



# MAJESTY OF MARKETING

Conference for the students  
and junior reserch staff

7<sup>th</sup> of December 2023

Ukraine  
Dnipro

Ministry of Education and Science of Ukraine  
Young Scientists Council at the Ministry of Education and Science of Ukraine  
Dnipro University of Technology  
Department of Marketing  
Department of Foreign Languages  
Centre of Marketing Digital Technologies  
Ukrainian Association of Marketing  
Innovative University

# ***Majesty of Marketing***

*Materials of the XIX International conference  
for the students and junior research staff  
7 th of December 2023*

Ukraine, Dnipro  
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## INTRODUCTION

The International conference for the students and junior research staff “Majesty of Marketing” is taking place for the 19th time in the creative educational and scientific space Dnipro University of Technology, Ukraine.

Within the framework of partnership innovation interaction, this conference was successfully organized together with such educational organizations as the Council of Young Scientists under the Ministry of Education and Science of Ukraine, Ukrainian Marketing Association, Innovative University, The Nicolaus Copernicus University in Toruń (NCU), Kyiv National Economic University named after Vadym Hetman, National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute” and other.

Representatives of 31 universities and research institutions of Ukraine and the EU took part in the conference. Thus, such Polish institutions successfully participated as: Łukasiewicz Łódź Institute of Technology, Poland, EU; University of Rzeszow, Poland, EU; Cracow Economic University, Poland, EU; Polish Academy of Sciences, Poland, EU.

The educational and scientific community of Independent Ukraine at the Majesty of Marketing conference is represented by such participants as: Dolishniy Institute of Regional Research of NAS of Ukraine, Dnipro University of Technology, National University of Pharmacy, Kharkiv; Kyiv National University of Technologies and Design, Kyiv National Economic University named after Vadym Hetman, WUNU Ternopil; Institute of Philosophy and Sociology, Lviv National Environmental University, University of Customs and Finance, PJSC “Interregional Academy of Personnel Management”, “Kryvyi Rih National University”, Ivano-Frankivsk National Technical University of Oil and Gas, Zaporizhzhia National University, Odesa National Medical University, Ivan Franko National University of Lviv, Alfred Nobel University, State Organization “Institute of Market and Economic and Environmental Research of the National Academy of Sciences of Ukraine”, National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”, Cherkasy State Business College, Odesa National Economic University, Simon Kuznets Kharkiv National University of Economics, Priazovsky State Technical University, Zhytomyr Polytechnic State University, Kremenchuk Mykhailo Ostrohradskyi National University, National Technical University “Kharkiv Polytechnic Institute”, Oles Honchar Dnipro National University, Sumy National Agrarian University. Thus, all regions of our Independent Ukraine are represented.

The XIX International conference for the students and junior research staff “Majesty of Marketing” was also attended by representatives of the Scientific Lyceum named after Anatolii Lyhun, Kamianske; LLC Style company, Ukraine.

The thematic palette of the publications presented at the Conference rightly covers the main areas of modern marketing science and practice in Ukraine, EU and the world. In

particular, the participants highlight such thematic areas as: directions of marketing development in the educational sphere, green marketing, employee loyalty in the IT industry, the company's communication policy, consumer loyalty, consumer behavior, social media marketing, digital marketing, brand management, relationship marketing, the marketing strategy of enterprise, advertising, product policy, artificial intelligence technologies, marketing of sustainable development, management of marketing projects, marketing research, benchmarking, marketing management.

The researches presented in this collection comprehensively relate to such industries and spheres of economic activity as: education, postal services, pharmacies, forestry, non-governmental organizations, hotel business, financial institutions, health system, wholesale trade, cargo transportation, maritime transport, HoReCa, Labor market, FMCG segment market, computer accessories, public catering, information business, confectionery market and other.

