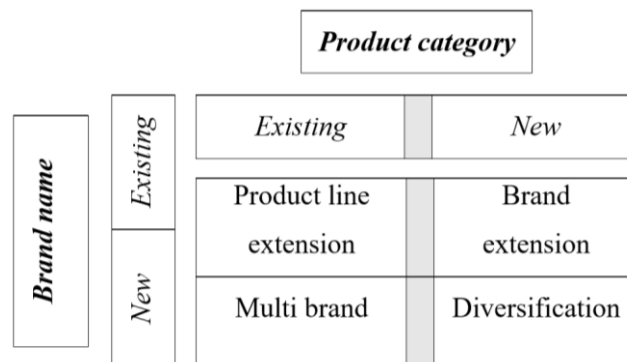


Figure1 – Tauber's four branding alternatives

The strategy of Product line extension (brand family) involves the release by the firm of additional product items in the same category of goods, under the same brand, usually with new characteristics. The example of horizontal brand stretching is the iPhone 13 which Apple released to satisfy consumers looking for professional filming. The iPhone 13 can shoot HDR video in Dolby Vision: 4K is now available at 60 frames per second, instead of 30 on the iPhone 12. This growth strategy has benefited Apple as it attracts consumers who might have been Apple's competitors. Instead of losing those leads, Apple found a profitable way to serve them.

There are two outcomes in the case of vertical brand stretching. Stretching brand down is creating a new branded product that differs from the basic one by a simpler design,

technology, and often lower quality and price. Stretching brand up is launching new products under the parent brand, but of higher quality and at a higher price [3].

Brand extension strategy involves the development of new or modified products, but under the name of the old brand. A well-established company Starbucks famous for its coffee beverages and unique approach to each of its clients has entered the energy drinks market. The brand has made a foray into another booming market by launching a new line of low-calorie energy drinks based on fruit juice and green coffee extract.

The multi-brand strategy involves a seller using two or more brands in the same product category. Procter & Gamble used this marketing trick with the launch of Ariel washing powder to compete with the already successful Tide Powder. Despite a slight decline in Tide sales, overall sales of both powders increased and Procter & Gamble now offers eight different brands of washing powder [4].

New brands strategy (diversification) is applicable in cases when a company starts the production of a new category of goods. For example, Toyota introduced the new Lexus group name for its family of business luxury cars only to differentiate this group of models from the traditional Toyota image of the mass-market car.

The combined use of these strategies can bring the greatest success. Their combination depends on the specific conditions of the production and the content of its product policy. The chosen combination should prevent competition between its own brands, ensure their development, as well as oppose competitors' brands on the market.

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Mykhailov A.R.
Kovalchuk S.V. Doctor of Economics Sciences, Professor
Khmelnysky National University

MARKETING ETHICS AND RELATIONSHIP MARKETING AS A NECESSARY PART OF MARKETING STRATEGY

Keywords: marketing, marketing ethics, relationship marketing, customer relationship.

Relationship marketing is a facet of customer relationship management (CRM) that focuses on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales. The goal of relationship marketing (or customer relationship marketing) is to create strong, even emotional, customer connections to a brand that can lead to ongoing business, free word-of-mouth promotion and information from customers that can generate leads. Relationship marketing elements. Effective relationship marketing involves a variety of overlapping strategies and technologies that help foster a deeper, long-term relationship with current and prospective customers.

Importance of relationship marketing. Acquiring new customers can be challenging and costly. Relationship marketing helps retain customers over the long term, which results in customer loyalty rather than customers purchase once or infrequently. Relationship marketing is important for its ability to stay in close contact with customers. By understanding how customers use a brand's products and services and observing additional unmet needs, brands can create new features and offerings to meet those needs, further strengthening the relationship. Benefits of relationship marketing include higher customer lifetime value (CLV). Relationship marketing creates loyal customers, which leads to repeat purchases and a higher CLV. In addition, loyal customers are likely to become brand advocates or ambassadors, recommending products and services to friends, family and business associates.

Reduction in marketing and advertising spend. Spending on marketing and advertising to acquire new customers can be expensive. Relationship marketing causes customers to do the marketing for a brand, in what's called buzz marketing. Customers tell others about a brand's products and services, which can drive sales. Brands with exceptional relationship marketing programs spend little to no money on marketing or advertising. Stronger organizational alignment around the customer. Organizations that emphasize relationship marketing have a

stronger organizational alignment around an exceptional customer experience. The teams work together to create satisfied and happy customers over the long term [1].

Relationship marketing has been proved as process oriented and value creating model for organization / industry and customer as well as consumer value based customer relationship marketing fetch long term assets for the company and a long term relationship, mutual prosperity of organization and customer, equitable benefit shearing and brand equity are result of ethical relationship marketing. Ethical practices in marketing build relationship which effect trust, customer satisfaction and brand loyalty and commitment positively. Ethical practices are concerned with many dimensions of availability and access of products and relevant information, promise, mutual trust & commitment and value delivery, participation in product development and governance, ethical relationship marketing differ from traditional marketing in terms of repositioning of the product in the market and in the mind of the customer, gaining competitors' customer base and satisfying customers' different levels of needs with the help of exchanging the values at marketplace for maximizing rewards and minimizing mutual losses [2, p. 16575].

Organizations these days are losing their valid customers at a notable rate. For example, mobile phone service providers in the UK market lose over a third of their mobile phone subscribers to rival providers yearly. As a result, organizations adopt a variety of marketing approaches to create and maintain relationships with their customers. Corporate social responsibility has also emerged as an integrated management practice acceptable from customers and even many times encouraged by the governments. It has also been highlighted by many scholars such as Creyer that marketing ethics is seen as a method to generate customer interest and affect their decisions to buy organizations' products and/or services.

Thus, to prolong customer-supplier relationship, there is a need to apply the basic business ethics standards that seem to be efficient in reducing customer risk, reducing both transaction conflict and cost, reducing switching costs and efforts, increasing transactional benefits, increasing customer satisfaction, trust, commitment and loyalty [3, p. 84].

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THE ROLE OF MARKETING IN THE SALES POLICY OF THE ENTERPRISE

Key words: sales management, distribution channels, organization

Radical changes in the economy of Ukraine in recent years have contributed to the intensification of the activities of producers. Competition and economic pressure increase dramatically, especially in the pandemic conditions. An increase in the quality of domestic goods and services, together with the development of foreign economic relations, with a continuing high share of imported goods, contributes to increased competition in the domestic market.

There has been a shift in activity in the consumer market from passively following demand to an active struggle for sustainable development of enterprises, expansion of the product niche, and the formation of consumer preferences in favor of domestic goods. Competition is manifested in these conditions both between Ukrainian producers and with foreign suppliers of products to the domestic market [1].

In the context of increasing competition, commodity producers are increasingly forced to solve the problems of ensuring the competitiveness of enterprises and goods, which, in terms of their technical and consumer characteristics and properties, should not be inferior to similar goods offered on the market. In this situation, it becomes extremely important to implement the company's marketing actions aimed at the formation of an active sales policy, including such important areas as the promotion of goods, its spatial movement and rational delivery to end consumers.

The key point in the formation of a sales market is the definition of sales channels and systems for its stimulation. In the course of the formation of sales channels, the problems of redistribution of sales functions, risk, costs and profits between channel participants are solved. Distribution channels are the paths along which the movement of goods from the manufacturer directly to the end consumer takes place. The relevance of studying and solving problems related to sales is confirmed by the fact that its functioning requires financial resources, reaching up to 40% of the volume of sales in retail [2].

As noted by many researchers [2, 3], the role of the sales system will steadily increase, therefore, enterprises are paying more and more attention to the problems of this most important component of the sphere of commodity circulation, in which the decisive role belongs to the interaction of business partners located in the value chain for consumers.

The key point in the formation of a sales market is the definition of sales channels and systems for its stimulation. In the course of the formation of sales channels, the problems of redistribution of sales functions, risk, costs and profits between channel participants are solved. Organizationally, marketing consists of sales bodies and channels that ensure the transfer of goods from the manufacturer to the consumers.

From an economic point of view, sales are a sphere of reproduction of added value, creating conditions for making a profit by all companies participating in this process. Each individual organization can rationalize the sales system in its own way based on internal and external conditions and the degree of its development (efficiency), and also the sales policy pursued at this enterprise. Currently, almost any trading enterprise faces the problem of expanding sales. In this regard, there is a need to identify the main directions for improving the sale of products and, first of all, this relates to sales promotion.

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SPECIFIC FEATURES OF DIGITAL PROMOTION OF BUILDING MATERIALS

Keywords: digital marketing, promotion, B2B market.

In 2020 a company has appeared in the market of Ukraine that produces drywall panels for internal finishing of walls. The product belongs to the ecoproducts, the price is the lowest in the city Dnipro. In the price segment of the competitors are in Ternopil and Ivano-Frankivsk.

For the marketing of these products, two marketing strategies developed: online and offline. Let's look at online promotion.

The first thing that comes to mind when online promotion – promotion in social networks. Next is the creation of a handy landing, which sells, contextual advertising in Google and access to the main marketplace of the country.

The main features are:

- social media must work more on the development of the brand and maintaining a high level of loyalty. Selling through Instagram will not work for a large volume, so do not focus on the content that sells. The effort should be invested in the fact that the client had all the information about the product on the page, could read the assortment and prices, could talk to the representatives of the brand and get all the answers to questions, see already ready examples of work and experience the repair of others;

- for promotion in the social networks it is best to use, typically, targeted advertising. For the target of the advertising campaign, is better to choose hunting. Women aged 25 to 38 years and men aged 30 to 45 years pay the most attention to advertising. When choosing a region, you should choose three areas, in which region your proposal will be the most appealing to consumers;

- you can also take advertising from bloggers, but there is a need to very carefully determine whether the blogger associated with the theme of repair and whether it likes this design of apartments, so that advertising was organic and shield. In the other case, the ad will be small;

- when you get contextual advertising it is better to choose search advertising. Before that it is imperative to review the keywords competitors and track change in the cost of clicks when you change the budget or addition of new keywords. If you combine contextual advertising together with Facebook pixel, it will give the best results;

- outbound on Marketplace also has its own nuances. It is best to choose Prom, because there you can create your own site based on the marketplace and have the ability to set up ads. Also, our competitors use Rozetka, but there you have to be sure of the production capacity – the stock of goods must be 5,000 units in this category of goods.

So, in order to engage in online sales it is necessary to clearly understand what kind of product. Items that cannot be bought on impulse are better marketed through Google Marketplace, and social media allow the customer to want to buy the product without direct sales. Also, pay enough attention to your competitors to be not one of them, but to differentiate yourself and form a new brand image.

Nikolaieva Y., Dashko V., Kravchenko Y. students
Smirnova S.M., Candidate of Geological Sciences, Associate Professor
 Petro Mohyla Black Sea National University, Mykolaiv

MANAGEMENT IN THE FIELD OF LAND USE

Keywords: management, land use, marketing of territory.

Land management is one of the priority issues of today, the settlement of which has a positive impact on the socio-economic development of the country, because land will always remain the basis of material well-being, the center of human location, concentration of productive forces and inexhaustible source of natural resources.

After analyzing the information provided on this issue, I came to the conclusion that currently the situation of land relations in Ukraine is quite difficult. For me personally, the priority problems are:

- insufficient regulation of land legislation and land market mechanism,
- imperfection in the field of land management and land use by the state.

Why? In my opinion, all these difficulties are due to the fact that most settlements in Ukraine are not fully provided with land management, planning and cartographic, soil or land valuation materials. It should also not be ruled out that the boundaries of most administrative entities are not taken out in kind, which ultimately leads to various conflicts in the payment of land tax and the provision of land to citizens and legal entities. No less important is the fact that a significant number of adopted laws and bylaws are extremely contradictory, which is what complicates their implementation. Finally, the registration of land for use or private ownership requires a significant amount of land management work, fixing boundaries and obtaining legal documents that depend on the amount of funding, and this is not the whole list.

In my opinion, there are several solutions in this situation:

- analysis of goals and objectives of land use management;
- setting priorities for sustainable development, which are aimed at ensuring environmental protection, social and economic development of the territories defined at the state level;
- settlement between private, public and state interests;
- openness in land management and distribution;
- guaranteed right to land;
- reliability of restrictions on land use rights;

- the ability to choose the most appropriate use of land by the owner or user of the land.

So, summing up, I want to say that first of all the creation and implementation in the practice of land management of new methods, goals, mechanisms and tasks that will be favorable to our state conditions are extremely important because they will contribute to maintaining a balanced environment, democracy in the process of land use management and ensuring guaranteed legal protection of citizens and legal entities.

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Ohiichuk O.V., master's student
Sviatnenko V.Yu., PhD in Economics, Associate Professor,
Taras Shevchenko National University of Kyiv

MANAGEMENT OF MARKETING ACTIVITIES IN THE BANKING SECTOR

Keywords: bank marketing, Internet marketing, marketing management.

Open economy and entrepreneurship lead to the competition of varying degrees or even excess supply over demand. Recently, it is characteristic not only of the B2C sphere but B2B sphere. The banking sector is no exception and the sector of the real economy (industry, agricultural sector), the need for detailed market analysis and the use of marketing activities. High level of competition and presentation of current marketing tools at the level of growth of bringing to the bank, forming an inexplicable impact on the market and production management of the production sector.

The instability of the banking sector and the speeds of significant numbers of Ukrainian banks have affected customer confidence and a small negative at the financial stations of industrial, agricultural, commercial, and industrial enterprises and institutions. The current situation in the financial market, the need to rethink and improve existing practices in the banking sector, the development of modern instrumentation of the sale of banking products servicing [1].

The relevance of the same facts to continue the widespread solidification of Internet technology. Banks are trying to keep a list of "goods" and gather more and more customers. The constant growth of the Internet audience and the belt of new advertising media leads to re-equipment and the message of marketing management.

In modern conditions of rapid development of information technology, increasing competition, success can be achieved only by such an organization that creatively applies marketing skills (management) in its management of information technology management, constantly marching [2].

During the development of the financial market, the relevance of marketing in the banking sector of Ukraine is of exceptional importance. Reform in the banking sector is ahead of transformation in other sectors of the economy. Qualitative changes have taken place in the work of banks. Visiting competition between depository institutions, the belt of competitive institutions (insurance, trust companies, pension funds), the outflow of deposits from banks due

to the development of the securities market led to the need for banks to use marketing tools [3, p. 157].

Marketing management is one of the most important parts of the overall functioning of a banking institution. Necessarily can be included as dotted as the goals and strategies of marketing, pricing, sales scheme of banking products, methods of sales promotion, organization of aftertaste, pr-aspect.

The managing marketing company in the bank provides complete detailed information on the sale of specific banking products (services) or in the range, penetration into specific markets, the release of new parcels, etc. It is also advisable to determine whether the parcels will be initially implemented at the international, national, or local levels. After that, it is necessary to determine specific marketing strategies to study each of the goals.

Managing marketing activities in the banking sector in the 21st century includes:

- 1) realistic goals in which the bank forecasts;
- 2) an effective strategy for the study of these materials (KPI indicators and others);
- 3) sufficient detailed tactics and other strategies that are not necessary for analysis in the country;
- 4) methods of treatment of the results of strategy implementation.

Management of marketing activities of the banking sector should be aimed at expanding the list of products and services, the application of information technology to business, the practical implementation of strategies, and use marketing activities to attract new and retain existing customers and traditional and modern means of recollection.

The banking sector needs to use modern marketing tools, which can include mobile applications and the transfer of customer service to the Internet. Providing devices such as mobile banking, soft loans, the connection of the managing manager make it possible not only to improve competitiveness but also to achieve greater customer loyalty.

Key points in managerial marketing activities in the banking sector with the service of new markets and new trends in management banks and their services:

- 1) development and implementation of a branding campaign for the product development of brand awareness, commitment, and loyalty using temporary marketing tools (Internet advertising, cooperation with "thought leaders");
- 2) continuous launch of new products (online banking, cashback for regular customers, etc.) to support existing and attract new customers;
- 3) implementation of full communication with clients with the involvement of social networks, Internet communication;

4) offering customers personalized information and services based on the analysis of their actions and use.

The process of managing marketing activities in the banking sector, taking into account new market requirements and new trends in the management of banks and their services includes the following stages:

- 1) development of the goals of the bank's marketing activities;
- 2) choosing the optimal marketing strategy for the bank;
- 3) selection of the general target audience;
- 4) determination by the bank of its positions and provision of services with a special position on the market;
- 5) formation of the budget of the marketing department of the bank;
- 6) analysis of marketing activities;
- 7) optimization of marketing activities and provide recommendations.

Managing marketing activities in the banking sector is a rather complex process. This is a purposeful activity of the bank to regulate its position in the market through planning, as well as the organization of accounting and control over the implementation of each phase of behavior. The success of the banking institution's marketing activities depends primarily on the use of modern tools of marketing management, the involvement of modern tools for advertising and customer support, development and offering of new products and services.

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Olefir I., Lukianova A., students
Skrylnyk A., Ph.D., Associate Professor,
research supervisor
National University «Yuri Kondratyuk Poltava Polytechnic»

IDENTIFICATION OF MARKETING ADVANTAGES OF A TOURIST PRODUCT ON THE EXAMPLE OF THE BUKOVEL RESORT

Keywords: tourism business, consumer, infrastructure, marketing advantages, competitiveness.

Marketing research is one of the most important sources of information, which is needed to run a successful business. As consumer behavior is constantly changing, companies need to monitor market dynamics and review development strategies to improve their performance. The tourism business is one of the most profitable sectors of the world economy, so the identification of the advantages and disadvantages of this activity will increase its competitiveness [1].

Ski resorts are not just for professional skiing. Resort settlements, where there are ski facilities, are able to provide a lot of great experiences, even for those tourists who are afraid to conquer the ski slopes. It includes contemplations of beautiful landscapes, sightseeing services, gastronomic delicacies, a variety of souvenirs, unique products from local masters and craftswomen. Holidays in the Carpathians are not limited to seasonality. For the cold season, ski tours predominate, for the warm season – geological tourism, spa treatment.

One of the most popular ski resorts in Ukraine is Bukovel. Bukovel is not only a ski resort but also a spa resort (a health resort based on mineral water treatment). Infrastructure of the ski resort Bukovel: located near cities such as Yaremche (30 km) and Ivano-Frankivsk (100 km); the nearest railway station are Tatariv and Vorokhta (15 km); bus service; a wide network of travel agencies that offer a variety of excursions to Bukovel [2].

The advantages of the Bukovel resort are the following [3]. Many well-prepared and varied trails. The total length of Bukovel ski slopes exceeds 50 kilometers, 14 chair lifts. They are spread over five mountains on specially prepared slopes. Each visitor can choose a track according to their level of experience. High-quality, new, comfortable extractors of foreign production. There are several high-speed lifts. Well-designed parking system, which is free. Rental of ski equipment, clothing. There is a storage room at the rental points. Contactless SKI PASS. Customers can keep the ticket in their pockets and not take it out every time they pass the turnstile. Large network of cafes, restaurants and bars. Additional services and entertainment: snowmobiling or quad biking, dog sledding, etc. There are a skating rink, snow

park, snowbike, bowling and more. Availability of rescue service, medical center. Artificial snow and long season.

The main profile of tourists – residents of Ukraine, and a small percentage of foreigners. Socio-demographic features are next. The average age of a tourist is 30-60 years, the level of income is average and above average, which is determined by the prices of housing, equipment, etc. Behavioral and psychographic characteristics of consumers are characterized as follows. Mobile, move their own vehicles, or rented. They prefer skiing and snowboarding in winter. In other seasons - prone to extreme sports: hang gliding, cycling and biking, kayaking. Appreciate ethnic style, love good music, art, with high demands on the aesthetic pleasure of visiting spas, restaurants. Are active, loves to travel and discover new impressions, gain new skills and new experiences and emotions; like to travel in groups with friends or partners. There are also many extremists who prefer minimal living expenses, but are willing to pay for adventures [4; 5; 6].

To maintain competitiveness, Bukovel should be considered as a single tourist area with a high level of service. There must be development of the main components of the tourist brand – preservation of traditions (ethnic), preservation of the environment (eco), reproduction of the spectrum of positive emotions (emo). Also it needs the creation of conditions for comfortable access to ski resorts for all modes of transport. Developing information and tourist centers, create and produce tourist maps of different content, pay attention to the development of the area to create a unified design in architecture [7]. Bukovel ski resort is one of the developed tourist industries of Ukraine, which despite the economic situation and the pandemic is popular with consumers and is actively developing. Socially, economically and ecologically oriented changes in the economy of the Carpathian region are needed to enter the world market with a competitive touristic product. Therefore, tour operators and companies of supporting areas need to pay attention to improving the quality of tourist routes and recreation at ski resorts.

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Oliinyk O.D.
Maherramova I.A., research supervisor
Kostryska S.I., language adviser
Dnipro University of Technology, Dnipro (Ukraine)

CREDIBILITY OF ADVERTISING AND BRAND

Key words: advertising, credibility of advertising

The world has changed significantly over the last decade. The main difference is the amount of information we receive every day. Never before in the history of mankind has information been so accessible. This fact could not but affect the behavior of people. Today, people are more meticulous about the quality and reliability of information. As a result, purchasing habits have changed.

The JCDecaux and clear Channel media platform surveyed the 1 thousand respondents about brand trust [1]. Statistical data shows that only 34% of respondents trust the brands that use them, despite the fact that more than 80% of consumers say that brand trust is a decisive factor in the purchase.

In order to regain the confidence of buyers, the study pays attention to factors that attract the attention of consumers when making purchases. Among them following criteria play the most important role [1]:

- Product quality – 76%;
- Value for price – 72%;
- Transparency – 61%;
- Fair pricing – 61%;
- No hidden costs – 60%;
- Innovation – 60%;
- Authenticity – 59%;
- Confidentiality – 57%;
- Social responsibility – 56%;
- Environmental sustainability – 56%;
- Open communication – 56%;
- Ethical – 55%;
- Robust customer service – 51%;
- Enjoyable customer experience – 51%.

In addition, we should consider the types of advertising that consumers tend to trust. Nielsen has published the results of a global study "Real Life vs. Digital Life", which was conducted with 3,300 consumers from 11 countries. The aim was to find out whether global digitalisation has affected the level of trust in advertising and buying behavior. The study showed that for 93% of respondents it is important to share experiences of using the brand in real life, not on the Internet [2].

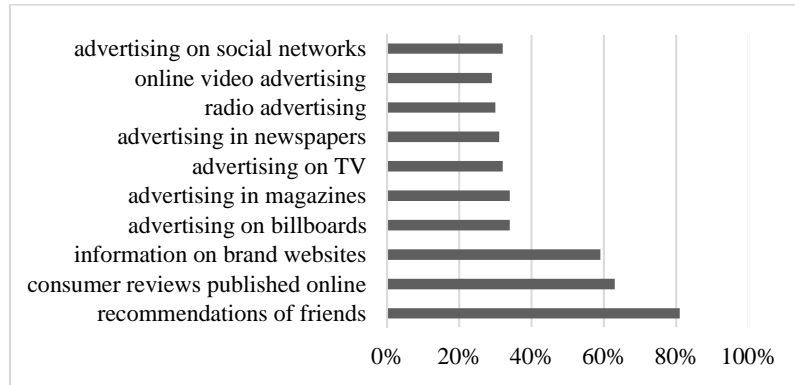


Figure 1 – Credibility of advertising depending on its type among Ukrainians [3]

As with consumers of other countries, the highest confidence in Ukrainians is caused by recommendations of friends (81%), feedback of consumers, published online (63%) and information on websites of brands (59%). Among traditional mass media Ukrainians trust advertising on billboards and in magazines (34% each) to a certain extent. The lowest authority is the information about goods and services on TV (32%), in newspapers (31%) and on radio (30%). The level of trust in new types of advertising is approaching traditional media. Online video advertising is trusted by 29% of respondents, and advertising in social networks is 32%.

Thus, although consumers are actively communicating on the Internet, but real conversations have a greater impact on consumers' consciousness and thus on their purchasing decisions. Despite the daily use of social networks and mobile devices, people are not inclined to trust advertising on these platforms and prefer traditional channels.

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Ovsiichuk I.M., student,
Krivda O.V., Associate Professor, Candidate of Economic Sciences
 National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

HR POLICY AS A TOOL FOR STRATEGIC PERSONNEL MANAGEMENT OF AN ENTERPRISE

Keywords: management, HR policy, corruption, human selfishness.

At the present stage of development, personnel policy is very important in entrepreneurship. Attracting as many human resources as possible to the industry is one of the most important conditions for a successful HR policy. The purpose of this work is to expose the need for rational and strategic personnel management of the enterprise, which is the main task of personnel policy. For the successful functioning of any enterprise, a maximum of qualified labor must be attracted. Of course, now the conditions for conducting an effective personnel policy are quite difficult, but this is an integral aspect in the formation of the modern economy. According to the theory, to create an object of labor, you need the means of labor, but all this is useless without human labor.

The main problem of the labor shortage is insufficient remuneration. Corruption operations in our time can be traced in elementary actions at all stages of production. Human selfishness, without realizing it, can destroy the world. To a large extent, the limited financial resources are related to Soviet stereotypes, for example, that education should be free. Following these outdated views, Ukraine still cannot cross this long-passed stage, and therefore the possible labor force is looking for high-quality profits in European countries. Confirming her opinion, Doronina O. A. also considers financial limitations to be the main problem of successful implementation of personnel policy. In the diagram below, you can see how employees' wages changed in 2018-2019. as you can see, there are no changes, but in this case we can hardly say that stability is the key to success. So, the implementation of a successful personnel policy at the present stage of entrepreneurship development is an extremely important task for the state. However, this cannot be done if there are a number of the above problems. That is, the first task is to conduct an internal policy, and then with the personnel policy.

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Ovsiienko S.S.**Suprun L.I.****Kryvda O.V.**, PhD in Economics, Associate Professor
National Technical University of Ukraine
"Kyiv Polytechnic Institute named after Igor Sikorsky"

PROBLEMS OF AGRICULTURAL MARKETING IN UKRAINE

Key words: agricultural marketing, demand, consumers, buyers, market.

Under the influence of the global trend to change in economic processes, the structure of marketing and management are also undergoing transformation. Nowadays, marketing is the main means of establishing competitiveness both inside and outside the country by forming business markets and establishing relationships with consumers. However, in Ukraine, marketing strategies have not yet penetrated fully into the agricultural business, used only at the production and marketing stage. This prevents the efficiency of the enterprise, because manufacturers do not build the strategy on the basis of functional dependence on demand and does not require producing goods in the range and quantity that the consumer needs. Therefore, the problem of limited usage of agricultural marketing is relevant.

Nowadays, the lion's share of agro-industrial enterprises face a big number of issues: defective management structure, inefficient pricing system, inability to identify real consumer demand, organize high-quality communicative, commodity policies, inability to create a strategy for development. Agricultural marketing is a system of managing activities that regulate market processes and investigate the market, not only at the micro level but also at the state macro level. Consequently, it is able to offer mechanisms for mutually beneficial and profitable exchange between different market participants and create conditions for identifying consumer requirements and determining the possibilities of their satisfaction. Agricultural marketing is a tool, which is advantageous and creates the opportunity to study the market, foresee the dynamics of the sales and stimulate the distribution. [1]

For effective and efficient development in the agricultural market, it is essential to use main functions of agricultural marketing in order to make suitable and optimal decisions. The goals of an agro-industrial enterprise should be based on the implementation of a marketing functions set. General ideas are:

- 1) The manufacturer should be oriented on the sales market, which involves studying its objects and subjects (consumers, competitors, information about the market conditions and manufactured goods);
- 2) Have the ability to adapt to market conditions of management using innovative concepts of agro-marketing;
- 3) To organize systems for the competitor`s produce sale, collect and process the necessary and relevant information;
- 4) Focusing on achieving long-term commercial success. Form short-term goals that will contribute to long-term development. [2]

Marketing functions in the agro-industrial complex should be classified according to two criteria. The general functions of marketing are management, organization, planning, forecasting, analysis, assessment, accounting and control. The specific ones are market research, consumer demand research, environmental analysis, maintaining the product life cycle, pricing, foreign economic marketing activities, marketing management. In the process of marketing activities, general and specific functions are interrelated. For the proper company operating they should be implemented simultaneously. [3] Currently, the agro-industrial enterprises in Ukraine barely apply modern marketing strategy, which ends up as an insufficient effect. In addition, the efficient function of the entire agro-industrial complex depends on a privileged system of marketing. However, the current economic situation does not allow the producers to use a marketing system. [4]

In conclusion, the main problems that discourage the improvement of agricultural marketing in Ukraine are underdeveloped market infrastructure, lack of experienced well-qualified staff, lack of information in terms of the domestic and foreign markets for agricultural products, lack of material, technical and financial resources for the creation and operation of marketing services at the enterprise. Therefore, it is necessary to explore the production and sale of goods in terms of market and economic opportunities and to introduce financing of marketing activities to improve the efficiency of production as a whole.

