

**Botushan M.**  
**I.L. Litovchenko, research supervisor**  
**Odessa State Economics University**

## **INCREASING MARKETING COMMUNICATIONS' EFFECTIVENESS OF UKRAINIAN WARE PRODUSERS**

In the conditions of Ukrainian economy's present crisis position the domestic enterprises have faced necessity of reforming the marketing activity for savings competitive positions on internal and foreign markets. Today the special attention of marketing experts is demanded by those kinds of activity, which make a support of the Ukrainian economy. One of such kinds of activity is manufacturing of ready metal products of the various nomenclature and appointment as a component of the metallurgical complex, which provides a significant part of receipts in the state budget.

Long monopolistic stay of the wet manufacturing and sale enterprises has led to, that the marketing approach to activity of the industrial organizations is understood as application price, product, place and to a lesser degree the communicative policy. Unfortunately, such position finds reflexion in domestic marketers' works. Matrix Boston Consulting Group (BCG) for industries has shown, that manufacture of metal products concerns sector "milk cows", and the SWOT-analysis has allowed to investigate the further tendencies of the market necessity of attention's accentuation of on non-priced demand factors, the account of specific features of foreign markets and stirring up the efforts on the internal market.

Manufacture of ware products is industrial sector of economy. It is obvious, that existence of some fundamental distinctions between the consumer and industrial market causes to industrial enterprises necessity of application the specific approaches to communicative activity. According to works of foreign and domestic authors we allocate groups of the factors, which characterize the basic differences between types of the markets. One of the basic features, influencing communicative activity of the industrial companies, is some unit of people, who are involved in the purchase decision. These people are known as the decision making unit (DMU) or the buying center (TBS). The existing of some number of people, which influence anyway on buying the product, defines efficiency of process of creation and transfer of the communicative message is. It is offered to

expand the basic communication model so that it considers an information need of each member of the purchasing centre.

Today the Internet is recognized as one of the most perspective communication environment, this has defined necessity of virtual space marketing research. We allocated the factors of macro- and the micromarketing Internet-environment the researched their influence on communicative activity of industrial, in particular, wet organizations. Research has showed that by the present moment in Net the necessary infrastructure for promoting industrial product has been already generated.

For definition of a communicative instruments' set, which are used by the domestic wet enterprises, we had conducted the marketing research. Research has shown expediency to allocate 3 clusters of wet industry representatives, each of which is characterized by certain communications. As the enterprises from clusters promote production both in real and virtual economy, we had been conducted additional online-questioning to define the most significant sources, which are used while searching information about industrial products.

According to the received information we offer recommendations to increase the communications' effectiveness of wet the enterprises according the cluster they appertain to. We also elaborated the groups of the indicators, which allow calculating economic and communicative effect as a result of using the offered recommendations.

We approbated the offered recommendations at the enterprises-representatives of 3 provided clusters Stalkanat, Selhozpostach and Dajana. The made accounts, carried out according to an elaborated indicators, have shown a high level profitability.