We, scientists and educators, practitioners in the field of marketing and media communications, are patriotic and aware of our social, geopolitical mission and position, which consists in promoting the brand of Ukraine in the global space. Our professional community is doing its part to combat the lying, hostile russian flow of marketing and social communications. The promotion of the Ukrainian language and culture in Ukraine, the EU and the world is expedient by marketing communication support.

So, we are looking forward to the next 20th Anniversary Majesty of Marketing Conference! Within the framework of this upcoming conference, current trends in the development of marketing tools and technologies will be highlighted, taking into account, using of artificial intelligence tools in marketing, anti-crisis marketing and improving the concept of sustainable development marketing!

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***Szanowni uczestnicy konferencji „Majesty of Marketing”!***

Dziękuję pięknie za wiadomość i zaproszenie. Już teraz przesyłam wszystkim uczestnikom tej interesującej i ważnej Konferencji „Majesty of Marketing” najlepsze życzenia!

Twórczych dyskusji, wymiany doświadczeń i refleksji, umacnianie relacji społecznych. Jest to bardzo ważne szczególnie w tym czasie brutalnej agresji rosjii na Wasz Bohaterski Kraj Ukraine.

Serdecznie pozdrawiam z Ministerstwa Edukacji Nauki Szkolnictwa Wyższego Polski wszystkich Uczestników Konferencji!

*Z serdecznymi pozdrowieniami!*

*Ukraina na pewno peremoże!*

*Jestem z Wami! Professor Jan Wiktor.*

*Cracow University of Economic, Poland, EU*

***Dear participants of the conference „Majesty of Marketing”!***

Thank you very much for the message & invitation. I am already sending my best wishes to all the participants of this interesting and important Conference “Majesty of Marketing”!

I wish You creative discussions, exchange of experiences & considerations, strengthening of social relations. This is very important, especially during the brutal russian aggression against Your Heroic Country Ukraine.

Sincere congratulations from the Ministry of Education, Science and Higher Education of Poland to all participants of the Conference!

*With best regards!*

*Ukraine will surely win!*

*I am with You! Professor Jan Wiktor,*

*Cracow University of Economic, Poland, EU*

**PROSPECTS OF MARKETING ACTIVITIES AGENTS OF POLAND  
AND UKRAINE, AIMED AT SAVING THE ENERGY RESOURCES FLOWS**

*Keywords: marketing communication support, international marketing, virtual components, interaction*

In the international logistic ensuring innovative activity it is necessary to use widely technologies of logistic reengineering in combination with the supporting virtual logistic procedures (Matwiejczuk R. 2021). At the same time, rational coordination and distribution of energy flows within the energy system of enterprises, industrial associations, and corporations are important. In the conditions of marketing interactive business interaction, aspects of the passage of information and resource flows along the logistics chain should be investigated, and the organization of logistics service and marketing communication support for the operational and commercial activities of enterprises is of great importance (Clausen U., Hompel M., Klumpp M. 2013; Sadowski A., Lichocik G., 2015, p. 145-152).

The uniqueness of the assessment of the logistics of the distribution of energy flows at enterprises is the use of the analysis of good European and world practices at the interdisciplinary interface of sciences: economics, marketing, energy, informatics, which is inherent in modern science. It has the implementation during marketing interaction of economic agents of Poland and Ukraine in the EU united innovative space. Indeed, the widespread use of industrial, organizational and marketing innovations in the energy sector leads to a decrease in the negative impact on the environment, and an improvement in the saving of energy resources (Hines T., 2013).

It is important to define logistic virtual components of competitive advantages formation of the high-tech enterprises in electronic business (Jak wygląda high-tech w Polsce, 2003). In the conditions of development of innovative technologies in the world it is expedient in the context of global integration of an economic system, technological processes in Ukraine profoundly to cover current problems of logistic virtual components of formation of competitive advantages of the high-tech enterprises in electronic business. We investigates a goods definition in the context of free movement of its international logistic flows within united European space. We speaks about broad interpretation of goods category within free market

and logistic regulators of the EU. At the same time the moved objects which are available in a turn in all EU countries are defined; agricultural products; the waste directed to the subsequent redoing that can be a component of the enterprise market offer (Wiktor, 2005, p. 63, 64). In Eurointegration Marketing Communication Interaction of the Virtual Logistic Enterprises of Ukraine and Poland energy resources, gas flows in pipelines taking into account power networks of distribution are also significant. Specific productional flows of such goods as coal, iron, steel, uranium, radioactive materials, weapon are considered in limited volumes.