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Ozimek M., Kot. A.
Bednarczyk T., Professor UMCS, Dr hab.
Uniwersytet Marii Curie-Skłodowskiej w Lublinie

EXPERIENTIAL MARKETING OF TESLA COMPANY

Key words: experiential marketing, sustainable growth, Tesla, electric car.

Experiential marketing is a marketing strategy that immerses customers within a product or deeply engages them. This type of marketing enables the customers to take benefits not only from the product itself, but also from experiencing the brand. For experiential marketers, customers are driven not only rationally, but also emotionally. While customers make a decisions based on a rational choice, they buy products toward the pursuit of feelings too. The biggest companies are moving away from the traditional “features-and-benefits” marketing in case of focusing on creating an experience for their customers.

Experiential marketing nowadays has a lot in common with trends related with sustainable growth. This marketing strategy relies on the audience experience the same way as eco-friendly campaigns do – base their decisions on the feelings. Environmental campaigns cause people to make emotionally driven decisions for example when they present an animal suffering from a forest clearance or water pollution. Experiential marketing related with sustainable growth is widespread among the car manufacturers. Following the trends and EU restrictions of air pollution, more and more car brands produce eco-friendly cars which don't rely on gasoline but they use only the electricity to move. Electric cars have a potential to rival with traditionally-powered ones, but at this time they are too expensive for an average customer. As the result of that, electric car manufactures try to attract customers by providing them the experience.

The example is a whole Tesla marketing strategy – customers feel a need to purchase the car because the marketing of Tesla sets its brand as an unique, compared to others. There are no other big car manufacturers whose whole production is based on the electric cars only. Despite the prices of these cars, which are higher than the traditional ones, people still buy Tesla's products, because they feel the urge to be a part of the journey, which Tesla provides them. Obviously, the success of Tesla company hasn't been achieved without the distinguishing features other than being an eco-friendly car manufacturer. But what is more remarkable in Tesla's success, is the fact, that it created a real alternative for a gasoline-powered cars, while other brands didn't. In 2020, 2 Tesla cars were the best selling in United States among the car segments they belong to.

Papizh Yu.S., PhD in Economics, Assistant-Professor
Isakova M.L., PhD in Philology, Assistant-Professor, language supervisor
Sheludko A.V., student
Dnipro University of Technology, Dnipro (Ukraine)

METHODS OF IMPROVING THE EFFICIENCY OF SALES LOGISTICS AT AN ENTERPRISE

Key words: logistics, sales activity, enterprise, efficiency.

Sales logistics is a set of interdependent functions implemented in the process of material flow distribution between different wholesale buyers. Sales logistics is focused on streamlining the process of physical promotion of products to the consumer and the formation of an effective logistics service, and is an integral part of the overall logistics system, providing the most efficient organization of distribution of products. It covers the entire chain of distribution of the system: marketing, transportation, warehousing, etc. [1]

Considering the theoretical foundations of sales logistics, the following scheme of interdependence of logistics and sales indicators (Fig. 1).

You can make the following rules for achieving effective sales through the use of logistics:

1) Availability of products for the consumer.

The consumer must be able to find and buy products with the least effort, otherwise he will most likely prefer a more affordable product from a competitor, provided that the product of a less accessible manufacturer is not unique and exclusive in its characteristics. The availability of many products to the final consumer is often achieved through intermediaries, as the organization of direct sales is quite capital-intensive and complex.

2) Availability of products for sale.

If a consumer applies for a product several times and does not receive it, this consumer can easily be lost, so it is necessary to monitor the availability of products on sale. However, it is not always easy to organize the availability of all positions constantly, so the main thing is to provide at least the most popular positions. To do this, it is necessary to study demand trends and analyze the structure and dynamics of sales. For example, the ABC-XYZ analysis matrix is popular in the practice of enterprises [2].

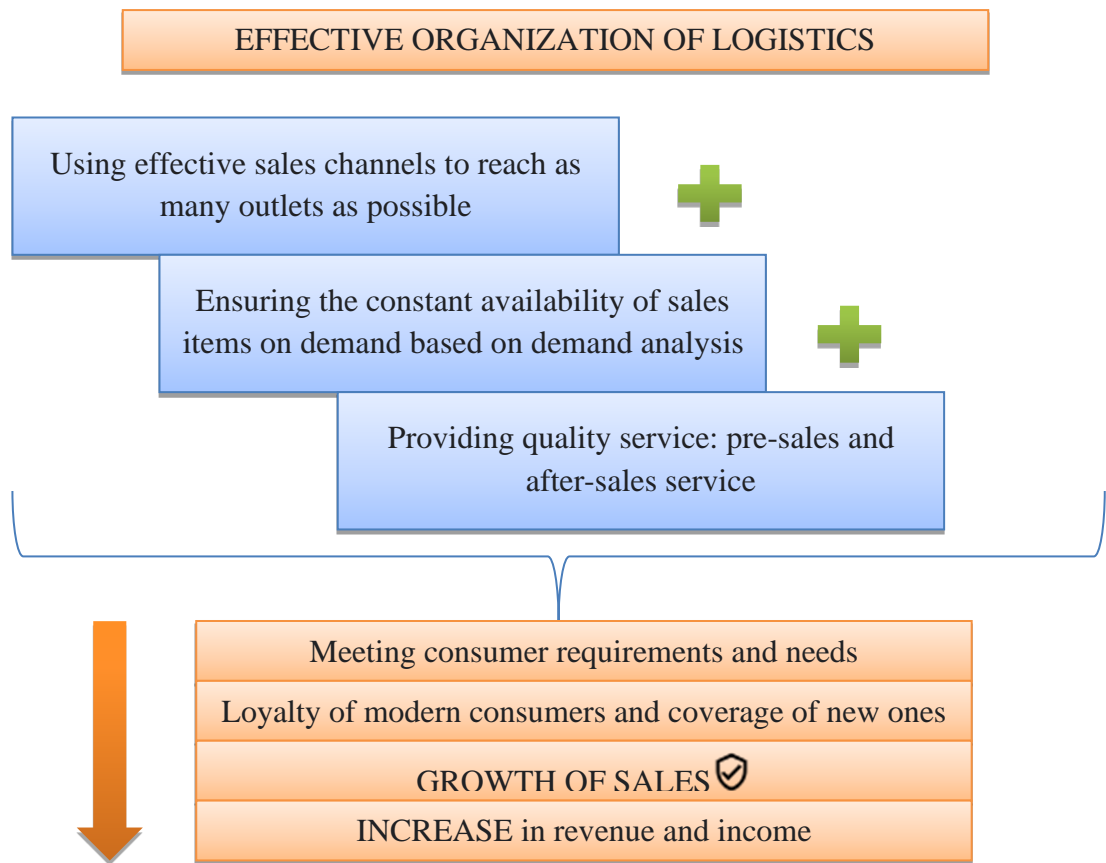


Figure 1 – The impact of sales logistics on sales growth

3) Quality service.

Modern competition requires high quality service, which affects the image of the manufacturer and the desire to make a purchase. Therefore, the customer service process from the time of ordering to receipt must be designed so that the customer is loyal in the future. The staff in contact with the client is important in this process. To check the quality of service often use the method of “Mystery Shopper”, which allows you to assess the processes “through the eyes of the consumer”. The quality of service in the sales process is influenced by the use of modern information technologies: computers, cash terminals; the same coding of goods; satellite monitoring systems for transportation; electronic data exchange and money transfer.

Thus, sales logistics is based on combining marketing and logistics ideas. Here there are solved the tasks of assortment loading of production on the basis of the portfolio of orders formed by marketing services, also the technology of optimum movement of resources and products is defined, standard requirements to packing, quality of products are made.

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Papizh Yu.S., PhD in Economics, Assistant-Professor
Isakova M.L., PhD in Philology, Assistant-Professor, language supervisor
Klymenko V.A., student
Dnipro University of Technology, Dnipro (Ukraine)

BENEFITS OF USING LOGISTICS OUTSOURCING AT THE ENTERPRISE

Key words: outsourcing, logistics, enterprise, efficiency.

In modern conditions of the domestic market, the position of the production enterprise directly depends on its competitiveness. Competitiveness depends primarily on the quality of customer service. Thus, the current issue of domestic producers is a customer-oriented approach to doing business. In such conditions, the key component of efficiency is the company's activity focused on its core business, which will provide the maximum level of service.

In such conditions, non-core activities of the enterprise take a back seat, but neglecting them can have a significant negative impact on the company's activities, so one way to solve this problem is to outsource non-core areas.

Most companies are forced to reconsider their approaches to business organization, limiting to a minimum all the insignificant: non-core activities, ancillary activities, cost centers. But the need for a product of such non-core activities does not disappear.

Therefore, in the national market of logistics services is beginning to appear more and more companies that offer logistics outsourcing services, the concept of which is the absence of the manufacturer to use its own resources to organize those logistics operations that he can entrust to an external partner, ie logistics provider.

Getting rid of inefficient or non-core business processes (warehousing, transportation, physical distribution, etc.) allows one to free up capital for the development of basic activities, reduce the time of development of new products, etc.

The term “outsourcing” means the reduction or abandonment of one’s own business process, usually a non-core and / or non-profit enterprise, and its transfer to specialized organizations. Outsourcing allows a company to focus on its core business. Today, almost any function can be allocated through outsourcing, such as logistics, information services, human resource management and even production [1].

It is common to highlight the following advantages of outsourcing: the ability to concentrate on specialized activities, use the best methods and experience, reduce the cost of using advanced technologies, increase competitiveness. Consider them in more detail:

- concentration on core activities. Outsourcing allows the company to focus attention and resources on the main competitive business and delegate routine daily tasks to an external organization that specializes in performing these functions;

- using the best methods and experience. Outsourcing companies are constantly improving their specialized services and looking for opportunities to use the best technologies and solutions to win the competition. This, in turn, helps the organization that uses outsourcing to achieve a more efficient business process in everyday business life faster;

- reduce the cost of using advanced technologies. As mentioned above, outsourcing providers implement the latest technologies in their activities, and they can achieve significant savings due to the scale of implementation. As a result, outsourcing consumers can fully benefit from the use of advanced technologies without incurring the independent costs of their full-scale implementation. This, in turn, helps reduce overall costs in the system and increase productivity and efficiency of key businesses;

- increasing competitiveness. Outsourcing, for the above reasons, helps the organization to respond more efficiently and quickly to changing consumer demands and, therefore, to have an advantage in competition [2].

As a result of the use of outsourcing, there reduces the need for investment, improves product quality, as the supplier becomes a specialized organization, there is a concentration of management resources by reducing the number of management facilities.

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Papizh Yu.S., PhD in Economics, Assistant-Professor,
Isakova M.L., PhD in Philology, Assistant-Professor, language supervisor
Kalachev A.Ye., student
Dnipro University of Technology, Dnipro (Ukraine)

MAIN TYPES OF LOGISTICS PROCESSES AT THE ENTERPRISE IN THE CONTEXT OF EFFECTIVE MANAGEMENT

Key words: logistics, logistics process, enterprise, management, efficiency.

Today, the issue of development and economic growth of Ukrainian enterprises is recognized as an integral part of the whole process of promoting economic growth and maximizing the country's potential to increase its competitiveness in the eyes of the world community. Therefore, the development of the general mechanism of effective economic growth as a whole will directly depend on the dynamics and level of efficiency of each individual enterprise as an element of promoting the achievement of dominant positions. Therefore, the main task that needs to be addressed immediately is to increase the efficiency of enterprises.

Fierce competition in the market, the emergence of new, cheaper and more efficient developments force us to reconsider the existing principles of the company.

It is a matter of restructuring the business on the basis of a logistical approach. At the same time, various (economic, social, technical, organizational, legal, environmental, etc.) aspects of human activity are affected.

Logistics is a set of different activities the aim of which is to obtain the required amount of products at the appointed time and place at the lowest cost. This is primarily the science of management, which distinguishes the subject of management, which makes decisions, organizes their implementation and control, summarizes the object of management. Logistics is seen as one of the tools of business that saves company resources.

Logistics management is aimed at optimizing stocks in all parts of the logistics chain. Optimal inventory levels provide maximum service levels with minimal inventory investment, minimum ordering and transportation costs.

Logistics processes play a particularly important role in logistics. Logistics processes are a sequence of logistics operations organized on the time axis, aimed at providing the consumer with products of the appropriate range and quality in the right quantity at the right time and place.

Types of logistics processes:

- procurement is a the process that ensures the flow of material into the logistics system;
- warehouses are the buildings, structures, facilities, etc., where temporary stocks are placed and stored, material flows are transformed;
- stocks are stocks of materials that allow this system to respond quickly to changes in demand, ensure the uniformity of transport, as well as help solve a number of other problems in logistics systems;
- Transport is an element, like others, and a complex system. It includes the material and technical base through which goods are transported, as well as the infrastructure that ensures its operation;
- information is a process that provides information communication between other elements of the logistics system, monitors the implementation of logistics operations, as well as solves a number of other tasks;
- personnel is organizational staff engaged in logistics operations;
- sales are a process that ensures the disposal of material flow from the logistics system;
- production service is logistics department, which is engaged in servicing the production process.

Thus, in today's market conditions, where the conditions of competition are becoming tougher, it is impossible to operate without a clear system of interaction with the external environment and optimization of existing logistics processes at the enterprise to meet consumer needs and maximize profits.

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Pavlichenko M.V., Elizarov I.G., Bondar I.H.
Mel'nikova I.E., Doctor of Philosophy, Associate Professor
Kryvyi Rih National University

THE IN-DEMAND DIGITAL PROFESSION OF INSTAGRAM MARKETER

Keywords: business, Instagram marketing, target audience, benefit, cost per order, promotion.

Instagram is a perfect platform for reaching and engaging a target audience since over 1 billion people visit the social network every month.

Instagram helps businesses to develop and maintain relationships with customers and leads as people enjoy communicating with brands through the social network. This is the main advantage of Instagram marketing.

In addition, this social network provides an opportunity to promote one's own business, increase the number of interactions, address a larger audience and reach greater sales through both fee-based and free means. In order to take advantage of the opportunities, it is very important to learn about and understand the algorithms of Instagram. Therefore, a business will benefit greatly from an Instagram marketer who can take it to the next level of development.

Any business person or marketer, or team, or even a beginner can become an Instagram marketer. For this profession it is necessary:

1. To have basic knowledge of economics.
2. To analyze competitors and target audiences.
3. To develop promotion strategies.
4. To know how Instagram works.
5. To create visual content.
6. To have copywriting and designing skills.
7. To develop content-plans.
8. To collaborate with bloggers.
9. To run targeted advertising through Facebook.
10. To analyze advertising campaign statistics and metrics.
11. To know how to sell goods or services using scripts and special objection handling techniques.

All the above can be one person's responsibility if he/she collaborates with small businesses. Medium to large businesses require a team of Instagram marketers, where each person performs specific tasks.

A businessperson's main attainment resulted from the collaboration is the cost per referral customer from Instagram or cost per order (CPO). This indicator is important for pricing and calculating profitability of using this social network.

Advantages of the profession include:

1. Skill development in many areas.
2. No geographical reference.
3. Like-minded people team formation.
4. Keeping up with trends.
5. Average monthly income of \$1,000.
6. Career advancement.

This is a great opportunity to pursue one's own ideas and be engaged in favourite activities.

In conclusion, it should be noted that Instagram-marketing is becoming more and more relevant. Popular brands are increasingly using this platform. There is a need for experienced staff – Instagram marketers. Their tasks include different areas of activity and lead to achieving main business goals – attraction of a target audience and increase of product awareness and sales.

Candidates will have a chance to realize their potential in a new digital profession. In turn, businesses will acquire valuable employees and receive larger profits while working with Instagram-marketers.

Pavlova N.O.
Kniazieva T.V. Doctor of Economic Sciences, Associate Professor, Professor of the
Department of Marketing
National Aviation University

COMPETITIVENESS OF THE ENTERPRISE: ASSESSMENT OF THE LEVEL AND DIRECTIONS OF INCREASE

Keywords: enterprise, competitiveness, marketing.

Today, competitiveness is not an economic phenomenon, but a factor in the success of an enterprise or other entity that recognizes the success of economic development and operation. The theory that the competitive environment of economic entities in the country is directly related to the level of competitiveness in the world is confirmed. [0, p. 30-37]. This applies in particular to the European Union [3, p. 13-15], which can be considered the most successful integration project of the twentieth century. The reasons for such different development scenarios can also be explained in particular by the unequal competitiveness and, consequently, the "margin of safety" of both individual enterprises and the national economy as a whole. Ukraine's prospects and plans to use its economic opportunities cannot be realized without a highly competitive economy and without the development and maintenance of leadership positions that are determined by competitiveness. Therefore, it will be important to analyze the chronology of development of modern theories of competitiveness. In the 70s of the twentieth century.

The BCG matrix became popular, which classified the company's activities and identified more competitive areas in terms of market share / growth rate. In the 80's, M. Porter criticized this theory, noting that not only these indicators are the determinants of success. Porter proposed his own 3 options for the company's development strategy: cost minimization, product differentiation and concentration in a particular market segment. The author suggested choosing only one of three strategies so as not to waste resources. Porter's argument was very clear and understandable, that is, he wanted to "lay out on the shelves" his ideas for managers so that they could easily use them in practice [4, p. 141]. But in today's dynamic, not frozen world, it is difficult to pinpoint which link in the value chain is key to identifying benefits. Critics of Porter have pointed out that the economic situation is not standing still, but may change dramatically and radically, then such a theory will not work. The crisis of strategic planning in the 80's manifested itself in other means of optimization - reducing the size of firms and their staffs. In 1995, M. Tracy and F. Wirsem proposed a theory similar to Porter's theory,

which also required to unambiguously identify the strongest competitive position – "value discipline" and improve, in view of this, or production, or product, or service [4, p.141-142].

The basis of this strategy is cooperation with other contractors, close production relations. A similar theory was proposed by A. Brandenburger and B. Neilbaff, which they called "co-competition", it combined competition and collaboration [4, p. 142]. Based on game theory, they proposed models in which, depending on the flexible behavior of players, all competitors can benefit - in the field of customer service, but in relation to joint suppliers - partners. The weakness of all previous theories is that they concern "today's markets and conditions", not the future. Another theory that did not have the shortcomings inherent in previous theories of competitiveness is the idea of scientists G. Hemel and K. Prahalad. It was that the leadership of today's small firms, mergers and changes in the markets today, mean that those firms that know how to create and dominate future commodity markets will benefit. The authors introduced the concepts of "strategic intentions" and "strategic architecture" [4, p.143]. That is, according to this theory, it is necessary not to limit future goals to today's resources, but to imagine the future and move towards it; offer the consumer a new product instead of meeting current needs. Scientists have called leadership in future markets intellectual leadership. However, critics of this theory believed that it was too difficult to apply in practice. G. Hemel believed that in the XXI century. twentieth-century management must be rejected: "step-by-step change, restructuring and restructuring, organizational training and knowledge management, short-term gains" [4, p. 145].

The author believes that competition today is not "a product versus a product, efficiency versus inefficiency or a large firm versus a small one - it is a non-linear innovation versus a linear one." This perception of competitive advantage means that success will be for those who know how to make non-standard decisions. Strategic flexibility is good, but for an existing business, not a new one. That is, G. Hemel proposed the development of "company revolutions" and identified the following possible stages of their development: a bold dream, a flexible understanding of business, a noble goal, attracting new young peripherals; open markets of ideas, capital, talents; low risk experiment; "Cell structure" and the reward of innovators [4, p. 145]. Thus, theories of competitiveness, which were developed in the second half of the twentieth century. and have already gradually moved into the XXI, can serve as a kind of guide to ways to implement the model of successful economic development of the country.

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Perevozova I., DSc in Economics, Professor,
Head of the Department of Entrepreneurship and Marketing
Obelnytska Kh., PhD., Associate Professor
Popadiuk M., student
Ivano-Frankivsk National Technical Oil and Gas University

THE CONCEPT OF CONTROLLING IN ENTREPRENEURSHIP

Key word: controlling, competitive environment, competitive benefits, making management decisions, Ukrainian enterprises.

In today's business environment, the most common situation is the problem of systemic change, which as a result of successful implementation have a positive impact on the business environment of the enterprise and allow it to withstand the growing pressure of fierce competition. The use of advanced management methods creates differences between enterprises and guarantees their success in the competitive environment. Controlling is an effective tool for active management of the enterprise, which combines several subsystems of regulation and information (planning, control, budgeting, calculations, financial accounting, cost accounting, etc.). The following tasks of controlling can be listed: setting goals, planning, monitoring of the implementation of the plan, identifying deviations from the plan, analysis of the deviations, and suggestions for corrections.

Controlling as an entrepreneurial system has gigantic prospects, as it aims to integrate all the functions of modern management, and its tools and models are aimed at "creating the future." Controlling is focused on anticipating future needs and ensures the company's successful and long-term existence in the market. When developing a controlling system at the enterprise it is necessary to take into account the peculiarities of the management system. Currently, most companies have either a position in their staff or a controlling department that performs a diverse list of functions. In most companies, the controlling service is considered as a supportive one helping the processes of developing and making management decisions. At the same time, controlling tools are not fully used, which violates the integrity of the system of controlling [1]. Controlling should be aimed at providing of both informational and analytical support for decision-making processes in the company management and thus can influence certain decision making within certain management systems.

The basis of the controlling concept (system management of the organization) is the desire to ensure the successful organizational system functioning in the long run and it is implemented [2] by:

- strategic goals adaptation to external environment changes;
- operational plans coordination with the strategic plan for the organizational system development ;
- business processes operational plans coordination and integration;
- managers information system creation for for different levels of management in optimal periods of time;
- plans implementation controll system organisation , its content and deadlines adjustment;
- enterprise management structure adaptation aiming to increase its flexibility and ability to respond quickly to changing environmental requirements.

The result of controlling implementation is a system that improves the efficiency of the enterprise and allows [3,4]: to predict the results of the enterprise activities; to plan activities to improve the resource efficiency use; to receive the needed information to make timely management decisions; to increase the competitiveness of the enterprise. Accordingly, the effective management system formation is directly related to the controlling system, which should take into account both the internal performance of the enterprise and the market environment new trends. Being complex and integrated, controlling provides an integral view of the enterprise in the past, present and future.

Controlling takes the enterprise management to a qualitatively new level, integrates and directs the various services and departments activities to achieve operational and strategic goals. Thus, meeting the new requirements for the quality level of management, solving problems related to increasing the level of competitiveness, the introduction of the concept of controlling in Ukrainian enterprises will achieve effective management of own resources, respond to changes in company's activities, develop different management decisions, develop competitive benefits.

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MARKETING CHANNELS OF THE COMMUNE OF THE DISTRIBUTION COMPANY DURING THE COVID 19 PANDEMIC

Key words: Marketing channels, the COVID 19 pandemic, social networks, shopping platform

Covid-19 has made a significant impact in every area of business: according to quantitative research from Accenture [1] in 2020, it was found that the consumer has significantly changed the behavior of the consumer when shopping for goods. In the first place of priority were naturally hygiene products, cleaning and healthy products, and only after the goods of preliminary demand, to which the subject of this study belongs - shoes.

In addition to the decline in demand for footwear, most businesses were also affected by the closure of offline stores, which prompted almost all segments of the population to shop online.

According to the research analysts of the aforementioned company Accenture, 32% of purchases of all goods and services were already made on the online channel. According to analytics and research from the OLX company, a trend was introduced to increase the influx of buyers on the Internet during strict quarantines (March 2020 and January 2021) to 87% on average [2]. Despite the fact that such a product as footwear requires preliminary fitting, companies that, prior to quarantine restrictions, actively developed Internet distribution channels for goods, not only retained their income, but also increased it.

Based on the quarantine experience, it can be concluded that for companies that sell goods of preliminary demand, it is important to expand the communication channels that go to the digital network. But at the same time, such strata of the population as older people, residents of small settlements (where delivery is facilitated) prefer the classic offline shopping channel. Indeed, especially for older people, it is influential not only to see the product live, but also to communicate with consultants, to find out their opinion and there is still a lack of confidence in online shopping for them, according to a study by the marketing company AIN, 35% of respondents have encountered online fraud and nothing more. 1/3 were able to ultimately solve this problem.

Consumers lack live communication when buying, but companies that provide choices to customers have high value.

The main tasks of enterprises that sell footwear are:

1) provide a convenient alternative shopping platform, which will include delivery, the ability to pay online and, most importantly, compliance with all UI and UX design features, as well as a comfortable mobile version.

2) provide consumers with the opportunity to shop offline with a preliminary selection in social networks or in an online store to satisfy consumers' desire for a "live purchase"

3) create an engaging page on social networks to provide information about special offers, the arrival of new collections of shoes: Instagram, Facebook (for the older population) and the last year and a half, the Tik-Tok social network has begun to enjoy popularity. Since 2019, Tik Tok has been in the top 3 most downloaded applications in the App Store. And most importantly, according to Out digital, 60% of TikTok's audience is women. 21% of users are in the 25-34 age group. Although the most active audience is, of course, adolescents: 43% of the audience are users 13-17 years old [4].

So a key priority for enterprises to secure their business is to create channel distribution channels that can be easily interchangeable. Despite the fact that it will soon be 2 years since the appearance of the Coronavirus in Ukraine, almost a third of companies have not yet updated their resources for effective work.

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Popko I.
Datsenko V., Ph.D., Associate Professor,
Dean of the Faculty of Economics, Business and
international relations
University of Customs and Finance

THE IMPORTANCE OF CROSS MARKETING IN MODERN ECONOMIC CONDITIONS

Keywords: marketing, cross-marketing, target audience, consumer environment, communications

Launching, developing and maintaining a marketing campaign requires a lot of time and effort, as well as knowledge of the target audience and marketing trends. At the same time, there are cases when even the most advanced market analysts face an insurmountable wall, when there are not enough fresh ideas to stand out from the competition. Then cross-marketing comes to the rescue, which allows you to get the most effective balance between audience reach and depth of impact. [1]

Today, almost all markets are crowded with goods. Such an excess offers make the consumer very picky and, accordingly, it is increasingly difficult to persuade him to make any purchase. In response to the growing competition and the difficulty of attracting customers to communication, cross-marketing is formed. Cross-marketing in modern conditions can solve a number of problems in attracting consumers.

As marketing efforts become more costly as well efficiency decreases due to high information saturation consumer environment, promotion professionals are trying to invent new ways to identify and engage the target audience. This is how cross-marketing, co-marketing or cross-marketing technology emerges. Its essence is to accumulate efforts to promote several companies in one communication program. It is implied that two or more producers of goods or services in one advertising campaign affect the general target audience.[2]

Cross-marketing can be represented by three main forms:

- joint bonus or discount programs. In such campaigns, the customer, using the services of one company or buying one product, receives discounts or bonus points on the product of another brand;

- joint advertising campaign for partner products. In the process of such events, partners act as equal customers of advertising;

- joint BTL events. Tastings, celebrations or promotions can be carried out by joining forces of two or more campaigns.

Cross-marketing, whose partners play a key role, is based on the following principles: partners should not be competitors; goods should also not compete with each other or replace each other, it is desirable that they complement each other; partners must intersect with target audiences; goods must be in the same price segment.

The advantages of cross-marketing include: reduction of advertising costs through joint campaigns; establishing long-term cooperation with various companies from other areas of business; active consumer response, as they can get double benefits; after the cross-action the result is quickly traced; the effect of joint cross-actions is twice as large as that of actions held separately; expanding the scope of sales of services or goods; increase opportunities to promote your brand; increase the market reputation of a cross-marketing company. [3]

The campaign solves several main tasks: exchange of common audience, already existing; attracting and retaining new customers; budget minimization (costs are only for gifts and small investments in social media advertising, on average up to \$ 50 for 2 weeks Facebook and Instagram); testing of new communication channels; a good opportunity to "strengthen" and "refresh" your brand. For a small company or startup, a joint campaign with a more well-known company in the market will help to establish positive associations and image among customers.

In order to properly and effectively conduct such an event, you need to know the stages of "cross-marketing".

The first step to organizing joint advertising will be to find a suitable partner. Its search is a very important and responsible stage in cross-branding. It is necessary to evaluate a potential partner by the following parameters: real image, which should correspond to the level of the company - the initiator; availability of a common target audience; availability of loyal consumers; statement; marketing activity. [4]

The second step in the process of launching cross-marketing should be preparation staff. This step is very important, and more than 50% of everything depends on it success from this event. Setting the terms of the action on that or another product, you need to inform as many of your customers as possible.