In our opinion, special approach to the international virtual logistic providing in business interaction of market agents of Poland and Ukraine has to be concerning use of alternative energy sources flows. Humanity can obtain most types of energy from nature, so a careful attitude towards it is an essential component of a modern energy-efficient policy (Kasian, 2016). Therefore, taking into account the modern socio-economic paradigm, systematic marketing communication support for the introduction of energy supply systems based on the use of alternative energy sources in Ukraine should be carried out.

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## **MARKETING SUPPORT OF ACADEMIC ENTREPRENEURSHIP IN POLAND, STIMULATED BY EUROPEAN FUNDS**

*Keywords: European Union, fund, marketing support, academic entrepreneurship*

One of the sources of external finance, marketing support, the necessary reforms needed for the candidate countries is Instrument for Pre-accession Assistance IPA European Union. It is a program of technical and financial assistance to countries wishing to join the European Union. In the 2007-2013 budgetary period, he was replaced by a number of EU programs (PHARE, PHARE CBC, ISPA, SAPARD, CARDS and financial programs for Turkey), created marketing support for the candidate countries, including Polish. IPA funds have two main objectives: firstly provide a means for co-financing costly and difficult reforms that all candidate countries must carry out in order to prepare for membership in the EU and of the resulting full participation in EU policies [1-2].

Academic entrepreneurship, marketing support, stimulated by European funds, creates new innovative ideas for running their own business and, in the long term, realizes the short-term and long-term consequences of membership in the European Union. Running a business among students and young scientists can take different forms - from traditional, through spin-off, spin-out companies or running a company within the framework of Academic Business Incubators (AIP) [3].

A more common way for students and young scientists to try out their own innovative idea for running a business is to run a company within Academic Business Incubators, marketing support. Academic Business Incubators were created in 2004 as the largest academic initiative in recent years, aimed at developing entrepreneurship among young Poles. AIPs operate at 40 of the best universities in Poland, provided marketing support. The AIP Incubator Network is the largest institution of this type in Central and Eastern Europe [4-5].

The marketing support, dissemination of modern knowledge is possible thanks to constant cooperation with organizations such as: Agencja Rozwoju Aglomeracji Wrocławskiej, Agencja Rozwoju Innowacji SA, BSO Prawo & Podatki, Regionalny Punkt Konsultacyjny

Krajowego Systemu Usług dla Małych i Średnich Przedsiębiorstw, działający przy Dolnośląskiej Agencji Współpracy Gospodarczej, Wrocławskie Centrum Transferu Technologii [6]. At Wrocławski Park Technologiczny (WPT), provide comprehensive services to entrepreneurs from various industries. In 2023, WPT provided them with over 40,000. sq m office and laboratory spaces. WPT also provided approximately 300 specialized laboratory services and organized 21 training sessions for almost 140 people [7].

It is also important transparency and the fight against corruption, which is one of the main objectives of pre-accession funds, marketing support. The progress in the consolidation of the rule of law, increase transparency and combat corruption contributes directly to the effective implementation of pre-accession aid and overall economic growth and marketing support.

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## **ANALYSIS OF THE COSTS OF HEATING SINGLE -FAMILY BUILDINGS IN POLAND IN 2023 WITH VARIOUS ENERGY CARRIERS: MARKETING ASPECTS**

*Keywords: costs, heating, single -family energy carriers, marketing*

Experts note that, in comparison with Poland, the monitoring of the oil products market in Ukraine allows us to identify a number of influencing factors characteristic of the business sector under consideration in 2018-2021, before the beginning of the large-scale aggression of hostile russia [1].