The third step is to prepare a mutually beneficial proposal for employee company. Keep in mind that the more favorable the conditions, the more likely it is that large firms will agree to promote goods together.

The fourth "step" to organizing cross-marketing is holding a cross-action. To do this, you need to create a special database contacts, which should include all companies that have in

the range product categories that match yours. After that it is necessary periodically send them special offers on cross-marketing and check answers in a timely manner. So, a chance to increase your own the promotion area is growing, and this allows you to protect yourself in case the existing partner company wants to terminate the contract.

And finally, the fifth step is to sum up. Before you run marketing in action, you should check: how well trained employees and whether the contact base is fully ready. If these criteria are far from the norm, you should not rush, but rather spend extra time on additional training.

Partners must take into account absolutely everything. Technology will succeed if all participants work together, in one team. When coordinated work, the implementation of cross-marketing will attract consumers in two or more areas. In addition, long-term relationships between participants will benefit all parties.

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Popova K.
Datsenko V., Ph.D., Associate Professor,
 Dean of the Faculty of Economics, Business and
 international relations
 University of Customs and Finance

CONSUMER IN THE MARKETING COMMUNICATIONS SYSTEM

Keywords: marketing, purchasing power, consumer behavior, motivation, marketing strategy

Consumers, their purchasing power and propensity to exchange, in fact, this is the market. Based on this, the marketing department needs to constantly conduct research on consumer needs, namely why they behave one way or another.

Consumer marketing is marketing that helps the consumer make the best choice.

Despite the idea that the modern consumer lives in a rational world, this definition is not true. After all, the ultimate goal of consumer behavior is to achieve personal well-being, which is not only to close the need, but also to get emotional satisfaction from the purchase.

This has led to the fact that the value of the product for the buyer comes to the fore. The development of emotional consumer theory has led to the separation from traditional marketing of such areas as emotion marketing. The latter is much more effective than the rational, which focuses only on the characteristics of the product. [2]

At any time in life a person experiences many needs. Some of them are biogenic in nature, occur during a certain physiological state of the body - hunger, thirst, discomfort. Others are psychogenic in nature and are the result of states of psychological stress, such as a person's need for recognition, respect, or spiritual intimacy. Many needs do not require immediate satisfaction. Need becomes a motive when it forces a person to act, and its satisfaction reduces psychological stress.

Psychologists have developed several basic concepts of human motivation. The most famous of these are the theories of Sigmund Freud, Abraham Maslow, and Frederick Herzberg. These concepts lead their supporters to opposite conclusions about the motives of consumer behavior and the development of marketing strategies. [1]

Freud's theory of motivation shows that most people are not aware of the psychological forces that control their behavior, which means that they can not fully understand the motives of their actions. When planning to buy a laptop, the average consumer believes that he is driven by the desire to effectively use the time to move from place to place, get the opportunity to

work anywhere, and so on. But if you look deeper, the motive for his decision is the desire to impress those around him, or the computer helps him feel smart and educated. [1]

When the consumer studies the characteristics of different products, he pays attention not only to their speed, but also to other, less important, details: shape, size, weight, color, brand name and material from which the computer is made, give rise to certain associations and emotions. Therefore, product designers take into account the impact on the consumer's feelings of everything he sees, hears and what he can touch, and this, in turn, forms the preconditions for purchase.

To elucidate the deep associations evoked by the product, researchers analyze detailed interviews using a technique that disables the conscious self, using verbal associations, unfinished sentences, picture explanations, and role-playing games.

As a result, psychologists have come to interesting and even strange conclusions: consumers do not want to buy prunes for the reason that it is shrunken and reminds them of the elderly; men smoke cigarettes because it subconsciously reminds them of finger sucking as a child; women prefer vegetable fats to animal fats because they feel guilty about slaughtered animals. Psychologists have found that any product initiates a unique set of motives in the consumer. Scholars call this approach "motivational positioning."

Frederick Herzberg developed a theory of two factors of motivation, one of which causes human dissatisfaction and the other - his satisfaction. In order for a purchase to take place, not only the absence of the dissatisfaction factor is required, but also the active presence of the satisfaction factor. For example, the lack of warranty on computers can be a factor in dissatisfaction. [1]

In this case, the presence of a guarantee will not be a factor of satisfaction or a motive that will push the buyer to buy, because the guarantee is not in this case the main source of satisfaction. The factor of satisfaction - the simplicity and ease of use of the computer - and the buyer will be happy to buy it for this reason.

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In practice, the theory of two factors is applied in two ways. First, the seller (company or organization) should avoid the appearance of dissatisfaction (for example, unclear instructions for the computer or poor service). Such factors not only do not contribute to sales growth, but can also disrupt the purchase. Secondly, the manufacturer must determine the main

factors of satisfaction or motivation to buy the product and make sure that their presence in the product does not go unnoticed by the buyer.

Abraham Maslow tried to explain why an individual experiences different needs at different times. A. Maslow explains this by saying that the system of human needs is formed in a hierarchical order according to the degree of importance of its elements: physiological needs, the need for a sense of security, social needs and the need for self-affirmation (self-realization). The individual, above all, seeks to meet the most important needs. When he succeeds, satisfied need ceases to be motivating - and the person seeks to satisfy the next in importance. [1]

A. Maslow's theory helps market participants to understand how a variety of goods and services meet the plans, goals and life values of potential consumers. Therefore, when a person buys Lux goods, it means that his physiological, social needs and the need for protection are met. Interest in the product may be due to a person's strong need for even greater respect for others or greater self-affirmation.

However, in most cases, the buying process is a classic sequence of actions, the starting point of which is the awareness of the need. The essence of this stage is the consumer's understanding of the difference between ideal and real situations, which stimulates decision-making. It can be very simple (for example, the lack of milk in the refrigerator - the decision to renew the stock). As a rule, simple decisions are made by a person, more complex ones can be stimulated (for example, by advertising).

After making a decision, the consumer searches for relevant information. Such a search can be internal (in memory) or external (if the available experience is not enough, and the probability of making the wrong decision - quite high). Sources of information during the external search can be personal connections (friends, relatives), public organizations, as well as trade events (exhibitions, advertising, sellers).

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Punko A.V., student
Kniazieva T.V., Doctor of Economics, Associate Professor,
Head of the Marketing Department, research supervisor
National Aviation University

MODERN PROBLEMS OF WORLD FASHION- INDUSTRY

Keywords: world market, fashion market, modern marketing problems, technology, consumer

The modern fashion industry is one of the largest markets in the world. Different experts give different figures about its total value, but most estimates put the value of the global fashion industry at around \$1,625 billion, which is about 2% of world GDP. The apparel market is quite mature, but despite this, it is growing steadily. The global apparel market is expected to achieve a compound annual growth rate of 5.5% over the forecast period 2020-2025. This is driven by changing fashion trends, changes in retailing and technological advances. However, despite this positive trend, the fashion market faces a number of challenges. And again, these are mostly related to technology. Let's take a look at the main marketing challenges in today's apparel market.

The number one problem is that online shoppers are not buying from native social commerce. This means that, despite the plethora of modern online consumer communication tools, PR and new integrations, social media shopping is not having the best of times. At best, consumers are just getting used to shopping directly through social media. At worst, it's a losing battle that won't be won for at least another generation. But experts are predicting that social media will be the destination for fashion. The role of the main online channel for fashion retailers is expected to gradually shift from websites to social media channels. TikTok, Instagram, Twitter, YouTube - will become much more powerful in driving sales. The result will be that social media channels will be used as landing pages and very simple transactions will be made in commerce, as in today's environment most people make a purchase decision the moment they see content. The second huge challenge is the fact that loyal customers are quite rare in the fashion industry. More than 75% of consumers are willing to switch brands quite easily and usually buy from multiple brands. In such a situation, the main challenge for brands is to create compelling reasons for consumer loyalty, i.e. to develop a clear USP.

The third challenge is that consumers lack proximity in online shopping, especially in terms of maintenance and returns. With the proliferation of e-commerce and online shopping by consumers, there is a risk of losing proximity. Retail can facilitate relationships, but

customer service is often the only option for online brands. This is why immediate customer support - before, during and after the purchase - is so important for online retailers. This includes a growing rate of product returns. To solve this problem, companies need to turn their attention to SMM and mobile messaging. Specifically, these tools have the potential to surpass all channels as the primary source of communication. As social trends influence shopping trends, more and more people will want instant interaction where they live via their smartphones and computers. Refunds and exchanges will also want to be handled through these mobile devices. A very important issue, which is not new but remains topical, is the low wages of workers and poor working conditions, especially in the fast-food industry. In the fashion industry, workers, especially women (women make up around 80% of garment workers) are poorly paid. They also face abuse at work. According to a report by Global Labor Justice, female garment workers in Asia's leading fast fashion companies face exploitation and abuse, including poor working conditions, low wages and overtime, leading to reduced efficiency.

Thus, most people would be reluctant to work in the fashion industry and, as a consequence, low wages and poor working conditions can negatively affect the growth of the fast fashion market. Each country will choose its own way to tackle this problem. In Germany, for example, vending machines have been set up to sell cheap T-shirts, but before the consumer can buy one, a socially conscious video is shown explaining that the low price of clothes is the result of the gross exploitation of workers. The biggest challenge of the last two years, which has affected not only the global apparel market but all social and economic spheres, is COVID-19 and the related quarantine measures. Its negative impact on the fashion industry cannot be overstated. The market for apparel and accessories has been severely tested as supply chains have been disrupted due to trade restrictions and consumption has declined due to restrictions imposed by governments around the world. However, experts believe that the fashion industry market will recover from the shock over the forecast period 2020-2025 as the epidemic is not linked to any current or fundamental weaknesses in the market or the global economy. As can be seen, the fashion industry market faces a number of significant challenges. However, all of these can be addressed through a comprehensive marketing system, socially responsible principles and relationship marketing.

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TARGET SEGMENT IN THE RETAIL MARKET

Keywords: segmentation, marketing, strategy.

The target market is a potential market of the firm, determined by a set of people with similar needs for a particular product or service, sufficient resources, as well as willingness and ability to buy. The target segment is a homogeneous group of consumers of the target market of the firm, which has similar needs and purchasing habits in relation to the firm's goods.

To determine the target segment, it is advisable to choose the basic method "Segmentation Tree".

In this case, the defining features of segmentation are (Figure 1.1):

- geography;
- household size;
- decision maker;
- age;
- income level;
- personality type (leaders, innovators, moderate innovators, moderate conservatives, conservatives);
- frequency of purchases;
- expected benefits;
- degree of loyalty to the store.

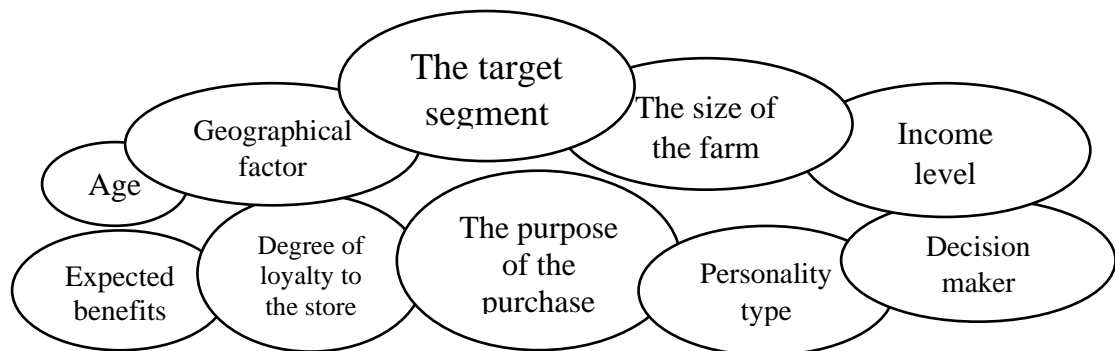


Figure 1 – The segmentation tree

Pyl V.S., student
Shostak L.V., Doctor of Economics
Pavlova O.M., Doctor of Economics, Professor
Lesya Ukrainka Volyn National University

REGIONAL LOGISTICS MARKETING STRATEGIES

Keywords: maketing, logistics, strategy, customer relationship

The modern state of the market environment is characterized by fierce competition and excessive market saturation, which dictates that enterprises seek new solutions in the field of marketing and logistics by combining their autonomous functions into a single system, namely marketing logistics strategies. By their nature, they include a system of planning, operational management, control of material flows, which allows to most effectively meet the needs of consumers. Marketing logistics strategy solves the problem of loading the production assortment on the basis of the formed by marketing services stock of orders, the optimal technology of resource transfer is determined, product quality requirements are developed, loss centers are determined.

Aspects of the functioning of marketing and logistics in enterprises were considered in the works of both foreign and of national scientists such as D. Aiker, J. Forel, A.V. Bulinskaya, K.V. Inyutina, O.M. Nevelev, N.D. Fasolyak, Y.V. Bogatin, Y.M. Krikovsky, L.I. Nefedov and others.

At the same time, there are unresolved issues associated with the creation of a comprehensive marketing strategy for logistics and its implementation in the context of the specifics of the Ukrainian market. Given that the main task is to manage the flow of finished products, going from the producer to the consumer, it contributes: increasing the reliability of cargo delivery; ensuring the safety of cargo; transparency of business processes; increased use of information technology.[1]

The market of logistics services in Ukraine began to function at the expense of foreign companies, namely: Schenker-BTL (Germany/Sweden), TNT (Holland) and UPS (USA). By conducting express delivery, these companies have become a shining example of the effectiveness of logistics, which contributed to their rapid expansion throughout Ukraine. The leaders of Ukrainian logistics market are Cargo-Service, Ukrainian Freight Couriers, FM Lojistik-Brovary, Ost-West Express, Raben, TBH Logistics

Given that the logistics market is different from consumer and industrial markets, in the process of developing a marketing strategy for positioning logistics services, it is advisable to pay attention to the following features. Logistics service is not an object, it is a capacious process, complicated by the uncertainty and short duration of events. Simultaneity of production and consumption offered to the consumer must be confirmed by the physical conditions of the provision (the presence of equipped logistics centers, vehicles, special containers and packaging, etc.) Instability of its quality and inalienability of the service from the manufacturer. Dependence on the highly productive work of specially trained personnel and activities of the service, which should attract the consumer.[2]

The implementation of customer relationship marketing (CRM) strategies by logistics firms will have an effect that exceeds the results of the application of marketing and logistics separately, namely. A marketing logistics strategy has the ability to respond quickly to changes in market conditions, including changes in customer requirements, which can provide a shorter customer service cycle. Implementation of marketing logistics strategy allows the company to compete more successfully and profitably in the market, including due to the overall cost reduction.

It should be noted that the effectiveness of positioning in the market of services can change, so the marketing strategy of positioning must constantly improve and improve. The main reasons for improving the effectiveness of positioning are. Continuous monitoring and improvement of the quality of the company's services and its position announced in the market. Continuous improvement of the personnel and its competence, introduction of innovations in the processes of providing technical and technological skills. Functional quality of logistic services and customer service processes with the obligatory involvement of the customers in these processes. Service and expansion of the company's market share. Revival of interest in basic and additional services provided by the logistics company. The use of individual and moral marketing tools; improvement of the communication policy of the enterprise. Summary, at the present stage of economic development, marketing strategies of logistics should be considered as a key element of the competitive market strategy of the enterprise.

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COMMUNICATION WITH THE BOTS

Keywords: chatbots, *marketing ethics*, online marketing, *customer relationship*.

One of the trends in modern online marketing is the widespread use of dialogue technologies. In 2021, these technologies created a furore as a non-contact method of interaction between consumers and companies. According to Gartner's expert evaluations, the trend-setting interactive platforms include the following [8]:

- 1) developed capabilities of direct language processing;
- 2) Support for voice and text input;
- 3) Use of staffing for direct communication;
- 4) The ability to exchange multimedia data and documents;
- 5) Creation of conditions for dialogue management;
- 6) Combining several chatbots;
- 7) Saving data.

What a bot is. The word "bot" is a shortened form of "robot". It is an account of an invisible person who is used to spread the same and other information. Social bots have their own algorithm, they live in the social network and each of them performs their function. They inspire trust because they are perceived as real individuals. Special algorithms and mathematical formulas make it possible to simulate the image of an ordinary user for the network.

For which purposes chatbots are used:

1. Ensuring uninterrupted contact with customers. Service 24 hours a day (programs do not require restarting and weekends).

2. Chatbots intensively respond to customer inquiries and provide sensitive responses to their requests.

3. The chatbot algorithm allows for sorting and solving elementary tasks.

Creating a chatbot is as easy as making it as social as possible. Subscribers can be bought: 2500 subscribers for \$ 39, but you must remember that these are not real people, but the same "ghosts in the network," as our bot. To start create an account. Image, selection of photos from photo portals, which are in free access in the network. Profile description and bot ready in seconds.

Social bots are difficult to recognize and are specially created to avoid that they look like robots. They are created to influence people, to motivate them to do certain things or to convince them to do certain things. Facebook and Twitter are becoming more and more popular among users and, as evidenced by the experience of D. Trump and V. Zelensky's election campaigns, can influence political and economic decisions. Chat-bots become a platform for manipulation, facts, insinuations and other people's thoughts. No one knows how many pseudo-accounts there are in the network. At the same time, an "attack by bots" can cause serious harm to a company or an individual. It is unrealistic to avoid such attacks or to prevent them from happening in the first place.

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Rogalia B., postgraduate student
Hubeni Yu., Dr, Scs, Professor, research supervisor:
Lviv National Agrarian University

LOCAL COMMUNITY BUSINESS ENVIRONMENT: AN ATTEMPT AT DEFINITION AND MARKETING IDENTIFICATION

Key words: territorial community, business environment, entrepreneurial structure, external environment, internal environment.

Business environment, or business surroundings, entrepreneurial environment are generally recognized economic terms with rather exact, but multifaceted definition. M. Melnyk states that ‘business environment is a set of individual entities (together with their interconnections and relationship) and surrounding (external) environment factors which influence them’ [1, p.151]. It is evident that business environment has external and internal components, institutional support and content. As far as business (economic) entities are concerned, the internal environment is formed by entities themselves during their basic activity. T. Vasylytsiv emphasizes the necessity for and problems of forming institutional components of business environment. He mentions, in particular, that institutions (institutes) exist in dualistic relationship: they form the environment, but the environment influences institution formation [2, p.119].

It is obvious that local community business environment will get an approximate definition and essence. Although it has to take the peculiarity of a community, as an administrative, territorial, customary, institutional component, into consideration. However, the Dictionary of the Ukrainian language treats a community as ‘a group of people united by common situation, interests’ [3], though the modern legislation explains ‘a territorial community’ as a peculiar integrated set of the Ukrainian citizens loving together in a certain dwelling space, having common interests and a defined normative and legal status. Such definition, focused only on integration and interests of people united by the status, omits important spheres of the issues which form business environment. Therefore, in our opinion, proceeding from the fact that a community is an administrative and territorial unit of local self-government, it should be treated as a set of entities and institutions or integrated subjectivity.

Proceeding from such interpretation of a community status, local community business environment can be considered as a set of institutions, entities and relations formed in a

territorial community. Thus, besides the division into internal and external components of business environment, we can distinguish a) institutions; b) entities; c) social (business, economic including) relations in it. It is clear that business environment of local territorial communities has certain peculiarities. In particular, their external environment may be determined not only by national or regional institutions and regulation, but may include normative legal, institutional or subject regulation, relations, restricting higher level than the 'local' one.

It is obvious that local community business environment is of great significance in territory marketing. Yet favorable business environment forms better «recognizability» not only at communicative level, but is a motive force of investment reputation. As the external component of territorial community business environment is determined by institutions and circumstances, on which the citizens have a rather long-term influence, close attention in forming positive changes should be focused on the internal component. The important directions are as follows: a) regulatory policy; b) budget process; c) public administration; d) social communication and territorial marketing; e) entrepreneurial structure. There is an important component for local village and mixed village/town communities, that is land resource administration and land policy.

The local territorial communities, obtaining the status of united territorial communities (UTC), are differentiated according to the structure, economic and demographic potential, resource provision. UTC leaders with considerable social and economic potential form business climate from the "leader strategy" position, UTC outsiders have to develop more adaptive "maneuvering strategies", choosing a few priority markers [4]. Territorial marketing can become a tool of developing territory recognizability, which is the key to its goodwill increase. Positive business environment helps investment attraction, improves entrepreneurial structure. Such chain of positive changes promotes territory development, local problems overcoming. It is proved by empirical experience of many UTC in Ukraine.

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Romanenko K.
Mostova A., Dr. Sc., Professor
University of Customs and Finance, Dnipro (Ukraine)

PR CAMPAIGN “GERMANY – LAND OF IDEAS”

Keywords: advertising campaign, marketing, brand management

“Germany – Land of Ideas” is a global advertising campaign, which creates special messages, spreads them through the international community and, in so doing, gains relevance and greater credibility. It is the best example of a long-term leveraging campaign. The primary goal of the campaign is to make Germany more attractive to foreign publics and media. Based on this “Land of ideas”, a lot of campaigns are launched to promote Germany as a country worth living - both at home and abroad.

The global campaign was founded in 2006 during the FIFA World Cup (FWC) that was held in Germany. The motto of the FWC was ‘A Time to Make Friends’. Germany invested a great deal of time in attempting to make this event as a marketing movement. A country had a unique opportunity to promote and market its national image and offer an identification platform for everybody. Initially, the idea of creating a PR campaign was proposed by the ex-president of Germany, Horst Kohler, in 2004, who said that his country should become more than the land of “poets and thinkers” and more than just “made in Germany” [1].

The chief executive officer (CEO) of “Land of Ideas” is Ariane Derks. She is responsible for the building a country's strategic advantage, the German nation branding and its development. Ariane’s campaign role is a facilitative one. Her team isn’t in competition with the other campaigns, they attempted to bring together and join-up the different campaigns, which, shared a similar goal of making Germany attractive to international public.

Due to the PR campaign “Germany – Land of Ideas”, the brand management started to develop and was integrated. Based on the creation of this campaign, four famous brands were founded:

- “Made in Germany” (trusted manufacturer; foster sustainability and innovations that are made in Germany);
- “Invest in Germany” (present the country as a place foreign companies invest in);
- “Research in Germany” (seek to publicize Germany as an appropriate place for science, development, and research, and strengthen international cooperation);

- “Welcome to Germany” (a brand communication, which influences the stakeholders of the company).

Projects that appear in a result of campaign’s work are always successful. The reason is that “Land of ideas” closely works with politics, business and the media. There are six main projects: 1. The „Walk of ideas”, 2. „365 Landmarks in the Land of Ideas”, 3. The „Media Service”, 4. The „Fanclub Germany”, 5. The „Welcome to Germany”, 6. „Invest in Germany – Land of Ideas”[2].

The objective of the first project was to find and show an evidence proving that “Germany is a Land of Ideas”, present Germany to international media during the FWC. Six giant sculptures were created in Berlin. The second project tried to focus attention on year-round presence of Germany brand and prepare 365 places and events – one for each day of 2006 – for foreigners. The third project was aimed to reinforce the national and international coverage. In the result the team formed online platform with information about Germany’s PR campaign, created journalist tours and “Media Club 2006”. The objective of the fourth project was to give a positive atmosphere and motivate everyone to feel Germany as a land of ideas. People built up a membership club and celebrated all together the German Unification Day. The goal of fifth project was to show a warm welcome to all visitors and represent a cooperation federal states, cities with associated institutions abroad. The objective of last one was to present Germany all over the world as an attractive business location to foreign investors. As a consequence, Germany was advertised by the supermodel Claudia Schiffer in London, Tokyo and New York, potential investors were invited to special events, the film “Germany on the ball” was shown on screens around the world for the purpose of advertising Germany.

The ‘Land of Ideas’ campaign played a central role in enhancing business relationships acting as it did as a ‘facilitator’ across campaigns and across the diverse actors involved in organizing and promoting the event.

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Rosokhata A., Ph.D., Senior Lecturer of the Department of Marketing
Jasnikowski A., Ph.D. student, Director, Fundacja EUROWEEK, Poland
Koroshchenko V., student,
Sumy State University

TERRITORIAL MARKETING AS AN INSTRUMENT OF INCREASING PUBLIC CONFIDENCE

Keywords: marketing, territorial marketing, promotion, consumer behavior, public confidence, place brand policy.

Marketing has many definitions, but whatever definition you take, the basic concepts of marketing are: market, needs, customer, product, exchange, value.

Marketing is a science and activity of a developmental nature, taking into account socio-economic development, which corresponds to the trends, processes and phenomena that arise in the market. Each marketing tool is complex and usually contains individual explanatory variables, expanding it, creating a composition of this element (for example, product range, distribution range, promotion mix). Marketing - no matter how many elements make up the decision-making structure - is always focused on the specific customer, his needs and satisfaction, and provides him with the value he values and needs [1].

All these circumstances make the word marketing more and more capacious, and over time, adding new meanings to it, there are opinions in the literature that the basic definition is not only insufficient, but even unnecessary for adequate definition of modern phenomena and processes. related to the functioning of individual entities to meet market needs. Whatever definition you take, the basic concepts of marketing are: market, needs, customer, product, exchange, value [1, 2].

The term territorial marketing comes from the general theory of classical marketing, which was associated with the sale of products. According to this theory, marketing should be seen as planning, coordination and control of the territorial unit, aimed at current and potential markets.

The most advantageous approach is to the territory in terms of administrative division. When the problems concern not only the territory or community of the administrative unit and can be solved in a larger territory, then in law and in practice there is a possibility of partnership and cooperation between different administrative units.

Nowadays, marketing focuses on ensuring that the greatest benefits and satisfaction relate to the customer, which is possible through the cooperation of entities operating in a particular area, which is the essence of territorial marketing [2].

Modern marketing challenges: hypercompetition, mass consumption of goods and globalization. These phenomena affect consumer goods as well as places. Countries, regions and cities are competing more and more aggressively. This competition concerns all aspects of the functioning of the place and concerns the struggle for a position in the minds of residents, tourists, investors and other recipients of the territorial offer. The growing number of comparative place rankings further fuels the aspect of competition at the level of countries, regions and cities. This indicates the importance of the elements of separation of individual territorial units, which can determine the competitive position of the place [3].

The main purpose of territorial marketing is to create value for target groups and increase their satisfaction, due to knowledge of the needs of target groups and the ability to meet them. Therefore, an important task of marketing is to study the needs and preferences of target groups, as well as analysis of own resources and marketing environment. Changes in the business environment can affect strategic decisions [4].

Territorial marketing is the definition of an appropriate brand development strategy for a specific location, as well as the involvement of various institutions, people and related products to achieve goals.

Promotion is a territorial marketing tool. It is used to connect the organization with its market environment. By communicating this to local authorities, we are dealing with a set of tools through which local governments communicate with the internal and external environment, providing information, referring to the socio-economic profile, strengths, successes and planned activities. Promotion is an activity that informs, but also encourages, creates a positive image of the brand, place and supplier, which can be a unit of local government [5].

The marketing concept of local government, according to J. Hausner, is to look at the domestic market as a specific type of customers to be sought, because if their needs and desires are not met, they can change their place of residence, not invest in this area or consider it an attractive tourist destination.

Territorial marketing is heavily influenced by political factors, which are the result of local governments at each level being elected by residents of a certain area and accountable to voters. Therefore, territorial marketing focuses on the policies and strategies of communication of territorial management units with their environment or on attracting specific investors or customers [6].

Thus, territorial marketing is often understood as a set of measures aimed at attracting investors to a particular region, the development of local businesses and promoting its positive image abroad, as well as the disclosure of its attractiveness in such countries. a way for as many people, potential investors, tourists and potential future residents as possible to know about its good image.

According to the above theories, territorial marketing should be understood as all activities related to communication, information and promotion. It is necessary both inside and outside the territory of a certain territory. At the same time, the activity of territorial marketing of local self-government bodies should be aimed at certain target groups.

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FEATURES OF SERVICES MARKETING

Keywords: marketing, service, consumption.

Marketing services differ from marketing physical goods in that takes into account the unique characteristics of services, namely – intangibility, heterogeneity, variability and inseparability. That is, studying the market for services and especially the practice of its operation revealed its specificity, without knowledge and taking into account which it is impossible to succeed in a variety of ways service activities. Marketing services – the activities of the studio are aimed at pleasure consumer needs in services for profit Features of services are the following:

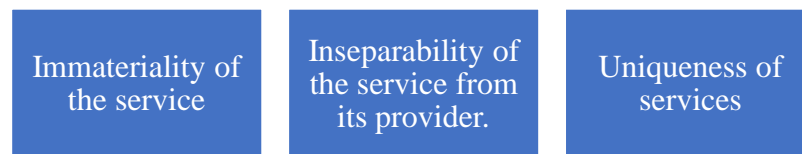


Figure 1 – Features of marketing service

It exists only in the process of providing or consumption:

- impossibility to store the service. Because there is no possibility create stocks of services;
- inseparability of the service from its provider. Providing services provides direct contact with the person providing it;
- uniqueness of services. Unlike the goods, most of which are standardized, each service is unique (seamstress service).

According to the most common interpretations, marketing complex (marketing mix) is a certain structure of marketing tools that ensure the achievement of the goal and marketing solutions tasks. According to the specifics of the services market, the complex of marketing services differs from the complex of product marketing. According to the model of M. Bitner? 4P complex for marketing services is supplemented by three additional ones elements of "P": process (process), physical evidence (material, physical proof, testimony, confirmation), reorle (people, staff).

STRATEGIC ASPECTS OF ENTERPRISE FOREIGN ECONOMIC POTENTIAL MANAGEMENT

Export potential, foreign economic activity, strategy, development, efficiency

Planning, as an important function of management, is a necessary tool that, despite the changing conditions of doing business, allows the modern enterprise to meet the challenges posed by the external environment. Only a strategic approach to management, which both determines the general direction of development of the enterprise as a reply to predicted/unpredictable challenges and forms its real tasks, helps to determine the boundaries within which activities should unfold, allows the company not only to maintain but also strengthen its market position.

The realities of today are Ukraine's integration into the World economic space, an important step in the process of which is the accession of our country to the World Trade Organization. Among the advantages that this step creates for domestic producers are, in particular, the expansion of export potential and the opening of wide opportunities for entering the markets of more than 140 member countries. At the same time, it poses certain threats, including the use of Ukraine by developed countries as a market for their products. [1] The dynamics of foreign trade turnover of goods and services of Ukraine shows that currently the country is not fully using all potential opportunities: in 2020 compared to 2019 there is a reduction of this indicator by 9.4% (-12.4 billion dollars), which amounted to 119.4 billion dollars. In turn, the negative dynamics of the balance of foreign trade of goods for 5.1 billion dollars states the loss of domestic producers in international competition; at the same time, the total increase in this balance by 5.6 billion dollars characterizes the strengthening of Ukraine's interaction with external partners. [2]

Thus, foreign economic activity (FEA) is important both for the economy as a whole and for the individual enterprise. Foreign economic potential should be considered as part of the economic potential of the enterprise, which is associated with other types of potential and is a set of resources that the enterprise can use to carry out export-import activities.

Enterprises engaged in export-import activities are less vulnerable to the influence of microeconomic factors of the operating environment. Exports help increase profitability, sales, acquisition of new business partners; avoid seasonality of demand for goods. Imports make it possible to find resources that are impossible / economically impractical to obtain in the country. Creating an effective strategy for enterprise development, which will be based on the use of its foreign economic potential, requires the use of a systematic approach at the level of all structural units.

Figure 1 shows a set of strategies classified according to various characteristics; in particular, among them we can distinguish general and specific.

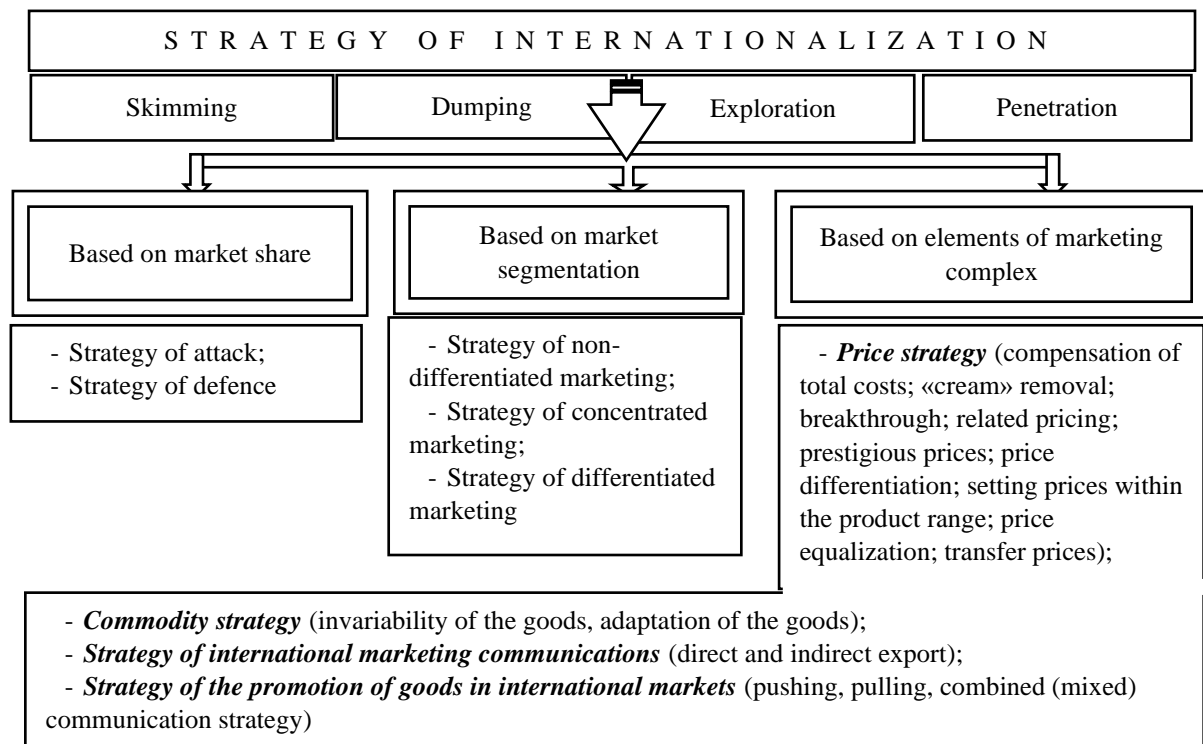


Figure 1 – Strategies of enterprise's foreign economic activity [3]

General strategies can be applied not only for the implementation of foreign economic activity, but also for other strategic aspects. Of interest is the classification of strategies by objectives, investment and organizational costs, which are generally internationalization strategies.

The basic strategies that ensure the company's entry into the foreign market are those due to the share that the domestic company seeks to occupy in foreign markets, the target consumers, as well as the set of marketing communications that the company plans to use to achieve its goals. It should be noted that one of the key differences between the presented internationalization strategies is the use of tools for direct and indirect exports. Enterprises often use both methods of promotion. At the same time, indirect exports are the promotion of

goods to foreign markets through a network of independent intermediaries within the country of manufacture, and direct - without the involvement of intermediaries within the country of manufacture.

According to the classification used by marketing, markets can be divided into B2B (business for business) and B2C (business for consumer). For a long period, the largest volumes of exports of domestic enterprises fell on the B2B market. The peculiarities of the functioning of the markets leave a certain imprint on the implementation of export strategies. The set of general/export strategies implemented within the relevant market type is presented in Table 1.

Table 1 – The ratio of general and export strategies of the enterprise [4]

General strategy	Export strategy	
	B2B	B2C
Growth	Expansion to new markets Acquisition of competitors Acquisition of foreign enterprises	Commodity differentiation of exports
Stabilization	Strategy of cooperation Strategy of differentiation	Distribution formation in every market
Survival	Strategy of markets segmentation	Commodity optimization

The formation and implementation of the foreign trade strategy of the enterprise involves the study of the state and prospects of foreign economic potential. Thus, the strategy of foreign economic activity should be consistent with all departments of the enterprise and reflect its main objectives. The formation of such a strategy and its consistent implementation in practice allows the company to choose the direction of movement and rationally use the potential.

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Sakhno N.
Krylova O.V., research supervisor
Nechai N.M., language advisor
Dnipro University of Technology, Dnipro (Ukraine)

THE IMPACT OF ADVERTISING ON CONSUMER BEHAVIOUR FOR INCREASING THE PROFIT OF BUSINESS

Keywords: advertising, marketing, behaviour.

Advertising, like any phenomenon of public life in some way affects the environment. This impact can be significant or inconspicuous, positive or negative, and ultimately effective or ineffective. Advertising research is carried out in many aspects: product analysis, market research, analysis of the possibilities of the media, but the main thing is to investigate the characteristics of consumers and find out possible motivations for their behavior. The importance of advertising is growing in almost all sectors of the economy and social life. Modern advertising, having a wide scientific base and equipped with research tools, first tries to create conditions for the buyer to understand the advertising appeal, make a purchase and ensure a one-time but sustainable purchase process. It should be noted, that advertising is the only element of marketing that begins with an attempt to understand the consumer, his requests and needs. Therefore, such a study should include the study of consumer motivations, the study of market characteristics, analysis of the impact of media on consumer behavior, the nature of their perception. The purchasing behavior of consumers refers to the methods when individuals or groups choose, buy, use, dispose of products, services, concepts or experiences to suit their needs and wants. The study of behavior that consumers display when searching, paying, using, reviewing and disposing of products that they believe will meet their needs. It is a convergence of three areas of the social sciences, namely individual psychology, societal psychology and anthropology. The theory finds answers to what, why, how, when or where an individual makes a purchase. It is especially important to study the topic of consumer behavior as it enables companies to plan and execute superior business strategies.

A person's perception of advertising is no doubt influenced by various incentives. The main purpose of creation and implementation of advertisement is to discover them in other words, you can tell the stimuli that one will notice and his reaction to them. The reaction of people to forms, contents and concepts is ambiguous and depends mainly on general thinking, language and music of objects and associated with the advertising information source under direct influence physical subtext, on human sense receptors. The effectiveness of advertising in

the minds of consumers largely depends on its taking into account of the peculiarities of human psychological processes, as well as on its use of psychological methods, such as the suggestions and persuasion. Suggestion is a certain means of influence, designed for uncritical perception of information. It happens due to the fact that consciousness perceives it not on the basis of evidence, but on the basis of the prestige of the sources in which this information is placed.

Persuasion is also a means of influencing the minds of the consumers. But, when using this method, the advertisement appeals to the rational thought of man, in order to change his or her train new. That is, the persuasion is a meaning designed for logical perception, confirmed by facts and evidence. In Ukraine, as well as in the whole world, advertising exists as a leading component and informative force of marketing communications. The reaction of a person to the form, to the content to the idea of the advertisement is ambiguous and depends on the holistic thinking of the objects and phenomena at the source of the advertising information. There is the following human reaction to the lure he sees in various sources. First, the person who received the advertisement can remember more or less precisely the content of the call, without drawing conclusions or taking actions. Second, the attractiveness of advertising may provide in the human mind an advantage of the advertised product or confirm the purchase decision taken. Third, advertising appeal can actively influence the behavior of the target group. It should be taken into account that a significant portion of the target audience will not notice the appeal at all. Therefore, the advertiser should not be limited to single impression. The factor of forgetting should also be taken into account.

In summary, we can say that an important task of advertising is to create a kind of reflexive conditioning of its perception, when the same product name generates a desire to buy it. It will also be equally important for people to distribute advertising to their surroundings, which will bring the company free but very effective “word-of-mouth”. There is evidence that people trust their environment more than advertise in various sources. So the seller, the dealer, the manufacturer should make efforts to prevent or at least reduce dissonance in the mind not only before but also after the purchase. The buyer wants to be supported in the choice that he must be convinced of correctness, to ensure that he can identify the benefits of the product.

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Saloid H.**Tsarova T.**, Assistant Professor, PhD in Marketing
National Technical University of Ukraine
“Igor Sikorsky Kyiv Polytechnic Institute”

IMPACT OF THE PANDEMIC ON DIGITAL MARKETING TRENDS IN JAPAN

Keywords: data privacy, marketing, social media, digital

Japan has always been a very peculiar market. The Covid-19 pandemic has profoundly changed people's behavior and, as a result, the marketing situation in Japan. As companies are forced to allow their employees to work from home and people are forced to spend more time indoors, digital transformation has accelerated incredibly, and now digital transformation in Japan is no longer a priority but a necessity.

Japan ranks 47th in spending time on social media. The average amount of time spent on social media per day in Japan in 2021 is just 51 minutes (six minutes more than in 2020), far less than the global average of 2 hours and 25 minutes. Because of this, the drive to develop and implement a digital transformation strategy in many Japanese organizations began last year and will continue with great urgency in 2022.

Japanese companies that are mostly B2B and rely on face-to-face meetings or negotiations have faced much greater challenges. They have been forced to rethink their strategies and find an alternative way to keep their promotional strategy alive. One major alternative way has been to use social media in their marketing strategy. At the beginning of 2021, 74.3% of Japan's total population are social media users, an increase of 4.9% over 2020. Taking advantage of this, companies in Japan have begun to step up their social media communication and especially invest in social media advertising. According to a study by NNTCom Online Marketing Solutions Corporation, 80.4 percent of Japanese businesses used Facebook, the business leader in social media, for their communication in 2020, and 57.1 percent of them are in B2B .

Methods in digital marketing are changing, too. Covid-19 has affected people's attitudes toward privacy around the world, and the Japanese are no exception. About 70% of the Japanese have become more concerned about the security of their data. Because of this, marketers are facing the fact that they will have to work with less data about our customers Digital marketing will still be data-driven, but the breadth of data used will certainly narrow. Because of this,

there will be a critical need to use fundamental marketing skills and strategy. There will be a noticeable change in the trajectory that digital marketing has been moving. In addition, the absence of third-party cookies will drastically weaken many of the advertising technology industry's current offerings until some alternative can be found. However, given the increased focus on privacy and privacy beliefs, it may not come close to what is being used now. The end result will be a more complex landscape for advertisers and marketers in Japan, on the one hand, and new opportunities for businesses to step in to fill the vacuum left by less data.

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THE ROLE OF MARKETING IN MANAGEMENT OF PRODUCTION AND SALES ACTIVITIES OF THE ENTERPRISE

Keywords: marketing, marketing management, marketing research, production and sales activities.

The use of marketing is an integral part of the general economic approach to enterprise management. The main features of marketing support for the activities of economic entities are the implementation of the following marketing activities: 1) studying of the market and certain segments (marketing research); 2) formation of an appropriate range of products of appropriate quality (product policy); 3) control of cash flows, costs and profits of enterprises by setting appropriate prices for products (pricing policy); 4) organizing the process of delivery of manufactured products to consumers (distribution policy); 5) conveying information about manufactured products to consumers in various ways (communication policy) [1, p. 121].

The using of marketing tools allows companies to effectively manage the business. Therefore, marketing management is becoming increasingly important. Marketing management is the management of an enterprise on the scientific basis of marketing. Peter Drucker believed that marketing is a concept of enterprise management, where the focus is on the customer with his needs and requests. Marketing management is a component of the overall management process in the enterprise [2, p. 71].

Marketing in the activities of the enterprise is of great importance, as it involves marketing research that allows companies to make science-based and effective management decisions. The market, competitors, consumers, prices, internal potential of the enterprise and others are studied. Market research includes determining the size and nature of the market, the geographical location of potential consumers, the share of goods of major competitors in total sales in this market. Sales research includes identifying differences in sales by area, establishing the boundaries of sales areas, determining the effectiveness of sales, evaluation of trade methods and sales promotion. Product Research includes analysis of the strengths and weaknesses of competing products, analysis of the range, search for new products, research of packaging. Advertising Research includes an analysis of the effectiveness of advertising and advertising work. Economic analysis includes analysis of costs, prices, profits.

Marketing research is an integral part of the management decision-making process, a tool for obtaining information for management decisions in order to achieve the objectives. The results of marketing research allow to substantiate the production program, effectively manage production and sales activities, to influence the development of the enterprise. Marketing research will help to determine the need for specific types of products, find and clearly define the target market, decide on the solution of the problem of maintaining or eliminating certain types of production. The results of marketing research will help to identify the causes of problems associated with deteriorating sales, as well as justify options for solving them. Market research will allow to predict the dynamics of market growth, to determine possible actions to increase production capacity, enter new markets.

Marketing allows companies to effectively manage all areas of the enterprise activity, including production and sales. The use of marketing in the management of production and sales activities allows to develop the optimal range of products, form an economically sound production program, pursue effective pricing, distribution and communication policies, adapt to changes in the marketing environment to meet customer needs and achieve organizational goals.

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DIVERSIFICATION OF ACTIVITIES AS A WAY OF SURVIVAL IN MARKET ENVIRONMENT

Keywords: diversification of activities, market environment, efficiency, competitive advantages

Competitive market environment requires companies to increase efficiency, implement scientific, technical and organizational measures, improve production and sales, adapt to changes in the external environment, gain competitive advantages, use a variety of ways to survive in competition. The study of qualitative changes in the market environment of domestic companies in the deepening of European integration processes, accumulation of external and internal threats and limiting access to investment resources shows that an important component of increasing the competitiveness of economic entities is the effective diversification of activities and servicing needs of the domestic market in a crisis [1, p. 211].

A diversification strategy is a tool that provides the ability to respond and adapt to changes in a dynamic market environment, which determines the logic of adaptive behavior of the enterprise on key issues (aspects and factors) of its operation and development. Diversification is a universal method of adapting to changes in a dynamic market environment [2, p. 51].

Diversification is a strategy that allows a company to use current advantages in new areas of activity in a highly volatile market environment.

Diversification of enterprise activity is associated with the expansion of the product range, reorientation of markets, penetration into new areas of activity, development of new productions, the spread of entrepreneurial activity to new and unrelated to the main activities. Diversification involves the company's simultaneous service of several markets.

The example of successful diversification of activities is the economic activity of PJSC "Lebedinsky Seed Plant". The main activity of PJSC "Lebedinsky Seed Plant" is the storage of grown crop products in leased certified elevators, providing elevator services to other enterprises, as well as the purchase and sale of grain. Another important area of activity of the enterprise is the production of sowing material of corn and sunflower and the provision of services for the production completion of sowing material of corn and sunflower, namely - drying, calibration, treatment, packaging. No less important area of activity is the trade in hybrid

seeds of field crops of the world's leading selections and plant protection products, registered and allowed for sale on the territory of Ukraine. The company also trades in raw tobacco, animal feed, solid, liquid, gaseous fuels, chemical products, electricity, sugar, chocolate and confectionery, and other household goods.

The largest income in 2020 was received by PJSC "Lebedinsky Seed Plant" from the wholesale trade in grain, unprocessed tobacco, seeds and animal feed. According to the received income wholesale trade in chemical products is on the second place, wholesale trade in solid, liquid, gaseous fuels and related products is on the third place. Volumes of incomes from processing of seeds for reproduction, wholesale trade in other goods of economic function, wholesale trade in sugar, chocolate and confectionery, trade in the electric power are much smaller.

The company successfully develops agricultural production, seed production and distribution.

Diversification of activities in PJSC "Lebedinsky Seed Plant" allows the company to increase financial and economic results. From 2016 to 2020, net income from sales increased 3.8 times, net financial result increased 11 times, reaching 24596 thousand UAH [3].

Diversification of activities allows companies to increase production efficiency, expand markets, receive economic benefits, improve competitive positions in the market environment.

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Semenova L., Candidate of Economics Sciences, Associate Professor,
Khurdei V., Candidate of Economics Sciences, Associate Professor,
Chupilko O., student
University of Customs and Finance

INFORMATION AND COMMUNICATION TECHNOLOGIES IN MARKETING ACTIVITIES

Keywords: information, communication, technologies, marketing, innovation.

Since the mid-1990s we have witnessed a significant process of entrepreneurial transformation. Companies are changing their organisational and business models, as well as the way they establish and develop their productive and strategic activities. Thus, a market oriented business culture considers the consumer as the central element of the business strategy. Also, ICT, relationships and knowledge are recognised as internal strategic elements of organisation. [1] The accelerated expansion of the Internet space is causing significant changes in the marketing communication system, in which, in turn, new, innovative solutions appear, for example, digital marketing, Internet marketing, mobile marketing, social media marketing, and so on.

The technological innovation that characterised the late 20th century has led to significant development in a variety of new technologies – notably in the fields of biotechnology, new materials and product development, and computer and communications technology. Computer and communications technology, especially, has been subjected to great advancement in the past twenty years. The application and use of Information Technology (IT) has evolved to include various forms of microelectronic and telecommunications tools such as laptops and computers, the Internet (via optical fibres and wireless connections), mobile technology, iPads, digital television, palmtops, iPods and digital cameras/videos. Furthermore, ICT is central to the acquisition, analysis, storage, retrieval, manipulation, management, control, movement, display, and transmission of data and information.[2]

Today, the level of development of information and communication technology is made by the International Telecommunication Union. For example, during exploring the level of ICT in 2020, Ukraine took the 58th place out of the 63th countries, but in 2019 - it was the 60th. However, despite this, Ukraine remains among outsiders in the ranking counties. The weak sides of ICT in Ukraine are the protection of intellectual property rights, the existence of piracy, banking and financial services, high investing risks and the level of cybersecurity. The strength

sides are opportunity to start a business, speed of Internet connections, e-democracy, use of big data and quality of education. [3]

In the 21st century, organizations should use ICT in marketing to carry out marketing activities. First, it can guarantee the construction and maintenance of communication and cooperation relationships between different agents, both inside and outside the organisation. Second, the marketing function manages market data correctly, prioritising its acquisition, storage and dissemination throughout the company, and guarantees the existence of a market intelligence that can be used in the process of decision-making.[1] As a global and interactive process that embraces all departments and functions developed both inside and outside the organisation, marketing's utility is twofold.

On the other hand, innovation – especially product innovation – is recognised as a key element in the process of value creation[1]. Undoubtedly the ICT is a useful marketing tool and is pervasive for successful organizations. Information Communication Technology indicates its vitality as a marketing tool. It has become difficult to imagine an organization without an ICT. [4]

Marketing involves a variety of activities to attract potential customers and aims, first and foremost, to generate interest in the products and services, and to stimulate repeat business. The digitally advanced and competitive environment in which modern organisations operate necessitates an ICT-integrated marketing approach, where new possibilities for the promotion of products and services could be exploited and where marketers can create stronger brand loyalties to ensure a sustainable competitive advantage for their organisations. [2]

Specifically, among the benefits related to ICT use in marketing that stimulate companies to product innovation are the lowering of obstacles to innovation, which to a large extent is a result from the raising of agent integration within the relationship, and from the possibility of developing differentiated products. [1] Information Communication Technology (ICT) is defined as the technology for telecommunications, audiovisual processing, and network-based control and monitoring functions. [4] The main properties include: feasibility, the presence of components and structure, interaction with the environment, integrity and development over time. ICT helps to create a quality information product to satisfy the needs of consumers and therefore, it is crucial for enterprises and it is used by organizations to expand, simplify, simultaneous acceleration of marketing opportunities; to reduce costs and grow some business more efficiently.

ICT includes both the internet-enabled as well as the mobile-powered technologies. It helps the companies in identifying the opportunities and implementing marketing communications via multiple media. It further helps in market expansion, diversity of revenue

streams, 24*7, convenience, value addition, customer satisfaction, improved sales performance and credibility, and growth opportunity. ICT in marketing provides companies with easy access to vast global information resources and facilitates valuable competitive knowledge and consumer information that simplifies the decision process. [4]

Summing up, we can say that innovative and information and communication technologies are important marketing factors that allow Ukrainian enterprises to be competitive in a rapidly changing market environment in the face of global challenges. Therefore, the state faces the main task - to create an innovation and information infrastructure, information hubs, innovation and technological clusters, technology parks and science parks and to improve the investment climate.

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Sheremet O.H.**Hryhorieva I.****Kuvaieva T.V.**, Associate Professor**Kostrzytska S. I.**, language adviser

Dnipro University of Technology, Dnipro (Ukraine)

INSTAGRAM AS A BUSINESS TOOL: MARKETING ON INSTAGRAM

Keywords: Instagram, reach, audience, marketing, tendencies, business

The vast majority of brands today use social networks to promote their business. One of the most popular social networks reaching more than 1.16 billion people is Instagram [1]. Tendencies to increase coverage continue to be observed. Thus, in 2021, the potential coverage of marketing on Instagram has increased significantly: in the last quarter it increased by 76 million people [2].

It should be noted that this social network is used not only in the B2C market. 90% of Instagram users follow at least one business. More than 36% of B2B decision makers use Instagram to explore new products or services (Fig.1).

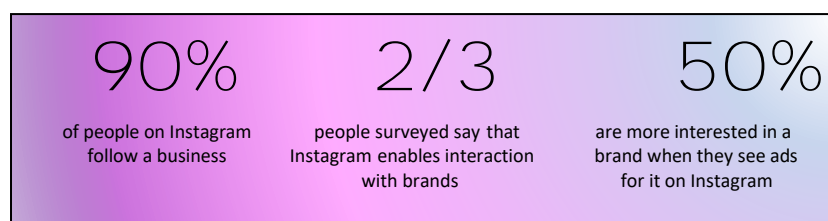


Figure 1 – The key metric of Instagram, 2021 [3]

The results of a survey commissioned by Facebook in 2019 indicate that the vast majority of users use Instagram several times a day and interact with brands and advertising on the platform.

According to this survey, 65% of people surveyed visited a website or app of the brand, seeing it on Instagram. At the same time, 46% of respondents bought the company's products online or offline:

People use the platform to discover what is in trend. They have the opportunity to research a product before buying. After that they make a decision.

“Each of these moments offer touch points on Instagram where marketers can drive action.” [4]

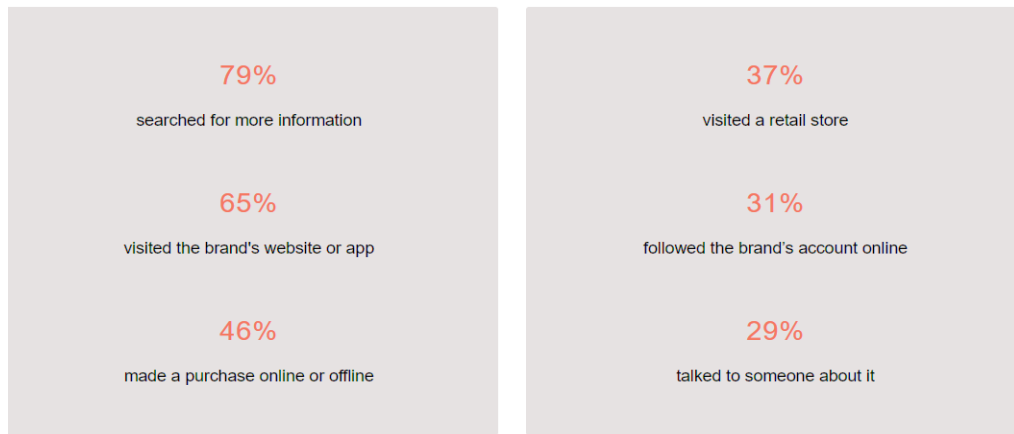


Figure 2 – Actions of users who encountered a new product or service [4].

Four key benefits of Instagram for business.

Brand promotion. Instagram marketing greatly increases brand awareness. About 83% of users search for new products and services on this social network. In addition, people trust the companies that have Instagram more [4].

Increasing the number of interactions. Instagram helps attract customers better than other social platforms. Typically, the level of interaction in Instagram posts is 23% higher than in similar posts on Facebook [5].

Increase in sales. According to statistics, the social network brings 70% more conversions than other platforms [6]. That is why Instagram helps companies get the most out of using social media. The platform offers effective tools to stimulate purchases. These include links to stories, advertising, trade tags, Instagram Shopping etc.

Opportunities for audience growth. Instagram increases the reach of business by allowing to pinpoint target audience. This feature is available in Ads Manager due to targeting settings. With settings, it can be determined that the most appropriate audience is based on demographics, interests, behaviors, and other characteristics.

Ads Manager allows marketers to manage advertising on Facebook, Instagram, Messenger and Audience Network. It is a versatile tool that lets specialists create ads, adjust show-time and location, and track your campaign performance.

We have conducted a study on the example of such industrial companies as Metinvest and Interpipe. Despite the fact that Metinvest is a junior company (founded in 2006 compared to Interpipe founded in 1990), it already has a larger scale, both in the number of employees (91k compare to Interpipe - 11k) and in the development of Instagram:

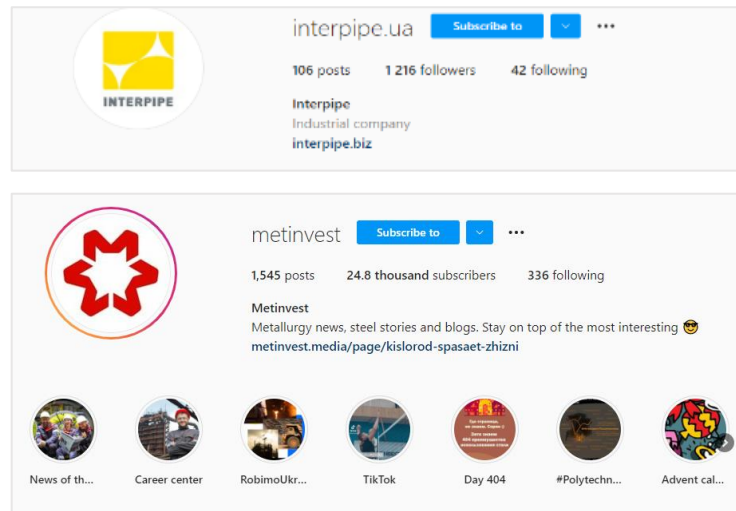


Figure 3 – Examples of industrial companies` Instagram

As can be seen from the information presented above, Metinvest is more adapted to modernity. This gives it no less than a part of the benefits of Instagram for business.