Certain factors contributed to the decrease in the consumption of automobile fuel on the market of petroleum products in Ukraine. Anti-covid measures had a particularly strong impact on the market, as a result of which many people gave up traveling and switched to remote work mode. The usual schedule for the use of personal vehicles began to return only after the easing of the quarantine in 2021, which led to the recovery of the level of consumption in the relevant segment of the oil products market in Ukraine [1]. In our opinion, the development of the fuel and lubricants market within the EU, in a certain aspect, should take into account the trends of the situation in similar markets of the countries of Central and Eastern Europe, in particular, Poland and Ukraine.

The choice of heating is an extremely important decision, which should be made at the stage of planning the construction of the house. The subsequent comfort of living and quality of life as well as the operating costs of the house will depend on the heating system. In Poland, the following energy carriers are most often used for heating houses [2]: hard coal, natural gas, biomass, LPG liquid gas, heating oil, electricity.

It should be noted that marketing management in high-tech EU fuel and lubricant markets is based on determining the specifics of positioning and segmentation according to certain criteria. It is significant to calculate the capacity of a certain market segment, taking into account the standards of economic and legal regulation in the EU space. With the beginning of the harsh aggression of hostile russia, there is an increase in prices for energy resource flows,

which requires special methods and tools for organizing marketing activities from industrial enterprises.

The cost of heating the house is influenced not only by the type of heating method selected, but above all the building's thermal demand, resulting from the state of its thermal insulation, i.e. house insulation and heat loss through the walls, windows, floor doors and roof and ventilation. The average energy demand of the building, in an annual basis, looks as follows [2]:

- not insulated building – 135 kWh/m<sup>2</sup>;
- building with poor thermal insulation – 100 kWh/m<sup>2</sup>;
- standard insulation building – 90 kWh/m<sup>2</sup>;
- the building well thermally insulated – 60 kWh/m<sup>2</sup>;
- energy -saving building – 50 kWh/m<sup>2</sup>;
- low -energy building – 40 kWh/m<sup>2</sup>;
- passive building – 15 kWh/m<sup>2</sup>.

The average area of apartments in single - family buildings in 2022 in Poland based on the data of the Central Statistical Office was 133.1 m<sup>2</sup> [3].

Utility energy needed to cover heat loss by penetration and ventilation for individual groups of buildings (assuming a building with a medium area) was counted and collected in Table 1.

Table 1 – Usable energy ( $E_U$ ) needed to cover heat losses by penetration and ventilation

	not insulated building	building with poor thermal insulation	standard insulation building	the building well thermally insulated	energy -saving building	low -energy building	passive building
Eu [kWh/year]	17969	13310	11979	7986	6655	5324	1997
Eu [GJ/year]	64,69	47,92	43,12	28,75	23,96	19,17	7,19

You can see that the range of energy demand for single -family buildings of individual types is very high. For this reason, in order for the data to be comparable, typical single -family buildings will be selected for further calculations: a building with “standard insulation” and “well thermally insulated”, for which heat consumption is similar to the average for all types of

buildings (i.e. 33.54 GJ/year). Buildings with “standard insulation” are usually buildings undergoing thermo-modernization in the last 5 years. Buildings in a group of “thermally well – insulated buildings” constitute a majority of newly rendered buildings for use, which results from the current Technical Conditions [4].

The cost of heating coal in 2023 was calculated based on the announcement of the President of the Central Statistical Office [5] regarding the price of 1 tonnes of coal, which amounted to PLN 2329.03. Carbon calorific content was assumed at 27.76 MJ/kg [6].

The cost of gas heating was calculated based on the gas price tariff and the PGNiG W-3.6 distribution tariff [7, 8] and assuming the average heating value of gas 36.56 MJ/m<sup>3</sup> [6].