Since its inception, Instagram has evolved from a simple social network for communication and photo sharing into a powerful platform for business. At present, we have a wide field in which development is possible for both individual entrepreneurs and existing firms. For the well-known brands, the Instagram page has become a standard. This makes the brand "closer" to its consumer, helps to capture the mood and benefits of its target audience. With the right and thorough the use of Instagram as a tool for business, the company gains significant advantages over competitors.

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WAYS TO EXIT THE CRISIS "COVID-19" OF AVIATION ENTERPRISES

Keywords: aviation enterprises, airport, crisis, development, passenger traffic, freight traffic

In the current conditions of world market development, the importance of marketing activities in business has increased significantly, especially in the field of services. This circumstance is explained by the difficult situation in the world economic system, where globalization processes are intensifying and the economic development of the post-crisis period is boosting, which in turn has significantly increased the risk of participation in international business. These processes are more evident in the field of service provision in connection with the presence of sectoral redistribution in favor of the service sector, which occurs under the influence of objective phenomena in the world economy.

Thus, improving the efficiency of marketing activities of airports at the international level is an urgent problem that requires improvement of the marketing management system, taking into account the specifics of this area. The concept of development of Boryspil International Airport was developed even before the pandemic, which is currently able to completely suspend the implementation of this document. Since the beginning of 2020, the coronavirus epidemic has had an extremely negative impact on passenger traffic and the financial condition of air carriers. At the same time, based on the analysis of financial activities of Boryspil, we can talk about the unprofitability of this organization in 2020.

Therefore, given all the above, we can say that the new development strategy of the state enterprise "Boryspil International Airport" should be an anti-crisis plan to minimize the negative impact of the coronavirus pandemic on the company and include measures to return the company to a profitable status in today's volatile crisis conditions for the execution of the enterprise functions. As it is currently unpredictable how long the COVID-19 situation will last, but the first significant effects of the pandemic on the aviation industry can already be seen, it is difficult to determine the timeframe for future development strategies. Therefore, we consider it necessary to make proposals to improve the strategic development of the enterprise without relying on the time component. We can justify this decision by the fact that it is not possible to predict the number of probable "lockdowns" and restrictions that are imposed or will be

imposed in connection with the increase in morbidity in the country or in the world. However, analyzing the past experience of strict quarantine, we can assume that its term may be extended indefinitely. In such an event, an aforementioned situation can lead to the extension of the timeframe needed for the measures to be taken to improve the position of the enterprise at the market. The first scenario for improving the strategic development of the state enterprise Boryspil International Airport is to encourage domestic airlines to increase the number of domestic flights.

To do this, there is a need to compete with other types of transportation within the country, such as road transport and rail transport. That is, the establishment of competitive tariffs for air travel, which will increase passenger traffic and the number of domestic flights that will be served by the airport, and, consequently, increase revenue, both airlines and directly SE IA "Boryspil". It was established that at the moment the state enterprise "Boryspil International Airport" operates in objectively crisis situation, like all other enterprises of the aviation industry around the world. To minimize the negative impact of the pandemic of acute respiratory infection COVID-19 and related restrictions, we can identify the main areas of improvement of enterprise development strategy. At present, these areas should not concern large volumes of innovations or infrastructure development to increase the competitiveness of Boryspil: but should focus on preventing increased losses, expanding the activities of the organization, which would bring additional profits and be aimed at surviving in crisis .

The second scenario of improving the strategic development of the state enterprise "Boryspil International Airport" can be considered to encourage airlines to use the services of the airport cargo terminal. This proposal is justified by the fact that most Ukrainian airlines have refocused part of their cargo transportation activities during the so-called "corona crisis". Moreover, in contrast to passenger traffic, there is a sufficient level of demand for them, as governments, not only in Ukraine but also around the world, are actively transporting medical supplies by air. One such airline is UIA, the base airline of Boryspil Airport. Currently, the cargo is carried by two aircraft of the company, in the future it is planned to expand this number to ten aircraft. Given all the above, it can be argued that the way out of the crisis may be the implementation of a new strategy for the development of "Boryspil International Airport", which should be an anti-crisis plan to minimize the negative impact of the pandemic.

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Shkalikova M.
Makukha Y.M., research supervisor
Kostrzytska S.I., language adviser
Dnipro University of Technology, Dnipro (Ukraine)

PERSONALIZED ADVERTISING ON THE INTERNET

Key words: social media, cookies, personalized advertising

The Internet appeared just half a century ago. Nowadays, it is impossible to imagine our life without it. Every move on the Internet does not go unnoticed. The search query, social network «likes» and viewed videos are used by advertising systems to select advertisement for each person.

Personalized advertising (advertising based on interests) differs from the ordinary one. It is more relevant and allows marketers to increase the profitability of investments. Most products for publishers use consumer interest data. These data enable advertisers to take into account the users' interests in their marketing campaigns, thereby improving the perception and effectiveness of advertising. Non-personalized advertising is not based on behaviour or interests. Contextual information, including the approximate location of the user and recent searches is considered for the targeting of non-personalized advertising.

The personalized advertising is one of the most effective means of promotion of a product for a marketing specialist. It is important to be aware of how it works.

With a Google account, it is possible to find out what the preferences of a user are. A survey among the first-year students shows that the average number of parameters for advertising selection is 126. The highest number is 227, and the lowest number is 46. These parameters are age, sex, languages of account owner, and personal interests. Besides, there are topics that cannot be the criteria for advertising selection (themes of identity, beliefs, and difficult life situations). For example, religion, sexual orientation, political views, and racial or ethnic affiliation. Users do not want to be reminded of their predicament or see advertisements related to prejudice, so these topics are prohibited.

To understand how Google gets information about its users you must find out what cookies are, because they are reported on almost every website. A cookie file is a small fragment of a text that is transmitted to the browser from the visited site. By allowing these files to be saved, the user allows the Google Network to track selected language settings, number of visits to the site, and information viewed.

Information about users comes not only from websites, but also from social networks and other applications. Clicking a post on Instagram (Meta's social network) means being offered the posts based on the user's preferences when using the social network in the future. This is influenced not only by «likes», but also by the length of time «instastories» are viewed. If artificial intelligence sees that users dwell on some «stories», it will understand that they are interested in this and in the future will promote products related to it. Google Maps is an application that is on almost every phone, but not everyone knows that this application contains information about all movements and all places that owner of a phone has visited. Even after a few years it is still possible to see the travelled route on a certain day and how much time was spent in the visited places. This information forms the basis of the user preferences list.

A certain percentage of interviewees had the impression that sometimes advertisements were being promoted about products that had been discussed out loud. But big companies like Google and Meta denied the possibility of listening to gadgets [1]. In fact, these cases can be scientifically explained. The Baader-Meinhof phenomenon is a cognitive error concerning the perception of information: when human learns something new, he or she soon starts to encounter it in different situations and sources [2]. In combination with this phenomenon and information about user, that is already known by Internet networks, sometimes incidents may occur when it seems that gadgets are being listened to. So now the issue of privacy can be considered solved.

It can be concluded that personalized advertising is a tool to make it easier to find the desired product for the consumer and to increase the efficiency of marketer's work. Over time, more and more companies will use it. It is important to be in the trend and to be able to use the latest means of promotion.

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Shkarban K.V., Lihosherst O.G., Yelizarov I.G.
Mel'nikova I.E., Doctor of Philosophy, Associate Professor
Kryvyi Rih National University

CONTENT MARKETING: PECULIARITIES OF INFORMATION DISTRIBUTION

Keywords: marketing, content, target audience, loyalty, trust.

An owner of information should always know and understand which content can be provided for free, and which one is to be payable. Many marketers are faced with problems in determining the line between free distribution of information, which will definitely "work", and the information to be paid for. Obviously, for each business there may be a different situation, but it is possible to systematize some general points that will help to understand the issue and find an individual approach.

Initially, you need to understand the purpose of free content (article, podcast, video, presentation) – this, of course, is to attract attention of buyers.

The main benefits of free content.

Free content attracts target audience. Every business needs customers, and the best attraction tool is regular communication with your target audience for their further conversion into customers.

Free content can be recommended. Free content not only attracts your target audience, but also allows loyal users to recommend you by adding a new advertising channel. Free content introduces your audience to you. What problems do you help to solve? You have to show your worth in order for people to spend money on you. To do this, they need to understand what you can do for them! Free content stands you out from your competitors. Free content should not only educate, but also show your uniqueness. Free content should show people why to contact you and not your competitors, and why your approach or solution offers more benefits.

Free content responds to objections. After a user starts to get to know you, he/she will immediately have questions and objections. It is in free content that you can reject objections, answer questions and concerns before the user receives reasons to refuse your services. Free content displays your achievements and successes. Free content is a great way to respond to objections, show yourself as an industry expert, prove your worth by demonstrating already achieved results or other case studies. Free content explains "why you". Sometimes the audience is not ready or does not understand "why" the things you mention are important. It is

at such moments that free content explains how your services or products can be used. Free content tells your story and explains who you are. In many industries, the people you work with can be just as important as your activity, especially if there is a long, close relationship to come. Free content grows a loyal audience. Quality content keeps readers eagerly awaiting new articles, videos, podcasts and seminars.

However, this is where that important line arises and the understanding that it is necessary to accumulate important information, because if you distribute all the material, then what will people pay you for?

Having familiarized yourself with all the advantages of free content, it may seem that it should be distributed as widely as possible, but there are also limitations when publishing such content.

The main differences between paid and free content. People are interested in paying for information if the information can provide a qualitative change in life or business, increase the capital, save much time, increase popularity, authority, etc. In these cases, people are much more interested in investing in such information.

Inaccessibility of information. Google has made it much easier to access a huge amount of information that was previously only available for limited use. You can offer publicly available information, but with a convenient structuring or a new approach.

Why people buy content. Paid content has never been more in demand than it is now. One of the reasons people pay for content is trust. People are willing to pay for in-depth, step-by-step guidance to solve their problems. Free content should provide a collection of useful material, but randomly organized like puzzle pieces.

People are willing to pay to have access to personalized advice. People pay to get specialized advice and consultancy. People are willing to pay for exclusivity. Of course, people always want to know something secret, especially if this secret will give them an incomparable advantage over competitors. People are willing to pay for higher quality or better technology. The quality of your information is paramount, people are willing to pay more for better quality, more comfort, or more up-to-date information.

Let us highlight the main recommendations regarding free volumes of information:

- 1) Free content should be incomplete.
- 2) Free content should not answer all the "how" questions.
- 3) Free content should have a low barrier to entry.

It is impossible to be too helpful or too generous. You can give everything you know, and there still will be people willing to pay you for help.

Shumyk L.
Larina Y., Doctor of Economics, Professor, research supervisor
Kyiv National Linguistic University

CORPORATE STYLE IN THE SYSTEM OF MARKETING ACTIVITIES: CONDITIONS AND PHASES OF FORMATION

Keywords: corporate style, identity, marketing, focus group, brand book

At the beginning of the XXI century in the conditions of ever-increasing competition, it is necessary to present a product or service on the market so that they are remembered by a potential buyer. The need for individualization, which at the stage of withdrawal and consolidation in the market provides a corporate identity. Many competing brands have a problem of visual uniformity. Businesses do not pay enough attention to corporate identity as a communication technology that ensures effective brand promotion. Because of this, quite similar elements of corporate identity are in one product category. This causes a number of failed attempts by organizations to stand out. Successfully selected, relevant, promising, customer-oriented and successfully implemented corporate style will be able to solve this problem.

Stages of marketing activities that precede the development of a full corporate identity and is a necessary condition, are next.

1. Preparatory stage: collection of necessary information and its analysis. This stage is of fundamental importance for the development of corporate style. At the beginning of any creative development, we should collect all the necessary marketing information - data about markets, competitors, competitive advantages of the enterprise, the history of development, products, etc. The purpose of collecting this information is to search for unique characteristics of the company (product, brand), on the basis of which its future visual image will be built. When collecting such information, you should be guided by the available data about the company, as well as all available sources - media, Internet, industry directories, etc.

2. Selection of key parameters. From the whole array of information the most important things should be chosen, namely all the facts, descriptions, on the basis of which we form visual images, symbols, metaphors. Colors carries means, reflects and deepens the meaning of the symbol. We should take into account the general marketing and advertising strategy of the company and, based on this, form the structure of the future corporate identity: basic set of elements, their adaptation to specific advertising media.

3. Search for graphic solutions. The purpose of the search is to determine the necessary image of the enterprise, its clear position on the market. In the process of generating ideas, designers begin to work on the image stylization of the company. The same task is solved by several designers and stylists who embody the selected trends in specific symbols and colors. When designing a logo or trademark, much attention is paid to fonts. As a result of the work performed, at least three variants of the logo should be developed in three different directions.

4. Research of the visual appeal of the logo. At the development stage, we are faced with the task - to choose one of the several logo, the strongest of them, and make it work on the company's image. To do the correct choice, there is a special method of trademark testing among the target audience. For such testing, high-quality marketing research is used, namely the focus group method. The focus group is a method of well-developed, qualitative research, in which the survey in the group is conducted by a moderator; this happens in the format of a dialogue between all members of the group [1]. This method of marketing research is most often used to determine consumer preferences and personal attitudes to a particular brand, product group, specific product, provides information about consumer behavior, which is manifested in the frequency and reasons for purchases, selection criteria. In the process of working on corporate style, marketers should use certain tools to interact with customers and partners. In the process of creating business cards or advertising it is important what customers feel when they come in contact with this visual content. Therefore, based on the specifics of the enterprise activity, we choose those elements of corporate identity, which are most often in contact.

5. Brandbook formation and project presentation. After approval of the logo the creation of a corporate identity book (brand book) is started. The logo, all its modifications, modular schemes of construction of all elements of corporate style are described here in details. In addition, recommendations are given for the introduction of corporate style in the enterprise and the rules for third-party designers and printers. The finished brand book contains all the elements of corporate identity and business documentation: corporate fonts and colors, business cards, letterheads, contracts, envelopes, folders. The customer receives a brand book and an electronic application, which contains all the necessary elements of corporate style.

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Simonova D.,
Tsarova T., Assistant Professor, PhD in Marketing
National Technical University of Ukraine
“Igor Sikorsky Kyiv Polytechnic Institute”

SMM TRENDS: DIRECTION OF DEVELOPMENT AND INFLUENCE FACTORS

Keywords: Social Media Marketing, internet marketing, social networks.

Currently, one of the essential components of Internet marketing is SMM-marketing, one of the areas of marketing, the use of which is growing every day. The reason for this was the intensive involvement of business in the Internet environment, associated with the rapid development of technology, and this trend began to gain momentum with the beginning of quarantine in 2020 during COVID-19, when everyone sat at home and spent most of their time on social networks. Today, the most popular means of Internet marketing are web analytics, contextual advertising, SEO-optimization, content marketing, e-mail marketing and SMM [1].

SMM (social media marketing) is such a popular way to communicate with the consumer because social media promotion and face-to-face communication allows the company to get closer to its audience, learn its motivations and show their product from all sides. With this you can point to influence the CA and segment it, choose the sites where it is most represented, find appropriate ways to communicate, while bypassing people who are not interested in your product. The SMM specialist usually faces the following tasks:

- brand promotion;
- receiving feedback;
- increase site conversion;
- growing popularity of the company;
- increase consumer loyalty;
- formation of certain associations with the brand; [2]

If we talk about SMM as a separate field of marketing, it is based on three pillars: content, community management and media promotion. Only in synergy, these areas will give business the best effect. Its main benefits are:

1. Fairly low cost to run
2. Ability to reach a wide audience
3. Careful filtering of consumers

4. Gradual development of the image [3]

In addition, today social networks are the only channel in which you can build two-way communication in the personal dimension.

The latest trends in SMM development in Ukraine and around the world, in particular those caused by quarantine measures in many countries, are the following areas (Table 1).

Table 1 – SMM development trends and factors that shape them [adapted, 4, 5].

№	Trends in SMM	Factors that caused them
1	Increasing the importance of the social component of business, free discussions on "hot" issues	Raising awareness of environmental and health problems associated with the pandemic, the opportunity to spend time in quarantine
2	Meticulous attitude to the honesty of companies and their ability to fulfill their social promises and adhere to their position	Increasing the transparency of the Internet environment and the ability to track the implementation of company promises, as well as the ability to form communities whose negative reactions really affect the company's market position
	Increasing the requirements for purity and veracity of content	Increasing the transparency of the Internet environment and the ability to track fakes
3	Short videos, short texts	Information overload, a request for clarity and simplicity
4	Creativity and collaboration in the formation of the context, the participation of the target audience in the creation of pages and texts	The desire to have fun and express yourself, as the time spent online by users has increased
5	Live streaming, live video with feedback	The desire to influence events, the desire to communicate and "be heard", as quarantine measures have limited the ability to communicate
6	Gamification and augmented reality	Development of technology and desire to have fun

Thus, we can conclude that SMM in Ukraine is developing and has great prospects. Social media marketing is an effective way to promote and promote a company's brand. This area of Internet marketing is a global trend that is progressing every day.

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Smishko O. P., student
Kryvda O.V., PhD in Economics, Associate Professor
 National Technical University of Ukraine
 "Kyiv Polytechnic Institute named after Igor Sikorsky "

IMPORTANCE OF EMAIL MARKETING IN MODERN ERA

Key words: email marketing, communication, advantages, importance

With development in marketing sphere a lot of companies have refused using email marketing, finding this way of marketing dead. However, it is not. In fact, it continues to bring meaningful results and revenue to business. Firstly, email marketing is affordable for all companies, even small ones as email platforms are usually free. And secondly, they don't require any special knowledge and are easy and understandable in usage. Despite all that accessibility it is considered to be very effective. 79% of surveyed say it's «important» or «very important» and less than 26% think their email strategies are «ineffective» [2]. Among promoting channels, email advertising yields the best yield on venture (return for capital invested) for the beyond 10 years. It additionally has the most noteworthy transformation rate (66%) [3] for buys made because of promotional messages.

For each dollar spent on email promoting, you can procure up to \$44, with practically 4.3% of customers purchasing from these missions. Besides, contrasted and web-based media, email is considered multiple times more compelling in gaining new clients. You're likewise bound to get click-throughs from email promoting than tweets. Emails are the best way to compel audience to act. Adding affective call-to-action buttons and offering special offers the company has many chances to make purchase on the same day. The next advantage of emails that they help with brand awareness. And as customers' image mindfulness develops, it's simpler for them to advocate organization since they comprehend it better. And emails integrate with other marketing channels seamlessly. Placing interactive web-based media symbols on pamphlet's footer and implanting web-based media posts on your messages, this way, clients can follow web-based media profiles easily. Thus, email marketing is still very important and effective, using right tools company can easily increase brand awareness and purchasing power.

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MAIN DIRECTIONS OF CHANGES IN MARKETING IN CONSEQUENCE OF COVID-19 PANDEMIC

Key words: pandemic influence on marketing, marketing during pandemic, marketing after pandemic.

Covid-19 pandemic and the consequences of it affected many aspects of people life fundamentally. The influence of such an extensive factor changed the conditions of marketing environment for many years to come. To survive pandemic and implement successful activities in post-pandemic future companies should adapt to new terms.

The large-scale consumers moving to e-commerce may be regarded as one of the most important distinguishing features of changes in marketing process caused by pandemic. It was mainly facilitated by strict quarantine restrictions imposed by governments and the consumers concerned of their health. Consumers show their loyalty to e-commerce since in addition to being more safety, it's also more convenient, effective and profitably. Therefore, the e-commerce trend is quite probably to remain when pandemic's over.

The significant differences between online and offline shopping may provide many opportunities to improve efficiency of marketing as well as pose a threads. The major ones are lack of time limit, better opportunities for consumers to compare products, complication of testing products and consulting etc. To blend in this trend and implement marketing most effectively companies need to adapt the changes of such kind.

In addition to e-commerce development, e-services popularity is also increasing. For companies this may develop a new way to contact the target audience. The primary objective for companies in such conditions is implementing their brands into e-services platforms.

Another important consequence of pandemic is that people discovered the convenience of working, communicating, buying and doing whatever they need at home. The amount of people working remotely has been increasing appreciable since the beginning of pandemic. Consumers have adjusted to staying at home and got a habit of using their devices continuously. In such circumstances traditional advertising methods are risking to become intrusive. Such problem can be tackled by involving other home devices to get an advertising message across

to the target audience. Expanding the transmission channels with popular during pandemic platforms would be also useful.

Among the implications of pandemic is inability to travel as well. In order to compensate the lack of such experience, people establish new social-media groups, forums, volunteer organizations and so on. Relevance of local groups rises and the links within them become stronger. This pattern presents new opportunities for companies to direct marketing at such local groups using their communication space for sharing brand messages and supporting their activities to ensure the loyalty of their members.

Apart from completely changing consumers' life style pandemic also influenced their way of thinking noticeably. Health and personal safety became the priority of many people. Consequently, effectiveness of marketing strongly depends on the ability of companies to guarantee consumers' safety. Compliance with all the safety rules should become a part of brand philosophy.

In conclusion it must be said that consumers' attitude towards brands after crisis heavily depends on how the company reacts on unpleasant circumstances. To remain consumers' loyalty brands must show responsibility for consumers' health and promote social conscious.

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DEVELOPMENT TRENDS OF SNACK MARKET

Keywords: marketing, trends, snack market, groups of snacks

Constant employment and a sedentary lifestyle lead to the fact that residents of large cities often do not have time to cook, so they are forced to use snacks, because it is a quick and convenient option for meal.

Snack products are not a new product, as many of us think. When we use the English word "snack", we mean a snack that is convenient to eat anywhere - on the street, in the subway, on the way to work. Today, shelves are overwhelmed with snacks in grocery stores, but they cannot be called healthy food. Not only adults are fond of them - snacks are more popular with children. Prepare crunchy crackers, chips or other options for a snack under the power of many hosts. Snacks from potatoes, seafood, vegetables from good chefs are tastier and healthier finished products [1].

The concept of "snack" in food appeared quite recently - in the mid-90s of the twentieth century. "Snack" translated from English language means "snack", the main task of which is to quickly temporarily overcome the feeling of hunger between meals. Today it is the most popular type of snack in the world due to the acceleration of the pace of life of large cities and cities, and their sale in almost every retail network on the planet due to the convenience and speed of hunger.

Snacks are designed for long-term storage, usually have attractive packaging and appearance. Snacks are very popular on the world food market.

The largest number of snacks is consumed in the UK and the USA. Slices of potatoes, dried squid, corn sticks with the taste of bacon, striped peppers – all this applies to snacks to beer and more. Snacks of this type are often eaten without this frothy drink [2].

Conditionally snacks are divided into the following groups:

Unnatural (artificial) snacks. These are chips, crackers, corn sticks. Most of these unsweetened options are made not from potato slices, as they say in advertising, and from potato starch, potato pellets (gelatinized flour). Leftovers from bakeries are also used. Snacks fried in oil are contraindicated for children and adults.

Marine. These include dried fish, squid, octopus, caviar and other species. Chemicals are often used in their manufacture. Snacks are contraindicated for children.

Meat. These include dried salted pieces of pork, beef, lamb, chicken.

International classification of snack products depending on the taste of the product:

- spicy snacks (chips, nuts, salty popcorn, dried cheese, meat and fish snacks);
- sweet snacks (chocolate products).

In addition, there are snacks flour (crackers or straws), sea (fish, squid), as well as natural (fruits, seeds, nuts). In addition, snacks are products of quick cooking and consumption. The whole point of snacks is that this type of product can quickly and easily spend time cooking to saturate the human body.

In today's world, when diet and weight control have become a constant phenomenon, the range of snack products is increasingly expanding due to cereals, dried fruits, vegetables and more. As the number of competitors operating in the domestic snack market increases, the possibility of their further effective operation will be associated with expanding the range of "healthy" snacks with a gradual change in consumer attitudes to snack products and the formation of consumer culture [3].

Despite the deteriorating economic situation in the country and a decrease in the purchasing power of the population, domestic and foreign manufacturers are interested in a constant increase in the sales of their products, however, the low level of consumption of products from the snack group, which in the minds of most consumers is associated with fast, low-quality food, does not contribute to the development of this market.

Therefore, advanced companies in the snack market strive to change the attitude of the consumer towards their product by choosing the development of healthy snack products.

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Soloninko E. V.
Makukha Yu.M., Senior Lectuer
 Kostrytska S. I., language adviser
 Dnipro University of Technology, Dnipro (Ukraine)

FORMULAS FOR PROMOTING ADVERTISEMENT ON FACEBOOK

Keywords: social network, target, global marketing.

Facebook is one of the most popular social networks with 2.8 billion active users per month. Facebook is a popular free social networking website that allows registered users to create a profile, upload photos and videos, send messages and keep in touch with friends, family and colleagues [1]. Facebook has one of the most challenging targeting options in global marketing. Besides, it is rich in functionality, advertising capabilities and "smart" algorithms that help to find the right audience. If your product looks organic on Facebook, it will be easy to promote it there. It is simple to control Facebook traffic as well. This social network has a big number of targeting options including cities, regions, age, and other demographics [2]. However, Facebook is not ideal and has some downsides. Advertising on Facebook has a normal price only if the target audience and its interests are properly configured. Unlike other social networks, the list of business categories for which Facebook is suitable is limited. In 2018-2019 Facebook had problems with the "smart" algorithms [3].

There are special formulas for high-quality promotion [4]:

1. PMHS (Pain, More Pain, Hope, Solution), where you need to analyze the target audience, come up with the problem headlines, write a story about a difficult experience and give hope and solutions.
2. PPPP (Picture, Promise, Prove, Push), where you should show the product and interaction with it, as well as present the best product characteristics, confirmation of reviews.
3. AIDA (Attention, Interest, Desire, Action), where you need to make a bright title or write an interesting fact about your product, and then write clear information about the product and attract the consumer's attention with a special offer.

All the formulas serve the aim to make the user perform the target action.

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Solovyev A.**Tsarova T.**, Assistant Professor, PhD in Marketing
National Technical University of Ukraine
“Igor Sikorsky Kyiv Polytechnic Institute”

USE OF CGI TECHNOLOGY IN ADVERTISING AND MARKETING

Keywords: CGI, advertising, marketing.

Recent technological advances provide ample opportunities for the creation of visual images and visual support in communications, including CGI. CG (Computer Graphic) and CGI (Computer Generated Image) have become very popular in the last two decades, and their importance and use in the future will increase even more due to their widespread use in various fields. CGI is already actively used in the architectural field. With its realistic visualization capabilities, CGI has become an important tool for artists to imagine their vision on a monitor or paper, whether by creating computer-generated characters, architecture, 3D models, or simply simplifying the image editing process. In film production, CGI can speed up the post-production process by offering an unprecedented level of freedom and quality [4]. Marketing communications have traditionally been tied to the "living picture", although it has been improved through additional image processing. However, as coronavirus restrictions and social distancing rules continued to apply around the world, personal commercial filming ceased. Advertisers are now increasingly turning to computer companies with visuals, visual effects, and animation capabilities to add the finishing touches to campaigns and, in some cases, start discussions about creating brand new ones from scratch. CGI studios offer a wide range of opportunities. There are extensive projects, such as complete computer campaigns with photorealistic characters or the use of "deep forgery" technology to modernize archival materials. For commercials that depend on certain talents, some production companies and agencies have come up with the idea of sending a green screen to the actor's home for him to shoot his own lines, and the production company added the rest later. And it is possible to switch to animation technology or frame-by-frame animation, which does not require a large number of people to assemble on the set [3].

CGI or 3D - a place of endless possibilities, a flight of fancy. With the right amount of skills and talent - a graphic designer in the program will create anything. He does not need to search for photos on the Internet, hire expensive photographers, models and rent original locations. Unlike a 3D editor, this will cost more and take longer [1].

Also, CGI can create a living image for the company, a mascot symbol that will communicate with the audience through advertising. As an example, Fox from Foxtrot's commercial, which used songs in its commercials, had a pleasant voice and was very cute and beautiful, with the help of CGI. This image was very memorable to the audience, which led to the improvement of the company.

Summarizing all the above, we can say that CGI, although previously used in various spheres of life, in advertising it was not used so actively. Now, with the beginning of the pandemic, more and more businesses and marketers are paying attention to this technology, because it saves time and resources for shooting or creating a layout, processing, etc. It helps to create a beautiful and pleasing to the eye image that is simply impossible to capture in real life, or, conversely, to create a large realistic city in the background. There are many possibilities for using CGI in advertising and marketing, and this technology will be widely used in the future.

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Suprun L.I.
Ovsienko S.S.

Kryvda O.V., PhD in Economics, Associate Professor
 National Technical University of Ukraine
 “Igor Sikorsky Kyiv Polytechnic Institute”

PERFORMANCE MARKETING

Key words: performance marketing, leads, ads, metrics.

Performance marketing is a type of marketing where the main goal is to increase the number of sales and potential customers, so-called leads. The peculiarity of this type of marketing, which is also the main difference from others, is the ability to see a specific numerical indicator of a separate direction, such as the cost of the made call, the arrival of the client. It is also worth mentioning that the indicators include the cost-effectiveness of the investment, which is characterized by ROMI. [1] Often CPA managers, target specialists, traffic managers, SMM managers and many others carry out this type of activity. [2] Accordingly, performance-marketing implements can be distinguished as shown in figure 1.

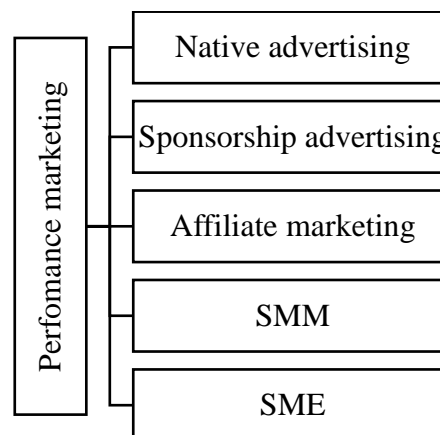


Figure 1 – Fundamental Marketing Performance Tools [5]

Native advertising is an easy-to-use advertisement designed to reduce user stress from traditional banner and remitting ads. Sponsored ads are placed in specific media slots that often find out in the website’s sidebar. Affiliate marketing is aimed at attracting customers by forming partnerships with businesses and media. SMM takes advantage of the viral nature of post sharing, which has overwhelmingly high cost performance and is beginning to be used by many companies. SEM's methods are indispensable in performance marketing because they can get the user's search query and get all the data from the landing page to the page migration.

Advantages and disadvantages of performance marketing. Looking at the main advantages of this marketing, it is worth mentioning the main advantage. It is the ability to measure the profitability of the investment. That is, during the analysis of campaign data, there is the instantaneous possibility of testing for the effectiveness of advertising. Most importantly, the company will be able to optimize its costs. Also risk can be minimized by projecting the pre-implementation cost of the campaign, which will have an impact on value engineering. [4]

In other words, a higher percentage of the costs of unsold campaigns will be managed. However if you look at the downside of performance marketing, then of course, it is the unconsciousness of the fact of how to turn that data into behavioral ideas. Generally, we can get into the hands of fraudsters. Advertising fraud is still a big problem for advertisers. For example, a recent study by “AppsFlyer” found that 15% of the global cost of mobile advertising goes to fraudsters. [4] Other sources estimate the cost at \$30 billion. There are so-called «right tools» that determine the number of real users who have seen the advertisement. [3]

Another negative criterion is that performance marketing is expensive. The solution to this problem would be to use cheaper metrics, especially PPC and CPL clicks. Nevertheless, in this way the percentage of visitors to the site who have done the target action, the so-called conversion is reduced. The reason for this is that no one can guarantee that after clicking on the advertisement the user will buy the product. Moreover, if you strive for quality, the price will rise. The cost of effective metric is usually higher. [3] There are also metrics ROI, LTV, AOV, CPI, CRR and many others. [5]

As a result, one can say that the performance marketing is now at its peak and will continue to be in great demand in the world of marketing. Because now the world is obsessed with promoting its product and everyone wants to recruit more potential customers. Accordingly, this type of marketing helps to monitor and improve the situation.

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Surianinova M.
Kuvaieva T.V., research supervisor
Dnipro University of Technology

NEW ERA OF PRIORITIES

Keywords: consumer's behavior, customer, pandemic, taste, health, preferences

The Covid-19 has forced companies and specialists in different spheres around the world to review and adapt to the rapid change in the market, which is fundamentally distinct from the traditional rules of the game. Pandemic is far more than a health crisis – it is a driver of lasting change in global consumer behavior and business. The new taste benefits are also directly related to the degree of exposure to the new environment.

According to the studies by the Swiss Re Institute show that it can take 18 to 254 days to form a new habit. Today, consumers are settling into new patterns much faster. These changes have influenced the food industry and retail most of all. Let's take a look at the main features of customer's transformation, which are fertile ground for marketers to create new technics to survive on the battlefield of adjusting and influencing the client [1].

Health support. The main focus according to the McKinsey&Company is health and hygiene which causes the acceleration of natural food and beverages. It means that consumers are trying to cut of sugar and salt, calories and carbs, especially in snack foods and desserts, and to increase their intake of healthy ingredients like protein and good fats, vitamins and minerals. Priorities of features can differ by age, the Glanbia Nutritionals (Chicago, IL) company points out: "Boomers are more likely to reach for beverages that are fortified with immune system–supporting ingredients, and Gen X is more likely to prefer eating foods that are fortified with immune system–supporting ingredients. Meanwhile, Millennials and Gen Z are more likely to reach for beverages that are naturally high in immune system–supporting ingredients" [2].

"Safe" flavors. The main values which pandemic has brought in flavors based on ingredients which are associated with organic and immune-boosting: turmeric, ginger, elderberry, herbs echinacea, citrus, and berry or fruit flavors. Vitamin C and zink containing products are also at the top together with the vegan line. Glanbia also highlighted a desire for nostalgic flavors and formats, in order to have some connection and cozy feelings.

Preference for trusted brands. Janet Balis, EY Americas Customer and Growth Market Leader, and Marketing Practice Leader noticed that 62% of consumers say they're more likely

to buy products from companies they feel are doing good for society – and less than a quarter are prepared to pay a premium for brands that contribute to the community. It's considered that even buying some “cheat meals” people are eager to choose between products according to their brand's sustainability, environmentally or eco-oriented production [3].

Delete the digital pains. Aakash Kiran Raverkar, research analyst refers to the fact that “Customers' digital experiences across industries are creating expectations that insurers must meet to gain engagement”. It means that online shopping, delivery, and digitalization of ordinary processes are the main points of touch with a client. That's why a combination of usability, high level of assistant involvement, speed, and properly configured target company or other modern marketing instruments is the key for achieving consumer's vote. Marketers would better use the data dashboards and research the difficulties their customers are facing in order to reduce the stress level and raise the number of checks.

To be brief, major changes occurred in life activities of many countries in the world, including Ukraine. According to “Deloitte” which considers the inheritance of global trends,

63% of Ukrainians said that quarantine affected their consumer habits. Ukrainians didn't go digital in the case of food products almost everyone stayed with the traditional way of shopping. This can be caused because of a low level of trust, for instance, every second Ukrainian worry about saving their data when shopping online, and underdeveloped practice of online shopping. However, almost 40% of respondents do not feel safe in supermarkets and more than a half of them choose convenience stores. Moreover, Ukrainians started to support domestic manufacturers and craft products. The fact that 58% of Ukrainians learn to cook at home engages new technics in product formats [4].

In addition, marketers should remember that no matter the fact that Covid-19 has significantly affected stress resistance, increasing the number of people with depression and anxiety their needs are higher and companies should try to do their best to satisfy all the expectations and influence clients experience in better way.

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Sushchenko A.
Mostova A., Dr. Sc., Associate Professor
Alfred Nobel University, Dnipro (Ukraine)

THE LATEST DIGITAL MARKETING TRENDS IN 2022

Keywords: digital marketing, marketing activities, advertising campaign.

Digital marketing is a new stage in the evolution of marketing. It comes when company's marketing activities are conducted primarily using digital channels. These are targeted channels that allow marketers to have an ongoing, two-way, person-to-person dialogue with each consumer. This dialogue is built on the use of data derived from past interactions with the consumer. In addition, marketers continually use real-time information about consumer behaviour. This provides feedback to the consumer, improving and optimising consumer interactions.

Also, to improve the effectiveness of digital marketing activities, marketers need to stay abreast of the latest developments and trends. Who follows trends is always ready for changes and innovations. New trends are a way to get new customers and improve your strategies. Here are a few interesting digital marketing trends that will be relevant in 2022.

Trends have always been and are important for any business. Marketing trends are an integral part of a company's success.

In order to make a credible short-term plan, it is important to keep an eye on where you are heading in the long term. No one can say with 100% certainty what the future of marketing will be, but industry professionals can offer useful insights and predictions about some possibilities [5].

No one could predict how 2022-2023 will change the face of marketing. Those who had carefully planned their marketing activities based on what they knew at the beginning of this year found that they needed to abandon their plan and start from scratch [4].

The first of the trends we are going to discuss today will be story-based content visualisation. With the explosion of smart speakers and voice search in recent years, one would think that "readable" content is more important than visual elements and design these days. In fact, this is far from the truth. While advances in voice search are certainly influencing the way we will create content now and, in the future, you shouldn't neglect visual content either.

Studies have shown that people prefer visual content to plain text. Just look at the growth of the image-centric platforms Pinterest and Instagram to see this. Here are some facts about visual content perception:

- 65% of people learn visually [3];
- Colourful visuals increase people's desire to read content by 80% [3];
- People are 85% more likely to buy your product after watching a video about it;
- 93% of all communications are visual. That's why visuals grab our attention and influence our attitudes [3];
- Posts with images produce 180% more attention. Our brains process images 60,000 times faster than text.

Google, Pinterest and several other companies are also investing in visual search technology. Images are already returning for 19% of Google searches, and 62% of millennials say they're more interested in visual search than any other new technology [3].

Visuals are also easier to remember than written content. Adding data visualisations, infographics, images and videos to your text not only makes it more interesting and engaging, but can also help you understand your message better.

Talking about content visualization, we also want to mention interactive content, which is becoming an increasingly interesting tool.

Interactive content is one of the fastest growing digital marketing trends of recent times. In 2022, we are destined to see a shift from traditional text-based content to dynamic, engaging content that offers users an immersive experience, such as: quizzes and polls; embedded calculators; augmented reality ads; 360-degree videos [5].

Chatbots are one way of realising conversational marketing. Chatbots use artificial intelligence technology to send automated messages to Internet visitors in real time.

Surveys show that the biggest benefits of chatbots for companies are 24/7 service (64%), instant responses to queries (55%) and answering simple questions (55%) [4]. Uberall found that 80% of consumers have a positive experience with chatbots. Juniper Research predicts that e-commerce transactions using chatbots will reach \$112 billion by 2023 [2]. Insider Intelligence predicts that consumer spending in retail through chatbots worldwide will reach \$142 billion by 2024 - up from \$2.8 billion in 2019 [3].

Many customers prefer to interact with chatbots because they are responsive 24/7, respond quickly and remember their entire shopping history accurately. These virtual assistants offer excellent customer service, meeting customer expectations and automating repetitive tasks, freeing up your resources for more important work.

As more consumers become accustomed to chatbots, they will become increasingly important for a positive customer experience.

Automatic and smart bid assignment in Google Ads is our third trend to talk about.

To get the best results from a Google Ads campaign, advertising experts analyse every piece of data and constantly tweak and adjust keywords, bids and ad phrases. While this obsessive attention to detail gets results, it is tedious. A business owner trying to launch a campaign can be completely overwhelmed and ultimately fail.

Use automatic bid assignment strategies. This allows Google to use machine learning to analyse vast amounts of data about its users to adjust your bids in real time. Advertisers can use automated strategies while retaining full control. Automated bidding is nothing new - Smart Bidding debuted in 2016 - but most business owners don't know what it is or does.

It is important to note that there are still many human strategies involved in optimising PPC performance. You can't just install it, forget it and expect results - you still need to test everything, including testing automated bidding strategies against each other.

Digital marketing is constantly changing. The tactics and ideas described above will significantly change the rules of the game in the marketplace for the foreseeable future. For anyone involved in digital marketing, change is an essential part of the job. You have to look ahead and strive to use new technologies, tools and strategies to gain an edge over the competition.

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ENTERPRISE DEVELOPMENT STRATEGIES

Keywords: strategy, strategic management, enterprise, strategic planning.

For any organization operating in market conditions, the problem of survivability and ensuring the continuity of development is relevant today. Depending on the prevailing conditions and circumstances, this problem is solved by different organizations in their own way, but it is based on painstaking and laborious work to create and realize competitive advantages, the content and organization of which is revealed by the concept of strategic planning.

Strategic management is extremely important for firms that face difficulties in implementing fundamentally new strategies for their development. In the face of tough competition and a rapidly changing situation, firms must not only focus on the internal state of affairs, but also develop a long-term strategy of behavior that would allow them to keep pace with changes in the external environment. However, the very concept of "strategy" often frightens business owners and managers with its uncertainty, variety, complexity and long urgency of development, lack of direct relationship between the availability of strategy and performance. This can be explained not only by subjective factors, for example the lack of necessary knowledge, skills of the business owners and the top management.

The development strategy of an enterprise is a set of methods and actions aimed at achieving the set goals and implementing tasks. This is a plan designed for a long period of time, without detailing stages, techniques and tactical actions. Formation of the enterprise development strategy plays an important role in adapting the business to the constantly changing external and internal environments in market conditions.

There are a lot of different strategies for the development of the enterprise, however the main strategies can be distinguished: growth strategy, limited growth strategy, reduction strategy, elimination strategy, mixed strategies, product development strategy, industry development strategy. But in large companies, especially in companies with several branches, strategies can be formed by structural parts, industries, areas of operation. Moreover, they all may not coincide with the general strategy, and in some cases even contradict it.

The general development strategy of an enterprise, especially a large one, is usually a mixed strategy. For example, it can be embodied in the form of combinations of the following types of strategies:

- Progressive - the growth of the company is assumed through the creation of structures located between the manufacturer and the end customer.
- Regressive - means the growth of the company through the purchase of new raw materials and cooperation with their suppliers.
- Horizontal - these are certain steps aimed at absorbing competing companies or establishing strict supervision over their operation in the market.

Strategic analysis is the most important component of strategic management, which allows you to adequately assess the key impacts on the current and future state of the company and determine their specific impact on strategy choices. Such analysis has the greatest effect if it uses adequate tools. Effective tools of strategic analysis include such methods as PEST-analysis, M. Porter's "five forces" model, SWOT-analysis, BCG-matrix, McKinsey / GE matrix, Hofer / Schendel model.

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Tadeush V.O., student
Usatenko O.V., PhD, Associated Professor
Dnipro University of Technology, Dnipro (Ukraine)

FOREIGN ECONOMIC ACTIVITY OF THE ENTERPRISE AS ONE OF THE WAYS TO INCREASE ITS COMPETITIVENESS

Keywords: paints and varnishes, foreign economic activity, investment project, competitiveness of the enterprise, marketing research.

For any business, one of the main goals, one way or another, is to maximize profits. Nevertheless, many managers engaged in export or import, or both, do not notice a decrease in the efficiency of foreign economic activity, which in turn causes either losses or a short supply of potential income. There are many factors that negatively affect the decrease in the efficiency of foreign economic activity of the enterprise, among them the following can be distinguished: unstable level of the economy within the importing country; unstable level of the economy within the exporter's country; lack of qualified personnel, and as a result, low level of work performed; lack of introduction of the latest technologies at the enterprise; lack of strategic goals at the enterprise and inconsistency of actual actions for the already stated goals [1].

Counteracting and eliminating the aforementioned negative factors is relevant for business as a whole. The limited liability company "Production enterprise "POLYSAN" (LLC "VP "POLYSAN") is one of the leading manufacturers of paints and varnishes on the Ukrainian market. Today the company occupies a leading position in the overall test of alkyd, acrylic and water-dispersion products production in Ukraine. The main activity of the enterprise is the production of paints, putty, primers, plaster and similar products, printing paint and mastic, and their implementation both on the foreign and domestic markets. The most popular products of the enterprise among consumers are "Farbex" trademark products, which have more than 100 items, such as "Rubber universal paint "Rubber Paint", "Latex paint "Mattlatex", "Primer of water-dispersion acrylic deep penetration "Super Base", "Putty finishing acrylic "Farbex" [2].

The company has a well-established network of sales of products on the territory of Ukraine, as well as in the countries of the near abroad and the European Union. Since the beginning of 2007 and to the present day, the company's products are sold in such countries as Moldova, Azerbaijan, Georgia, Slovakia, Hungary, the Czech Republic, Romania, Austria, Germany and France. The share of foreign economic activity of the enterprise for 2017, 2018 and 2019 amounted to 6.6%, 6.5% and 6.7%, respectively.

Considering the issue of managing innovative activities and improving the efficiency of foreign economic activity of the enterprise, it should be noted that now there is no country where economic competition for leadership in world markets would not be associated with innovations and new technologies. Under such conditions, it is necessary to increase the efficiency of using production factors, to develop new competitive advantages that should ensure their successful integration into European and world markets [3]. In this context, we will analyze the geographical structure of export of the company's products (see figure 1).

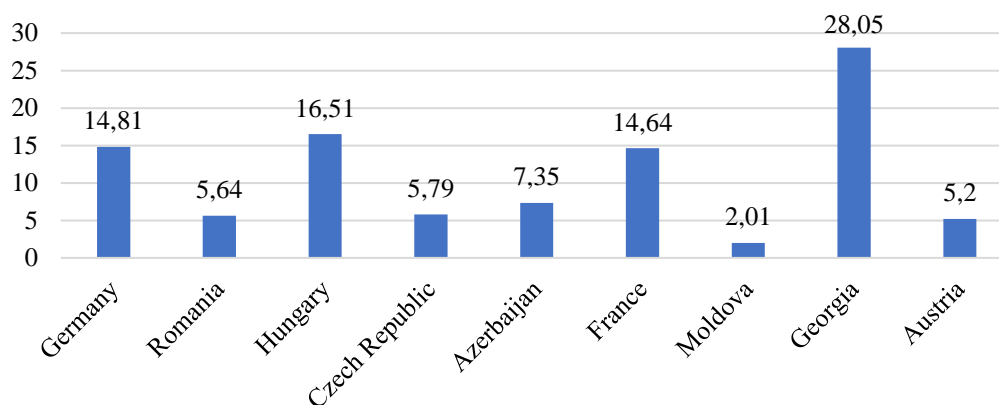


Figure 1 – Share of exports of products to individual countries of LLC "VP "POLYSAN" in the total export volume, %.

The main exporting countries of the enterprise are: Georgia, Hungary, Germany and France. In order to be able to compete with manufacturers of paints and varnishes of developed countries at the appropriate level, Ukrainian companies, as mentioned earlier, must develop on an innovative basis. Exploring a certain problem on the example of LLC "VP "POLYSAN", it should be noted that recently the company does not implement any new developments, does not finance scientific research. In order to improve the quality of products and production volumes and increase the share of foreign economic activity of the enterprise to 10%, an investment project was developed to replace equipment (mixers, pump and filtration stations, heat exchangers and horizontal-vertical bead mills). The economic assessment of the project testifies to its feasibility. The results of the conducted marketing research indicate that it is advisable to consider entering the markets of South and Central Asia, as well as Latin America, with the products of LLC "VP "POLYSAN".

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Taran A.Y.
Shynkarenko N.V.
Kostrzytska S.I., language adviser
Dnipro University of Technology, Dnipro (Ukraine)

IS NEUROMARKETING A MIND-READING TECHNOLOGY?

Keywords: brain activity, biometrics, emotions, neuromarketing research

What is neuromarketing? Neuromarketing is a concept where marketers study the human brain's responses to different elements and adjust a campaign to encourage people to take a specific action. Neuromarketing is all about understanding how our brain works and employing that understanding to improve both marketing and our products [4].

How does neuromarketing work? Neuromarketing research uses technologies that observe brain activity and biometrics (heart rate, eye movement, EEG imagining, fMRI scanning of the brain, galvanic skin response, facial coding, etc.) to determine how peoples' bodies respond physiologically to marketing messages [2].

Neuromarketing is a positive addition to the methodological instruments available to market researchers. It brings a more practical view of the human mind into consumer research and addresses many of the imperfections of traditional research.

Neuromarketing can help improve the efficiency and effectiveness of marketing, reduce the number of product failures, and ultimately make marketing more responsive to the real needs and wants of consumers.

Neuromarketing research has revealed the following results about all human beings:

1. Humans are driven mainly by emotions, not logic, but we justify our emotions with logical reasons.
2. 95% of decisions are made subconsciously.
3. Avoiding pain is a stronger motivator than seeking pleasure.
4. Social norms such as reciprocity, authority and social proof influence our behaviour.
5. Certain colours obtain a particular emotional reaction.
6. Visuals are processed more quickly than text.
7. Images of beautiful women, children, and puppies are the most appealing.
8. Prices with round numbers like 50 UAH are processed more easily, yet numbers like 49.99 UAH are perceived as a better deal.

9. The first and last parts of a message are especially important in setting the context for how a message is perceived [2].

We have all seen advertising in which the model does not look at us, but at some other element of advertising, for example, a text or logo. This is perhaps the most common demonstration of neuromarketing, because research has shown that advertising is more effective when the model is not aimed at the viewer, but on the promoted product or text.

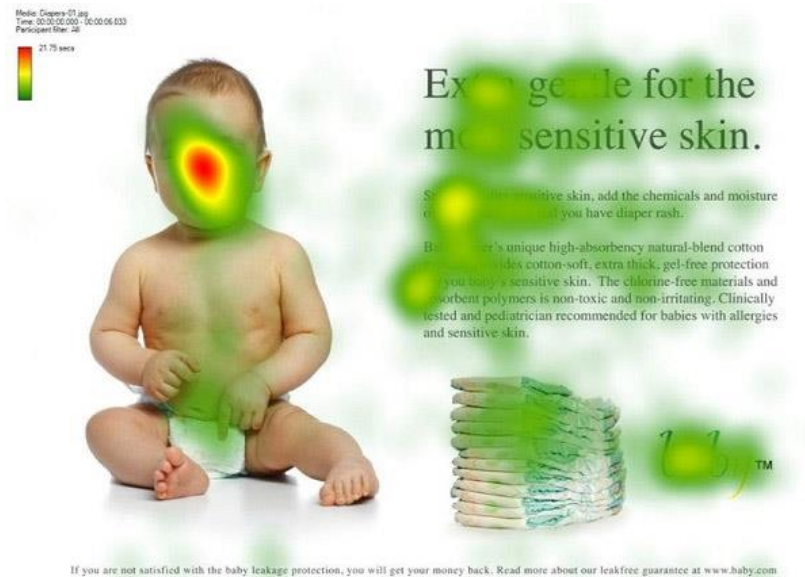


Figure 1 – If the eyes of the model are focused on the viewer, then the viewer's attention is focused on the face of the model, but not on the product [3]

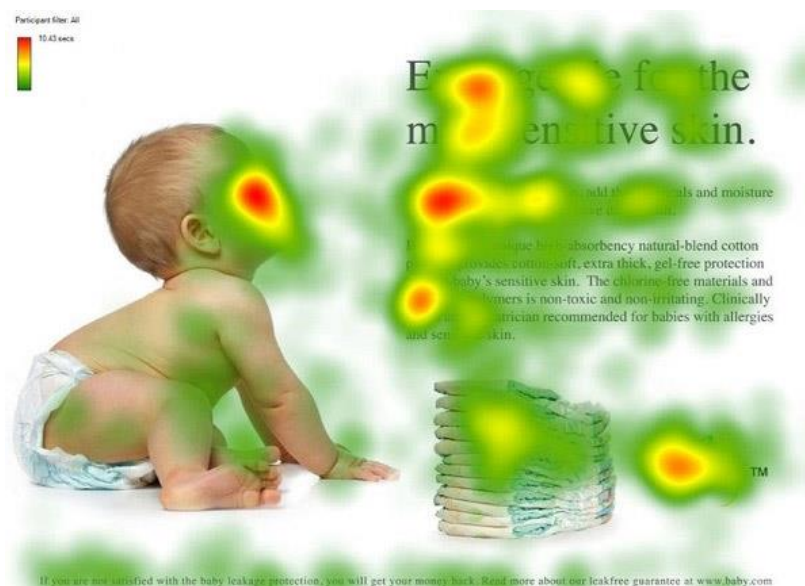


Figure 2 – If the eyes of the model are directed to the product, the viewer also subconsciously looks at it [3]

A big concern of some people is that neuromarketing is a kind of mind-reading technology that can probe into our private thoughts and expose them to marketers. This concern vastly overestimates the power of neuromarketing and misrepresents the sciences that underlie it.

Our vision is that the future of marketing is in neuromarketing. It allows entrepreneurs to find out whether consumers perceive advertising correctly and whether it evokes the necessary emotions in them. Neuromarketing is not an aggressive form of marketing, imposing a product or exaggerating its capabilities for marketing. People do not even realize that they are exposed to it almost all the time. It does not harm consumers and does not damage the company's reputation. Neuromarketing research would help to develop the most suitable marketing strategies and would clearly have a positive impact on the work of the firm.

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Tsurkanenko D.E.
Hryhorieva I.
Kuvaieva T.V., research supervisor
Kostrzytska S.I., language adviser
Dnipro University of Technology, Dnipro (Ukraine)

BLACK PR: TO BE OR NOT TO BE

Keywords: public relations, reputation, competition, methods of influence.

What is Black PR? Black Public Relations, also known as Dark PR, is the pre-meditated attempt of destroying a competitor's reputation. This PR practice aims to highlight or lie about competitors' weaknesses. In doing so, experts in Black PR make their brands or companies look better comparing with the closest industry competitor.

This is a whole system of measures, the goal of which is to crush or worsen the reputation of a particular brand, company, or person. It can be a veiled or overt way to bring reputational damage to a competitor [1].

Dark PR purposes are:

- to create a negative image of the product;
- to destroy the company's reputation;
- to form negative attitudes among consumers;
- to win over customers to your side.

The list of methods is almost countless, but negative PR is more applied to politicians, business professionals, startup founders and CEOs [2].

The well-known techniques for Black PR include:

1. Publishing negative product reviews. A common Black PR method is to publish negative reviews about products or services. A company may not directly assault the opponent but rather attack the latest or best-selling items. This tactic aims to impact public opinion and decrease competitors' amount of sales.

2. Announcing corporate documents. This technique of Black PR mostly comes from the inside, when current or former employees reveal internal files and documents to harm the company.

3. Backward praise. Creating compliments that are more likely to create a backlash includes the use of figurative ridicule of some feature through exaggerated praise.

4. **Authoritative opinion.** Using an influencer, for example, a famous blogger or media personality may bring negative information to the publicity that works against business rivals.

5. **Exaggeration.** Many PR experts work with exaggeration: efficiently and rather easy. How it works: one feature of a product is taken as a basis and is presented in a way that provokes negative associations among the target audience. Sometimes this feature is greatly modified, its significance is exaggerated, thus, due to one product or feature with a “high-colored” negative association, the rating of the entire company falls.

6. **Dual audience.** Using such a method, PR technologists bring an effect to one group of people, causing the desired reaction in another. Thus the influence on a given audience happens with the help of other intermediary audiences.

7. **“Fall into the trap”.** It implies the creation of a situation in which a competitors seem to find themselves in an uncomfortable situation, and this, in turn, is aimed at destroying the company’s positive image.

8. **Public outrage.** This technique means an artificially created situation around a product or business that will cause a public outcry among customers.

9. **Administrative capabilities.** In this option, the authorities are used against the company, which through many checks and audits are able not only to decrease the company’s rating but also to stop its production.

10. **An artificial problem.** In this case, a fictional problem is created around the product which in turn destroys the overall reputation.

Black PR is a controversial business phenomenon that can destroy years of hard work and building a reputation. The concept has become even more important in the digital era because anyone can create content, write reviews, or leave negative comments about person or brand online. For this reason, it is essential to know the basics of Black PR and understand how to deal with the problem in question.

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SOME ASPECTS OF ASSORTMENT POLICY FORMATION IN THE IMPLEMENTATION OF FOREIGN ECONOMIC ACTIVITY

Keywords: assortment, assortment policy, commodity groups, assortment policy objectives, commodity structure of export.

Produced products sales is an important stage of entrepreneurial activity of business entity, the effective implementation of which ensures the financial stability of the enterprise. The success in sales depends very much on enterprise's ability to meet consumer's needs. In this process, one of the most important factor is assortment formation, which totally meet consumer/client's needs. The shortcomings madden in the process of assortment formation, have a negative impact on commodity proposal, consumer demand and other factors, which ensures the effectiveness of business activity.

Issues related to the formation of assortment policy are resolved at the stage of planning the production and marketing activities of the enterprise. In a general sense, assortment policy can be defined as a general guideline for the formation of the range of production and sale of goods for a long period, taking into account the capabilities of the enterprise, suppliers and partners, as well as market needs, price dynamics, seasonality, etc.. [1] In addition, when developing an assortment policy, the manager must take into account a number of factors, among which a special place is occupied by such factors as the state of demand, technological capabilities of the enterprise, the availability of analogues in the market, etc..

Static data show that between 2015 and 2020 the average population of Ukraine decreased by almost 2.6%, food expenditures in the overall structure of consumer spending reach almost 50% and almost 9% of the population receive an average income that is lower for the actual subsistence level. [2] Experts note the high level of social stratification of the population, which, in particular, is the result of low level of adaptation of the national economy to globalization and insufficient level of competitiveness of entire industries in today's market environment. [3] All this has a negative impact on domestic demand and forces domestic producers to take a closer look at the possibilities of selling goods in foreign markets.

A study of the commodity structure of domestic exports suggests that the most popular in the foreign market are agricultural and food products: their share in 2020 was 45% with a

tendency to slightly increase compared to 2019 (highest share (over 24%) accounted for plant products); the smallest share was accounted for by footwear, hats and umbrellas (only 0.3% and the most dynamic reduction was observed in this position - -12.2%). [4] The study of trends in foreign markets allows companies to make more informed decisions about possible expansion, as well as more reasonable to determine the range of products that should be offered for the relevant foreign market.

Competence in assortment policy can ensure the company's victory in competition in both domestic and foreign markets, so mastering modern scientific methods of planning and implementation of assortment policy is of scientific and practical interest.

In modern business conditions, assortment policy is extremely important in the context of ensuring high competitiveness of the enterprise, because consumers are making ever-higher demands on the quality, range and appearance of goods. The main objectives of the assortment policy are presented in the figure 1.

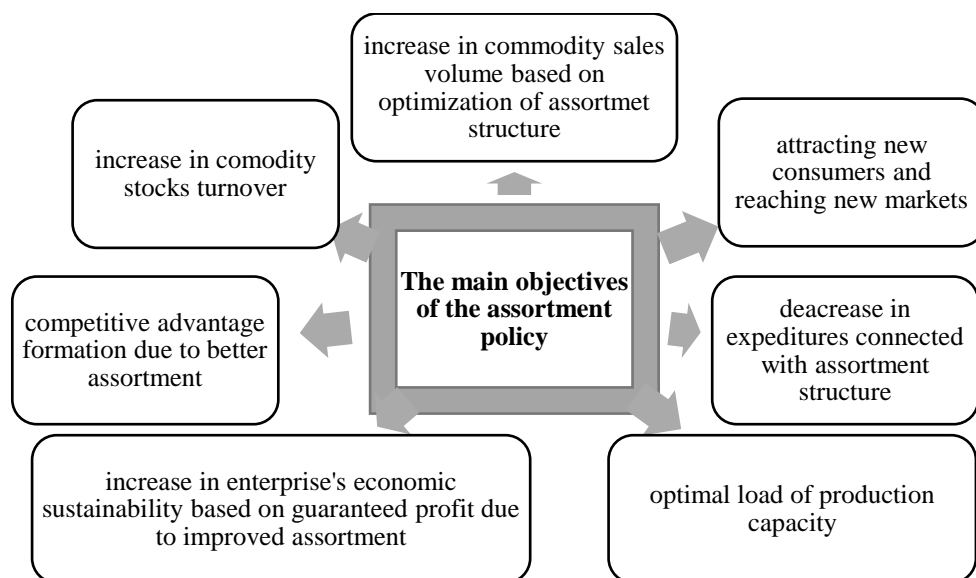


Figure 1 – The main objectives of the assortment policy [1]

The optimal concept that should be the basis for the formation of assortment policy is to find a balance between the needs of the market on the one hand and the goals and resources available to enterprises on the other.

Assortment development should be preceded by strategic management decisions that regulate the choice of product and market development strategy, product and competitive strategies, as well as strategic business areas.

To date, the experience of international economic activity shows that it is impossible to offer universal recommendations on the number, types and modifications of products offered

by the company on the market. At the same time, the most effective approach to foreign economic activity is the approach according to which various product groups are promoted to the market in parallel, among which we can distinguish: main, supporting, strategic and tactical. [5]

The product assortment is being formed separately for each foreign market, optimizing it (range) taking into account possible changes in the marketing environment in the future: changing consumer preferences of buyers in the country, prospects for technology and production technology, changing the life cycle of goods, etc..

Lack of assortment policy leads to unstable assortment structure, which forces managers to make decisions based solely on intuition and do not take into account long-term interests, and thus lead to loss of control and reduced competitiveness of commercial efficiency of goods.

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Tyupa D.Y.
Harmider L.D., research supervisor
Dnipro University of Technology, Dnipro (Ukraine)

ADVERTISING OF FINANCIAL SERVICES ON SOCIAL NETWORKS

Keywords: marketing, social media, financial services, social advertising

The financial market is considered one of the largest in the world. Its importance is great both at the state and national levels. Therefore, this industry needs a stable and quality service, as even small financial disturbances can lead to panic among consumers worried about their savings. Today, the financial services industry stands out for its constant development and innovation. Many developed countries are now looking to move from a branch-based model to a remote service model.

In order to have primacy in the online space, it is necessary to pay more and more attention to promoting products, building a reputation, and attracting new clients. Social networks are needed to implement this strategy. This trend is successfully replacing the previously popular advertising on billboards, radio, and television. According to Plusone Social Impac in Ukraine, the number of Facebook users exceeds 16 million and Instagram users over 12 million.

In the sphere of financial services, marketing tools are basic methods for competition. Marketing actions are aimed at the informational impact on the client. It is necessary to deliver information about the set of services as capaciously as possible, form a brand reputation, and maintain it. Advertising is a tool that helps to create the consumers' interest, form the right idea about the qualities and properties of the product or service.

To promote on social networks SMM (Social Media Marketing) is used. It is one of the types of Internet marketing, aimed at interacting with potential customers via social networks and messaging apps. Marketing activities of financial companies have some differences from traditional marketing tools.

Targeting. It is not difficult to find out the gender, age, geography, marital status, education, social status, information about work and hobbies because users leave this data on their social network pages. Therefore, social networks are a kind of database, and for successful advertising, you only need to set the necessary parameters.

Trust. Most users trust the information shared by their friends and relatives. Therefore, advertising on social networks is considered less intrusive compared to other platforms. The main task of the company is to build a promotion strategy in such a way that interested users share information about the company, increasing confidence in the brand.

Feedback. Along with the recommendation from a family member or friend, positive feedback from other users is the best way to encourage people to buy. The users who leave reviews, wishes, and opinions promote the company for free. The company, in turn, should analyze the feedback and depending on the results, build further strategies.

The objectives pursued by financial companies in terms of advertising on social networks:

- attracting new audiences and customers through advertising, posting interesting content (entertaining, useful, information about the brand);
- branding - achievement of brand recognition, strengthening its positive image in the minds of consumers;
- increasing the loyalty of existing customers and their retention;
- communication management, which can be both strategic (customer support, reputation management, social network monitoring, promotion) and tactical (organization of a dialogue with customers).

The company's presence on social networks becomes part of the overall communication strategy, helps to achieve its goals, as well as the goals of marketing and business strategy.

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ASSESSMENT OF THE COMPETITIVENESS OF PRODUCTS OF PAPER-BASED PRODUCERS FOR WALLPAPERS

Keywords: competitiveness, integrated indicator of competitiveness, product-standard, useful effect, expert assessments.

Competitiveness – a comparative characteristic of the product, which contains a comprehensive assessment of all its qualitative and economic properties in relation to market requirements or properties of another product and is determined, on the one hand, product quality, technical level, consumer properties, and on the other - prices set by the seller.

Product competitiveness can be determined only by comparing competing products with each other.

To determine the level of competitiveness of goods carry out marketing analysis, which should identify the parameters of goods to meet interest in the purchase. These parameters reflect the quality and usefulness of goods, taking into account functional, aesthetic, environmental and other consumer properties.

The successful choice of the method of assessing the competitiveness of products and a set of input parameters depends on ensuring its most accurate assessment and the effectiveness of appropriate management decisions.

When analyzing and assessing the competitiveness of paper-based wallpaper manufacturers, it is advisable to use the method based on an integrated indicator of competitiveness, as it allows the most meaningful assessment of the product and its attractiveness from the consumer's point of view, which are wallpaper manufacturers.

The method of assessing the competitiveness of goods on the basis of an integrated indicator of competitiveness takes into account two aspects that affect the choice of goods by the buyer: the useful effect that the consumer receives when buying goods (quality and service) - in our case it is all qualitative and technical characteristics; costs associated with the purchase and operation of goods - in our case, this is an indicator of the price of goods. The greater the beneficial effect and lower costs, the more attractive and competitive the product is for the consumer, ie the better the quality and cheaper the product, the more attractive it is for the consumer.

When assessing the competitiveness of wallpaper-based paper, first, the method of expert evaluations was used. The purpose of the survey was to evaluate the paper-based wallpaper for the following qualitative and economic parameters, as well as to determine the proportion of these parameters in the overall assessment. It was proposed to evaluate the paper-based wallpaper for different companies based on a ten-point scale (0 - the worst, 10 - the best quality). The basis of comparison is a reference product. Summary results are presented in the table.

Table 1 – Evaluation of the competitiveness of the paper-based wallpaper

Indicator	Specific weight, %	Evaluation of the indicator			
		base of comparison	Fabryka Papieru Sp. z o.o. Dąbrowica, Poland	Stora Enso Oyj, Finland	LLC «Drohobych Paper Factory»
Tear resistance in the machine direction, mN	10	800	800	1000	600
Surface absorption at unilateral wetting, on the upper side, g/m	7,5	25	25	25	18
Linen of the upper side,%	20	76	85	95	65
Relative elongation in the machine direction in the dry state,%	10	1,2	1,3	1,4	1,1
Relative elongation in the machine direction in the wet state,%	10	1	1	1	0,9
Destructive tensile force in the machine direction, N	10	75	70	75	50
Destructive tensile force in the machine direction in the wet state, N	10	8	9	9	6,5
Opacity, %	15	92	95	97	85
Linear deformation in the transverse direction, %	7,5	3	3	3	2,5
Price per 1 ton, euro		900	915	1050	860
Group index by technical parameters			1,0427	1,1123	0,8582
Group index by economic parameters			1,0167	1,1667	0,9556
Integral competitiveness index			1,0256	0,9534	0,8981

Analysis of the results found that the products of the Polish company Fabryka Papieru Sp. z o.o. Dąbrowica is second only to Stora Enso Oyj in terms of quality. But due to a much lower price (14.75%), the integrated competitiveness index is the highest and equal to 1.0256, which is much higher than the integrated competitiveness index Stora Enso Oyj, which is 0.9534. Conclusion of contracts for the purchase of paper-based wallpaper with Fabryka Papieru Sp. z o.o. Dąbrowica will allow you to reduce the cost of making wallpaper by 2.75%.

CUSTOMER-ORIENTED APPROACH IN ENTERPRISE MANAGEMENT

Keywords: customer orientation, marketing strategy, business strategy, consumer, competitive advantages

The modern environment is characterized by increasing competition in all business niches. In order to increase profits, companies need to constantly look for additional resources and ways to stimulate sales. Customer orientation implies the focus of commercial companies on the interests of loyal and potential customers. A customer-oriented approach is a type of customer interaction that provides additional revenue and customer flow through a deep understanding and satisfaction of their needs [1].

It is known that the customer-oriented approach is formed as the development and deepening of ideas that were laid down by the concept of marketing in the implementation of the marketing approach in the economic activity of enterprises several decades ago. In view of this, "customer orientation is a marketing strategy that allows you to manage relationships with customers and creates a stable positive customer experience for consumers of goods and services, ensures the satisfaction of their needs by improving the quality of exchange processes" [2].

Existing approaches to defining the essence of the concept of "customer orientation" are classified into three groups: from the standpoint of defining customer orientation as a strategy or way of doing business; from the standpoint of defining customer orientation as a skill, tool or characteristic of the business; from the standpoint of defining customer orientation as customer experience or customer evaluation [3].

The basic principles of customer orientation are shown in the figure 1.

The customer-oriented approach requires the company to take into account the following factors: formation of competitive advantages in terms of pricing, quality and range of products; management of customer behavior in interaction with the organization; identification of the reasons for the loss of customers of the enterprise; understanding the impact of structural units of the organization on the process of working with clients [4].

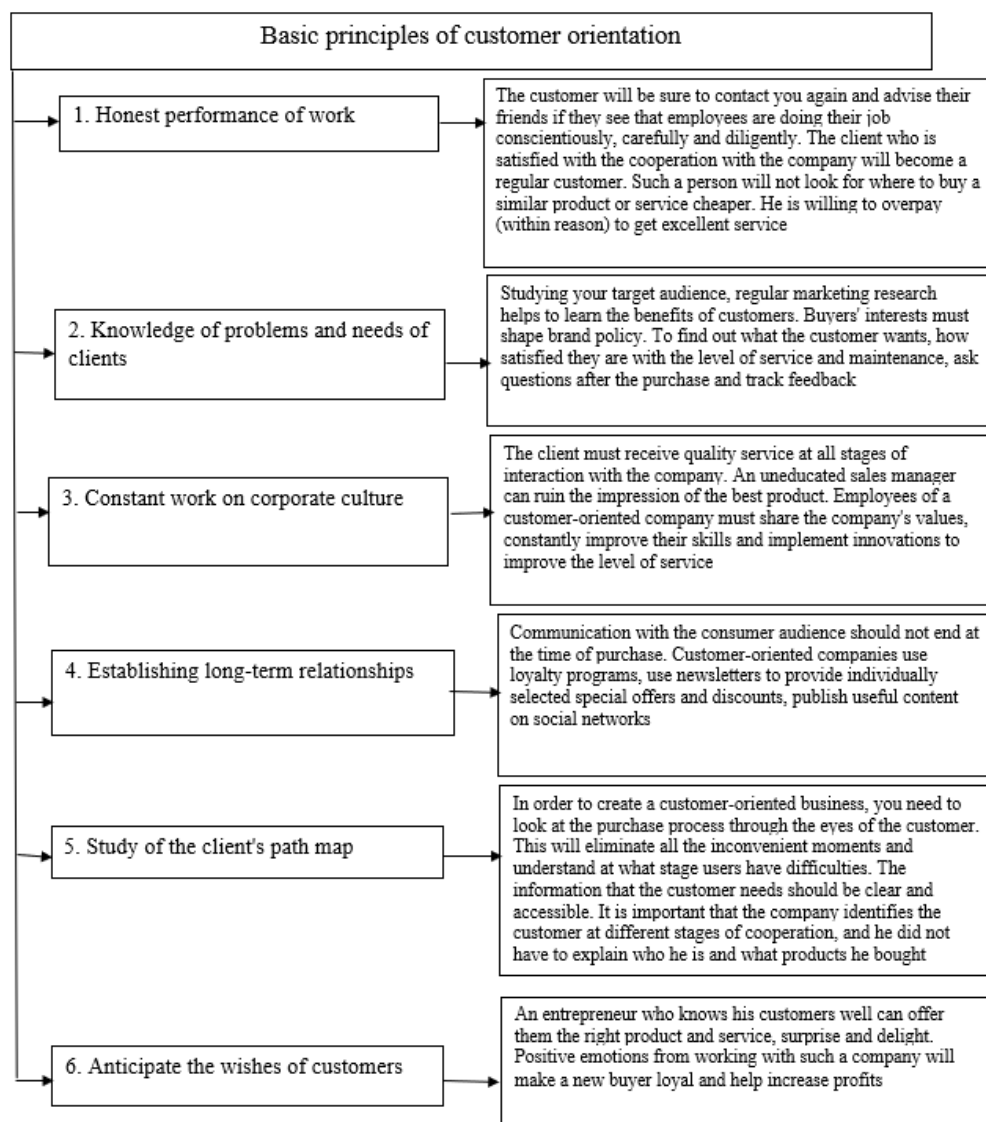


Figure 1 – The main principles of client-orientation

In the management of enterprises, decisions should be made not only according to the scheme "business for business" ("B2B"), but also "B2C" (business for the consumer), which is why the application of a customer-oriented approach is especially important. For most industrial enterprises, the key strategic guidelines are: the creation of a flexible enterprise with adaptive production potential, customer focus and maximizing consumer value.

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PROCUREMENT STRATEGY OF THE ENTERPRISE-SUBJECT OF FOREIGN ECONOMIC ACTIVITY

Keywords: procurement, strategy, import, import operation, import contract, category management

Modern companies, defining global trends, attribute a strategic role to procurement policy and try to find optimal solutions in this area. These issues are especially relevant in times of crisis, as companies that bypass the rationalization of procurement processes in their activities, will be in a particularly disadvantageous position and will become uncompetitive [1]. Accordingly, much attention is paid to procurement strategies, because it is the effective organization of procurement that can reduce business costs and increase competitiveness. The procurement process must be part of the company's overall strategy. Otherwise, it will be chaotic, episodic. The choice of organizational form of procurement, suppliers, determining the type of relationship between them and the company is one of the most important stages and tasks of procurement, as the importance of establishing effective relationships is confirmed by their impact on value added products created at the enterprise. Therefore, an important task of managers is to identify priority, important suppliers, to establish a constructive relationship with them.

Many buyers and their managers believe that the main value for business is only savings on the purchase of necessary goods and services. However, buyers can grow their business by bringing innovation from the market. Enterprises are beginning to address the procurement of materials, components and other goods that have not previously been used in the production process, including imports. This requires the selection of foreign suppliers that would be economically stable and offer favorable supply conditions, ie be attractive to businesses.

Imports provide a number of additional benefits and opportunities for industrial and individual consumers, as well as for the country to which the goods are imported, including access to cheaper and better goods, scarce goods or goods that do not exist on the national market, increased competition and incentives through this modernization of production, the establishment of sustainable production relations for the cooperation of production with

partners around the world, the development of technology through the expansion of imports of science-intensive goods [2].

When importing goods, the buyer-importer must go through the following stages:

- obtain the necessary licenses, certificates, permits;
- draw up an import agreement;
- make the necessary payments under the contract;
- accept the goods at the point or port of destination agreed with the exporter;
- to carry out customs clearance of imported goods, to bear the costs of paying customs taxes and fees.

The technique of performing import operations includes:

- control over the quality of production of the purchased goods and their timely delivery from abroad;
- organization of transportation of goods from abroad (depending on the basic conditions of delivery of goods);
- settlements for the delivered goods;
- organization of work with claims;
- final analysis of the efficiency of the import operation;
- development of measures to increase the efficiency of import operations.

The development of a procurement strategy for a foreign economic entity should begin with identifying strengths and weaknesses in procurement and analyzing its position vis-à-vis suppliers. The formation of management decisions on this issue is proposed on the basis of the introduction of category management, which creates additional value for business and reduces the cost of the entire life cycle. This is achieved through the necessary synergy from the team interaction of commercial and technical units of the organization with foreign economic activity.

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FEATURES OF ENTRY INTO THE CHINESE MARKET OF MEAT PRODUCTS

Keywords: target market, brand reputation, strategy, product promotion, competition, partnerships

The Chinese meat and meat products market has significant potential for growth, making it attractive to Ukrainian partners. Increasing consumer demand for meat and meat products, as well as a shift in consumer preferences from traditional pork to other meats, means that opportunities will increase for a wide range of companies and producers [1].

The dynamics of meat imports in China shows an increase in volume and the transition to higher value-added products, such as chicken legs and offal to imports of meat directly. Attention should be paid to strict product quality criteria that must be taken into account when exporting meat products to China. The reputation of brands and their communication with consumers must be built on stable and high indicators of product safety and guarantee them compliance with European standards in production.

When entering the Chinese market, first you need a clear formation of the company's goals, respectively, and the organization of a thorough study of the target market, which will provide an opportunity to develop a formal business plan. Unfortunately, the existence of a pandemic prevents visiting the country in order to study the specifics of partnerships, establish new contacts, strengthen and develop existing ties, and so on. It is necessary to study open sources of information and use opportunities to communicate with potential partners through various on-line platforms.

It is very important to find a local partner or distributor. A good distributor is important for success, because in the Chinese market, contacts often play a crucial role in the success of the operation. It is important to try to understand the basic Chinese rules governing the import of meat and meat products. Chinese rules are often vague and inconsistent, interpreted differently in different ports and warehouses. Thus, they do not provide a single approach and requirements for the entire import group and all places of import of goods. Therefore, a reliable business partner or distributor has the best resource to help you navigate the specifics of the import [1].

Thus, it is appropriate to discuss the strategy of entering the Chinese market with a local partner who understands the specifics of the local market and the economic conditions of its operation.

It is recommended to find your niche in the market and focus on it, and to do this to prioritize market opportunities, both geographically and by market segments. Chinese consumers often have their own preferences, including taste, as well as packaging and labeling, so it is often necessary to adapt Ukrainian products to Chinese requirements.

The imported food market has fierce competition. Promotional campaigns are crucial for a new product and usually need money, so it is necessary to invest in product promotion. Finding joint marketing opportunities with a foreign partner, trademark registration with the China Trade Mark Office (CTMO) creates a long-term brand reputation.

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Vaskov M.E.
Yaremenko S.S., Candidate of Economic Sciences, Associate Professor
Medynska S.I., language supervisor
Volobueva P.S. language supervisor
Alfred Nobel University, Dnipro

DEFINITION AND BASIC CONCEPTS OF INTERNET MARKETING

Keywords: internet marketing, promotion, advertising, consumers.

For no obvious reasons, the authors of the majority publications published on the Internet today reduce the concept of Internet marketing only to the promotion of any goods or services in the Internet, or interpret it even more narrowly: as advertising in the world networks, or even more - exclusively as banner advertising. And that, and the second, and the third, is not true precisely because of the narrowness of such an understanding of the subject under consideration.

In fact, Internet marketing involves a wide range of areas, including not only banner advertising and public relations, but also methods of marketing research on the Internet, in particular, the study of consumer demand and consumer audience, mastering algorithms for creating and ensuring high efficiency of advertising campaigns, ways to properly position the brand in the market, as well as much and much more. The above-mentioned limited understanding of this discipline is, apparently, a kind of "children's disease" of Russian Internet marketing, which, in turn, can be considered as an encouraging sign: the presence of such "children's diseases" suggests that Internet marketing in our country is rapidly "growing" and actively developing.

Internet marketing, in essence, includes a number of different areas, which involves banner advertising and public relations, methods of marketing research and analysis on the Internet, namely, the study of the availability of demand and target audience, the study of algorithms formation and provision of the increased efficiency of the carried-out advertising campaigns, development of ways of proper trade mark positioning in the market, etc. Given that the understanding of Internet marketing is quite limited, this feature can be called a "childhood disease" of national Internet marketing, which tells us that the presence of such a disease is a marker of the fast and rapid development of this type of marketing.

The Internet has unique characteristics that differ significantly from the characteristics of traditional marketing instruments. Due to this fact, we can highlight one of the important

points of the Internet environment. It is its hypermedia nature, characterized by high efficiency in presentation and assimilation of information, which greatly increases marketing opportunities in strengthening the relationship between enterprises and consumers.

With the advent of the Internet, the process of organizing the communication with the external environment has changed qualitatively. The Internet, being a means of conveying information to target audiences and an effective tool to influence them, has provided new opportunities for business expansion, including interactive ways to communicate with consumers.

For example, Eric Ward, founder of URLwire in Knoxville (the most successful among specializing in online PR companies), followed by other reputable media professionals say that the Internet has done a kind of revolution in the marketing and public relations industry and allowed to increase turnover in this sector to 10 billion dollars.

To sum up, considering the definition of marketing in the electronic market, it is also important to define what is an object and a subject of marketing activities in this market. The object of marketing is information-analytical and expert-research activity of the firm in the electronic market, using network information systems and technologies.

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Vasylieva Y.V., student,
Krivda O.V., Associate Professor, Candidate of Economic Sciences
 National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

PSYCHOLOGY OF COLOR IN MARKETING

Keywords: marketing, psychology of color, rebranding, brand identity.

Color psychology is the study of how colors and their shades affect human perception and behavior. In marketing and branding, this helps to present the brand in the best possible way and influence the attitude/ create the right association about the brand in the consumer. Which ultimately convinces him to give preference to a certain brand. This study is relevant, since it is, among other important studies, that should be considered when creating a new business or rebranding an existing one.

In a 2006 study, "The Influence of Colors on Marketing," scientists found that up to 90% of consumers' quick product reviews are based only on color, depending on the product category. As for the role that coloring plays in branding, the results of another study show that the relationship between brands and color depends on the perceived appropriateness of the color used for each brand, that is, whether the color matches what is being sold.

When it comes to choosing the "right" color, research has shown that predicting the consumer's reaction to color accuracy is much more important than the individual color itself.

Psychologist and Stanford professor Jennifer Aaker has researched this issue, and her work "Brand Personality Measurements" points to five main dimensions that play a role in brand personality.

Brands can sometimes overlap between two characteristics, but they are usually dominated by one.

It is also important to note that it is necessary to maintain the identity of the brand itself, which you are going to convey and portray, and not try to follow stereotypical color associations.

We can consider several well-known companies and their color preferences. For example,

1. Red - Pinterest, canon, Netflix, H&M, Coca Cola, Adobe, Levi's, YouTube, Red Bull, Toyota.

A rather important note is the fact that the red color calls for attention. It also sets you up for determination, is able to cause a person to have a strong desire for action, energetic effort

– for example, to buy the advertised product. It stimulates the appetite, which promotes the use of brands in the field of nutrition and fast food. It is also advantageous to use it in sales, as it creates a certain effect of urgency. But unfortunately, it can cause both positive and negative emotions.

2. Green – Starbucks, Heineken, Lacoste, Spotify, Android.

According to the psychology of color, green is a symbol of health, freshness, nature, purity and growth. This color is very common among eco-brands, pharmaceutical companies. It heals, relaxes and softens a person, so it is often used in the design of medical institutions, on packages of medicines, cosmetics and detergents. Also, this color has fallen in love with the business sector: banks, exchanges, finance, and the military.

The green color is avoided on packages of sweets, because psychologists have proven that in people's perception, green is "bitter" or "sour", but not sweet in any way.

3. Yellow – McDonalds, Hertz, CAT, National Geographic, Lay's, Snapchat.

Yellow color increases concentration, improves memory, organizes, but also contributes to rapid decision-making. Yellow color can "endow" an object with intelligence. This color is very successful in advertising high-tech products, goods for children, travel agencies, advertising agencies. It is often used in food packaging. Causes positive associations in advertising.

4. Blue – Nivea, Visa, Facebook, Intel, Ford, Samsung, PayPal, Nokia, IKEA, Skype, HP.

It is associated with honesty, sincerity, purity, silence, coolness. It is a comfortable color, evokes a sense of well-being, security, and trust. Perfumery and cosmetic companies, as well as manufacturers of various hygiene products, actively use this psychological feature of color, using it on the packaging of their products. Dark blue color is considered business, professional and authoritative, helps to concentrate on what is necessary. A blue detail in a catalog or an advertising brochure will immediately attract attention, but unlike a red one, it will almost never cause negative emotions.

5. Purple - Twitch, Yahoo!, Milka, Hallmark, Claire, Curves.

He is loved by creative people, people with non-standard thinking, he is able to balance the spiritual and the material. It is associated with something exclusive, creative. Purple color stimulates the brain well, it is often used on packages of chocolate, raisins, nuts.

6. Black and White - WWF, Puma, Loreal, Nike, Chanel, Adidas, Vans, Gucci, Uber, ZARA, Apple, Prada, Disney, Tesla, Lexus, Lancôme, Sony, Playboy, Jack Daniels.

Most often white is used as a background, all the colors on it look juicy and bright. The white color is characterized by perfection and completeness, demonstrates an absolute and final solution, complete freedom for opportunities and the removal of obstacles.

With the help of black color, it is possible to achieve a sense of mystery and sophistication. It is suitable for buttons and text on a white background, with its help it is good to make an accent. If you choose black as the background, then the other elements should be contrasting. Black can be seen in advertisements for cars, watches, alcohol, and gadget products.

Every marketer knows how important an effective logo is to a brand. Since in some cases it is he who determines the interest of consumers, and, accordingly, sales, income and brand success. In this case, colors play quite an important role, since it is the color or a certain combination of colors that can spoil the logo. For example, the rebranding of Airbnb. Due to the global expansion of the Airbnb customer audience, it became necessary to rebrand the service. With the support of Design Studio, a universal logo was developed in the form of a human silhouette, a heart, a geometry and the first letter of the name at the same time. Instead of cold blue and white, red was chosen as the corporate color as a reflection of passion and love. The point was to make customers feel like they belong to the community. And despite the criticism of the new Airbnb logo, the brand's capitalization has reached the level of \$ 30 billion in 2 years.

In this example, we see that changing the logo and the color scheme as a whole contributes to raising the profit of the enterprise.

In conclusion, I think it is necessary to say that the color scheme plays a rather important role in creating a brand (or rebranding), having the reasons for the desired consumer perception of products, attracting attention, as well as the usual relevance.

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Viriovka A.O., student
Kryvda O.V., PhD in Economics, Associate Professor
 National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”

PROS AND CONS OF NEUROMARKETING

Key words: neuromarketing, neuromarketing research, pros and cons.

Neuromarketing is based on studies of physiological and neural signals that allow us to understand the nature of consumer behavior, his motivation, and preferences, which can help to inform creative advertising, product development, pricing, and other marketing areas. [1]

Neuromarketing uses methods for assessing reactions based on indirect signs: eye tracking (registration of gaze direction, duration, and size of the pupil), polygraph (intensity of sweating and reactions of the cardiovascular system), registration of micro expressions (facial muscle contractions in response to a stimulus); And also, directly related to the assessment of brain reactions: EEG and fMRI.

Table 1 – Fundamental Neuromarketing Tools [1]

	fMRI (functional magnetic resonance imaging)	EEG (electro-encephalogram)	Eye tracking: gaze	Eye tracking: pupilometry	Biometrics	Facial coding
How it works	detects blood flow in the brain associated with increased neural activity	records electrical signals on the scalp from neurons inside the brain	detects exactly where subjects direct their gaze	measures whether subjects' pupils are dilated	measures skin conductance, heart rate, and respiration	identifies facial expressions
What it reveals about consumers	<ul style="list-style-type: none"> detailed emotional responses level of engagement recall 	<ul style="list-style-type: none"> level of engagement recall 	<ul style="list-style-type: none"> what grabs their attention what confuses them speed of recognition 	<ul style="list-style-type: none"> level of engagement 	<ul style="list-style-type: none"> level of engagement whether their response is positive or negative 	<ul style="list-style-type: none"> general emotional response: happiness, surprise, fear, and so on
Uses	<ul style="list-style-type: none"> set pricing improve branding 	<ul style="list-style-type: none"> improve ads and branding 	<ul style="list-style-type: none"> improve website design, ads, and packaging 		<ul style="list-style-type: none"> improve ad content 	
Pros and cons	<ul style="list-style-type: none"> most expensive and invasive method less detailed than EEG but considered the gold standard for measuring specific emotions must be performed in a lab 	<ul style="list-style-type: none"> more expensive and invasive than many other methods not as precise as fMRI, but can measure changes over smaller increments of time 	<ul style="list-style-type: none"> relatively inexpensive and easy to administer best used in conjunction with biometrics does not measure emotions 		<ul style="list-style-type: none"> best used in conjunction with other methods, such as eye tracking 	<ul style="list-style-type: none"> relatively inexpensive

Like any other type of marketing, neuromarketing has its advantages and disadvantages.

The main pros of neuromarketing are:

- the quality of the information received, because in such research there is no subjectivity. [2] Neuromarketing research allows you to look into the unconscious, what increases the reliability of the information received. After all, a person can control what is said and thus lie, but he cannot control his impulses and instant non-verbal reactions. [3] The resulting final data are not distorted by the consciousness of the respondent;
- filling in the gaps, which implies that neuromarketing research can explain things that cannot be explained using the ways of marketing research we are used to. This allows us to better understand customer behavior and improve the quality of products and ads; [3]
- speed of collecting and receiving information. Neuromarketing methods allow you to measure the necessary data right at the moment a person responds to certain marketing incentives.

Despite the advantages, neuromarketing has its disadvantages:

- high cost of research. Although, as of today thanks to the development of technology, a complete set of professional neuromarketing equipment costs around \$1,500, not \$50,000. It is still a considerable amount of money, especially for a small company, but it is far less than the tens of thousands of dollars which it used to cost; [3]
- lack of staff. To be a highly qualified specialist in neuromarketing, you need to have knowledge in the field of psychiatry, neurophysiology, as well as marketing. Finding such specialists is extremely difficult, as well as finding people who are trained in the use of special equipment;
- a question of ethics. Quite often, the problem of the ethics of this type of marketing is raised in relation to neuromarketing. After all, all this looks like a terrible manipulation of human consciousness. The existence of such problems gives rise to mistrust and negative attitude towards its type of marketing research.

In conclusion, we can say that neuromarketing is a new step in the development of marketing, which allows you to look even further into the true desires and motivations of consumers, based only on physiological and neuroprocesses, but it still has its significant disadvantages.

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Voina I.I., student
Kovalchuk O.V., Candidate of Economic Sciences, Associate Professor,
research supervisor
Lutsk National Technical University

DISTINCTION BETWEEN CUSTOMERS AND CONSUMERS OF FRAME FURNITURE AND THEIR SEGMENTATION

Keywords: frame furniture, customers, consumers, segmentation.

The marketing activities of frame furniture manufacturers were influenced by objects and subjective factors and strengths. Among them, of course, consumers play a considerable role. In our opinion, it is necessary to distinguish between customers and consumers of frame furniture. Their specification depends on the segment for which the furniture is intended. From our perspective, there are three such segments:

- households - representatives of this segment buy furniture to furnish their properties. Buyers, in this case, are adult family members who use their own or family funds to purchase a piece of furniture. Their choice necessarily takes into account the interests of other family members, especially children. Thus, in such cases, the consumer will be each member of the family, except in cases where the furniture has a limited purpose - for example, furniture for children and adults are unable to use it;

- business - representatives of this segment buy frame furniture both for office places and for trade halls, warehouses, laboratories, customer service areas, etc. The purchase of frame furniture in this segment is carried out by the entrepreneur (in the case of small businesses) or a specialized subdivision (procurement department, economic department, etc.). Consumption (operation) of frame furniture is carried out by both: staff and business customers;

- institutions with a fixed budget - the buyers in this case are the relevant institutions or organizations funded from the budgets of different levels. Frame furniture is purchased mostly through tenders to either furnish the building of this institution or to solve a certain social problem - providing furniture to subordinate institutions (schools, kindergartens, family centres, etc.). Consumption, in other words, the operation of furniture in such cases, is carried out by employees of such institutions and citizens who use such social functions.

PSYCHOLOGICAL INFLUENCE IN ADVERTISING

Key words: marketing, psychological influence, advertising

None of the elements of the marketing complex has such opportunities for psychological impact on the consumer as advertising. Modern advertising is targeted at managing consumer behaviour and worldview. This is based on socio-psychological laws that are actively studied by marketers.

Advertising uses two ways to influence the consumer:

- the logical way allows us to turn to the rational sphere of our consciousness. The aim here is to inform the consumer and justify the purchase;
- psychological way addresses thoughts, feelings, interests and subconsciousness. Here the appeal is to the emotional sphere of our consciousness [1].

Logical advertising convinces consumers with its arguments presented in verbal form using graphic images. Psychological advertising has an impact, using associations, images, colour, sound etc.

The most popular model of consumer behaviour on the way to purchase is AIDA: Attention, Interest, Desire, Action [2, 3].

Each element of advertising has its impact:

1. Advertising attracts attention with the help of bright and unusual elements such as interesting characters, humor, original plot, unusual shape (banner, poster) and more.
2. Once advertising has attracted attention, marketers need to keep the consumer interested in it. At this stage, it is important to evoke positive emotions in the consumer. That is, effective advertising should be a generator of positive emotions.
3. To inspire consumers to buy the product, marketers allow them to "try" or "lose" the product, for example, propose demo-versions of the product or a limited number of products.
4. At the last stage, the information is provided on how to get what you want and motivate the consumer to buy.

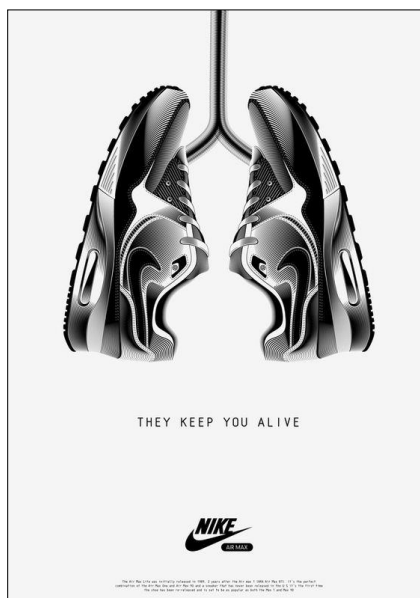


Figure 1 – Nike poster

A striking example is the Nike poster. The poster attracts attention with its unusualness. The analogy of sneakers and lungs interests the consumer, and the inscription "They keep you alive" makes a person want to buy the product. Finally, there is information about the manufacturer's company, which is the last step to the direct action of the consumer [4].

Therefore, to create effective advertising, modern marketers need knowledge of the psychology of advertising and methods of psychological impact on the consumer. Advertising often uses quite strong methods of psychological influence, which can change not only people's behaviour, but also their emotional and personal spheres. Understanding the target audience and choosing the appropriate effective methods of psychological influence will ensure the effectiveness of advertising.

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BANKS' REPUTATION IN THE FACE OF CONTEMPORARY CHALLENGES

Keywords: reputation, finance, marketing.

The most important challenges for Poland's banking sector in a 10 year perspective are:

1. Transferring traditional, isolated banking systems and transaction systems to more flexible platforms; testing new methods of sharing customer data; migration of systems to the cloud,

Implementation of a-service oriented architecture (ensuring compatibility with various systems); combining customer service systems and interfaces with common data sources and applications;

2. Modern client on the banking market, What prevails – greater awareness of the offer and rights for the customers due to technologies, or common distrust due to spamming with, often unsuccessful, offers?

3. Client security and security of the banks in a digitalized world. Will the synergy of major technology trends like Big Data, Blockchain, Cloud computing, Artificial Intelligence, IoT be possible in the near future?

4. The banking industry has recovered most of the reputation losses it has suffered since 2017. That translates into renewed goodwill from consumers, as measured by their willingness to give banks the benefit of the doubt in a crisis

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Yaremko A.
Turchak I., Associate Professor, Candidate of Law
 Ivano-Frankivsk National Technical
 University of Oil and Gas

PROMOTION SOCIAL MEDIA

Key words: marketing, social media, social marketing, "Meta", promotion, internet, advertising, brand, consumer.

The urgency of the topic is due to the intensive development of social networks "Meta", which provide an opportunity to promote the brand, and the direct "connection between the brand and the consumer."

If the brand is not on social media, it does not exist at all.

In today's technology-driven world, social networks have become a way that enables businesses and individuals to bring their marketing campaigns to a wider range of consumers, offering personal networking and user-centered social interaction [1, p. 1]. We can note the works of such foreign and domestic scientists as H. Packett, D. Khalilov, G. Kawasaki, E. Handl, N. Patel, OA Smetanyuk, IV Prychepa, VV Mosiychuk, Ya. WITH. Larina, A.V. Ryabchyk, R. Ya. Baran, O. Vinogradova, N. Drokina, VS Davydenko and others.

Tools and approaches to communicating with clients have changed significantly with the advent of social networking; therefore, companies must learn to use social media in a certain way that is in line with their business plan. This is especially true for brands that seek to gain a competitive advantage [1, p. 2].

Currently popular are social networks that are part of the company "Meta Platforms, Inc." (until October 28, 2021 - Facebook, Inc.), such as Facebook, Instagram, WhatsApp and others. In fact, Facebook is one of the most used products in the world. But more and more often it does not cover all, and not the entire audience. In turn, Instagram, which ranks 5th in the list of most popular social networks (as of January 2021) [3] takes over the coverage of that part of the audience, ie partly Generation Y and Generation X. This is mostly an active audience, who spends a lot of time on social networks) Facebook and Instagram are similar platforms where you can use similar or identical strategies, content plans, visuals and ad units. The effectiveness of a brand depends directly on the visual content and the speed of information transfer.

When developing an advertising strategy, it is necessary to take into account, in addition to the characteristics of the product, and the characteristics of the consumer, namely:

motivation, level of knowledge, degree of excitement (reflecting interest), mood, individual characteristics. [2, p. 215]

Accordingly, this requires a "brand-consumer connection". It allows you to establish a certain relationship and trust with the consumer. Several consumer characteristics can be identified directly during communication. Marketers can stimulate the emergence of the right mood, using emotional appeals or placing advertising in a favorable context. [2, p. 215]

Thus, the active development of social networks "Meta" has the following main aspects:

- Every day more and more users on the Internet, and directly in such social networks as Instagram and Facebook; it provides a good opportunity to study your target audience and their needs that need to be met;

- All new users are our current or future customers. Social networks are an extremely large platform, so when creating a brand or its advertising - you should take into account the accuracy of all information that will be familiar to the consumer.

Thus, the use of social networks "Meta" provides an opportunity to bring the brand to a wide range of consumers, which allows to determine the needs of a specific target audience, analyze the market and competitors in it; formation of communication with the audience with the help of advertising tools. So, summing up, it should be noted that the development of these social networks must continue, as already now brands are gaining loyal and potential customers and with the help of good advertising attract new ones.

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Yukhymenko K.
Pisarenko N., Associate Professor
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

MEDIA PLANNING AS AN INTEGRAL PART OF COMMUNICATION STRATEGY

Keywords: media planning, Internet, marketing strategy, business strategy, communication strategy, advertising, communication kit, technology, media.

With the active development of technology, new opportunities break away for brand positioning. The Internet has posed a new problem of proper combination of the communication media, the solution of which can give serious competitive advantages to market participants. Proper distribution of advertising budgets is a fundamentally important task for effective presence on the Internet and the correct creation of a communication strategy. In this situation, a crucial role is played by the process of media planning, which includes a number of important strategic and tactical actions, on which depends the solution of business problems. More and more companies have their own in-house specialists or departments, whose main task is the proper distribution of advertising budgets and the selection of tools for solving communication challenges. In this publication we will define the stages of the practical process of media planning and the place of this process in the communication strategy of the company.

Media planning is the process of selecting the necessary advertising media (optimal communication channels) to be used in an advertising campaign and developing an optimal plan for their use in a condition of budget minimization [1]. The term was formed by combining the word media, which stands for the means of advertising distribution, with the domestic word "planning". The media planning system involves answering the following questions:

1. How many of the target audience should be reached?
2. In what media and other specific media advertising will be placed?
3. What is the order of use of advertising media?
4. When should advertising be run?
5. For how long will it be transmitted and with what frequency?
6. In what region must the advertisement appear?
7. How much money will be spent on each medium?

The main objective of media planning is: 1) delivering an advertising message to the maximum number of potential buyers; 2) with minimum cost; 3) within a given time frame; 4) a certain number of times to achieve the goals of the advertising campaign.

On how professionally conducted media planning (from the right choice of means of distribution of advertising and the optimal timing of their use), depends how many potential consumers the ad will reach and impact on them, how much will be spent on advertising and how effective these costs will be.

The role of media planning in the development of a communication strategy cannot be defined as an independent part without reference to the other stages: the choice of the proper tools, communication channels, choice of creatives and deep analytics. In one way or another, media planning is present in each of these cyclical stages. Figure 1 shows how the role of media planning in a business and marketing strategy.

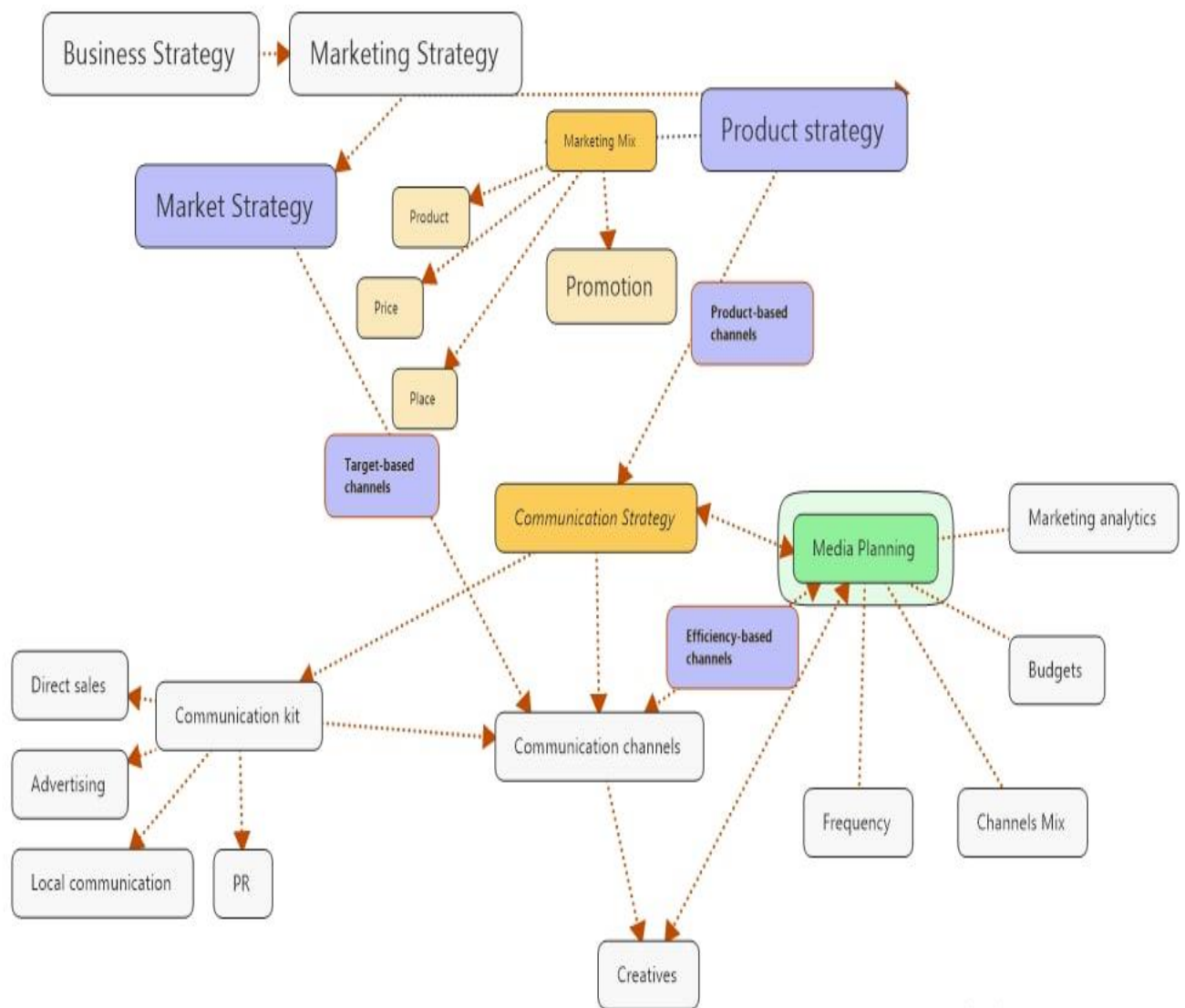


Figure 1 – The role of media planning in business and marketing strategy

*Developed by the authors

Media planning is one of the integral components of the overall system of planning and management of advertising activities at the enterprise. Communication strategy as an integral part of marketing strategy is related to business strategies. Choosing the right channel plays an important role in developing a communication strategy, which is influenced by the product and market strategy as a single marketing mechanism. This is how we approach the choice of creative and the development of a creative strategy. This is a reverse process and the influence of creative is often influence the choice of the communication channels. The development of an effective media plan is possible only if there are approved plans for higher levels of the planning hierarchy in the company. Media planning is not a luxury for big campaigns, but a necessary tool for proper communication with the user. Today, when about 74%^[2] of all Ukrainians can be reached on the Internet, it is very important not to spend huge budgets in vain attempts to find your customers, but to approach the process of advertising and media planning very intelligently and integrate it smoothly into your business and communication strategy.

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MARKET RESEARCH TO DETERMINE DEMAND AND SUPPLY IN THE WORK OF DRAFTING PRODUCTION PLANS AT INDUSTRIAL ENTERPRISE

Key words: market, marketing research, demand and supply, industrial enterprise, production plans.

No plant, counting on its own manufacturing activities in the long run, cannot rely on stable demand. So it is forced to regularly adapt its production programs to a changing external environment, taking into account its internal capabilities. Today, we are seeing the growing need to receive reliable and timely information on the business activities in the markets, and the economic, legal, technological and other environment in which both business operators and key stakeholders (regulatory bodies, buyers, consumers, competitors, etc.) are located [1].

Any strategic planning production activities requires a wide range of quantitative and qualitative marketing research. Marketing research play an integral role in the planing production process, especially strategic planning in value chains. Current circumstances must be highlighted and also utilized in formulating integration strategic plans. That requires careful and sensible sequencing of marketing activities, including resource analysis, technology assessment, data dissemination and communication [2].

The American Marketing Association characterizes marketing research for a manufacturing enterprise as a function on evaluates and connects the industrial consumer with production programs through information regarding market opportunities and problems, and product proposal optimization as an ongoing process [3].

The use of marketing tools in the creation of the production program of the enterprise has a generally recognized importance in the modern economy, as ignoring marketing factors leads to an increase in risks and the emergence of direct and indirect damages. This is due to the fact that the company in a market environment is forced to operate in conditions of uncertainty with a huge number of negative factors. Directly for this reason in the developed countries the management of enterprises invests significant funds in the development of marketing activities, monitoring of external environment, as well as conducts market research.

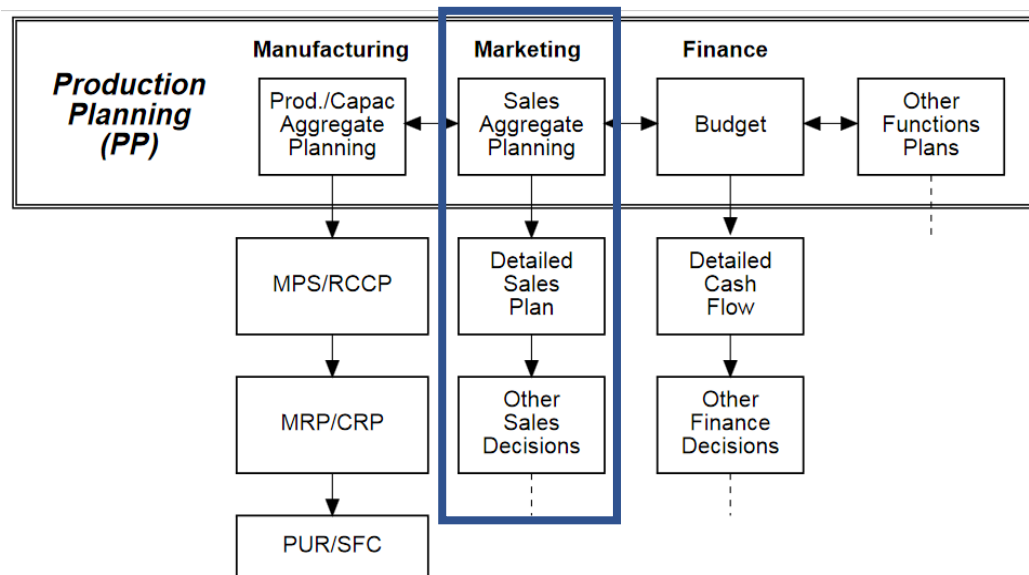


Figure 1 – Marketing in production planning (PP) or sales [5]

As an element of planning system marketing research becomes necessary if [4-5]:

- the increase of territorial boundaries of the market leads to the disappearance of direct contact between the producer and the consumer of the product, which generates the lack of reliable and timely information for the producer;
- the number of consumers and sellers in the market increases, the differentiation of goods and services takes place, which increases the number of alternative choices and generates a competition between producers and consumers;
- an important circumstance of achieving a balance between the production supply and demand is the preliminary forecast of changes in the market situation.

In general, marketing research for production planning has the following directions:

1. Comprehensive survey – determination trends in the market segment in which the enterprise is going to operate.
2. Consumer research – determination all the motivating factors that influence consumers' decisions on the choice of certain goods.
3. Competitor analysis – determination strengths and weaknesses of the industry enterprises operating in the same market segment, and ensuring a competitive production programme.
4. The study of the market structure – obtaining information about possible supporting structures that can support the production programme.
5. Study of goods – obtaining information about the quality and assortment of goods, and the level of service and parameters (design, reliability, functionality, etc.) which are decisive in their choice of a producer.

6. Price research – determination the optimal level and ratio in order to get the highest profit at low costs.

7. Study of product promotion and sales – determination the most optimal and effective ways of bringing goods to consumers and its implementation.

8. Study of sales promotion and advertising system – determination how, when and by what methods it is necessary to advertise products, to stimulate sales and increase the company's credibility in the market.

9. Research of internal environment of the company – determination of the actions to adapt to the commodity needs of the market

In this way, marketing researches are the major condition of development of the effective industrial program as they give the chance to the enterprise during severe competitive struggle to realize own industrial potential in the most rational way and also reach the ultimate aim: providing profitability of the company and its development. Based on the information obtained as a result of market research, it is possible to discover profitable directions of production and branches of economy, in which it is expedient to direct financial investments, to determine varieties of products, which should be oriented during development of production plan, as well as to choose a favorable geographical location for a new enterprise.

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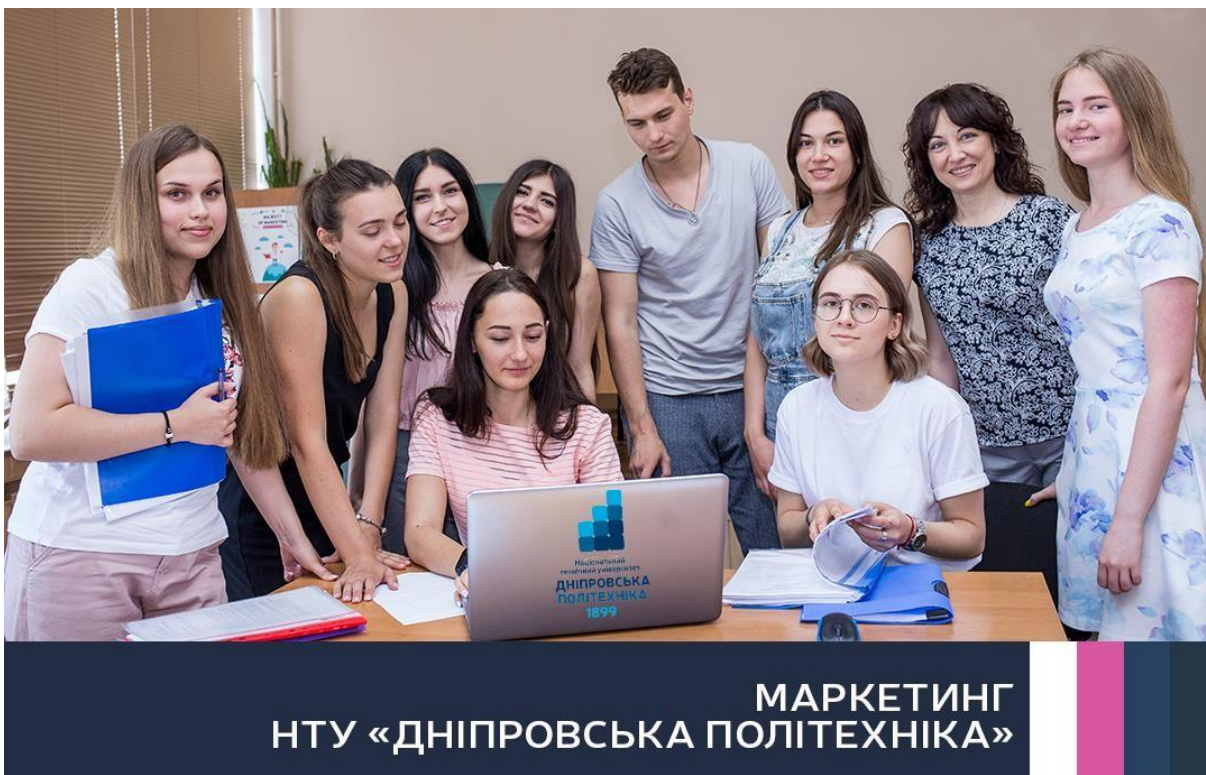
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Majesty of Marketing: Materials of the International conference for the students and junior research staff. – Dnipro, Dnipro University of Technology, 2021. – 318 p.

Materials of the International conference
for the students and junior research staff

“Majesty of Marketing”

9th of December 2021

Dnipro University of Technology
Educational and Scientific Marketing Digital Technologies Center
49005 Ukraine, Dnipro, av. Dmytra Yavornytskoho, 19