In the case of LPG, we can take the cost of purchase at PLN 3/l and a calorific value of approx. 24 MJ/L in the liquid phase. The cost of heating with heating oil with a calorific value of 36.64 MJ/L was adopted based on the average price of 1 liter of this oil in 2023 of PLN 7.12/l.

The cost of heating with biomass was calculated based on heating wood. The average price of 1 m<sup>3</sup> of heating wood in Poland in mid -2023 amounted to PLN 481.32/m<sup>3</sup> with a calorific value (20% humidity) of 8.31 GJ/m<sup>3</sup>. The cost of heating with electricity in 2023 was calculated based on the G11 Power Supply Tariff and PGE Distribution Tariff [9].

Table 2 collected energy carriers, the cost of energy carriers, the efficiency of heating systems (determined on the basis of [10]) and end energy consumption price in a single -family house with “standard” and “well thermal insulation”.

Table 2 – Parameters of heating of building

Energy carriers	Coal	Natural gas	LPG	Heating oil	Biomass	Electricity
installation	Central heating powered from the coal boiler	Central heating powered from a gas boiler	Central heating powered from the LPG boiler	Central heating powered from an oil boiler	Central heating powered from a boiler for wood	Central heating powered from the air heat pump
cost of 1 GJ energy [PLN]	83,90	89,39	125,00	194,32	57,92	252,77
“standard insulation building”						
Average efficiency of installation [-]	0,635	0,808	0,797	0,795	0,567	2,067
heating cost [PLN]	5565,14	4659,78	6606,02	10295,29	4302,62	5150,78

“building well thermally insulated”						
Average efficiency of installation [-]	0,711	0,817	0,799	0,798	0,659	2,299
heating cost [PLN]	3392,58	3187,92	4497,80	7000,87	2526,85	3160,99

The annual heating costs of the house “standard isolated” in 2023 in Poland range from PLN 4300 – 10300 and for “well insulated” 2500 - 7000 PLN /year. We get the lowest heating costs for wooden biomass, both for a house “standard insulated” and “well insulated”, and the largest for heating oil. In the case of a “well –insulated” house, the second place in terms of costs is taken by the air heat pump (3160 PLN /year), while the house isolated as “standard” - natural gas (4660 PLN /year).

### Conclusions:

Wood biomass remains the cheapest source of heat in existing insulated houses in recent years and houses put into use in Poland. Nevertheless, electricity in houses is becoming a perspective carrier to power the air pumps of air pumps. Natural gas remains an attractive carrier in the houses undergoing thermomodernization in recent years. Indeed, modern changes in the management of resource processes contribute to increasing the economic efficiency of business activities within the EU. Therefore, thanks to well-developed marketing management systems and constant logistical support of communication with customers, maximum individualization and the ability to adjust the energy saving process to market requirements is achieved.

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## **FEATURES OF THE DEVELOPMENT OF THE SOCIAL MEDIA STRATEGY**

*Key words: SMM, strategy, marketing*

Social media marketing is a strategic approach that leverages various social media platforms to promote products, services, and brands effectively. Its primary goal is to enhance brand exposure and boost customer engagement, ultimately contributing to the overall success of a business. This marketing technique involves crafting and delivering targeted content while analyzing audience behavior, among other essential elements.

The most successful marketing strategies put the needs of the target audience ahead of anything else and a social strategy is no exception. Aligning your product and services with your customer profile and their buyer journey will ensure that you are saying the right things on the right social channel and maximise the engagement and reach opportunity available.

In recent years, social media usage has witnessed a steady surge. Research suggests that the number of social media users in the US is expected to reach 331.09 million by 2028.

For enterprises, leveraging social media channels becomes indispensable in enhancing brand exposure. By establishing a robust presence across relevant platforms, businesses can effectively reach a vast audience and reinforce their brand's message.

Consistently sharing top-notch content, such as informative articles, engaging visuals and compelling videos, plays a pivotal role in elevating brand awareness and motivating followers to spread the word. This virtuous cycle of engagement can significantly impact brand visibility, leading to remarkable business growth.



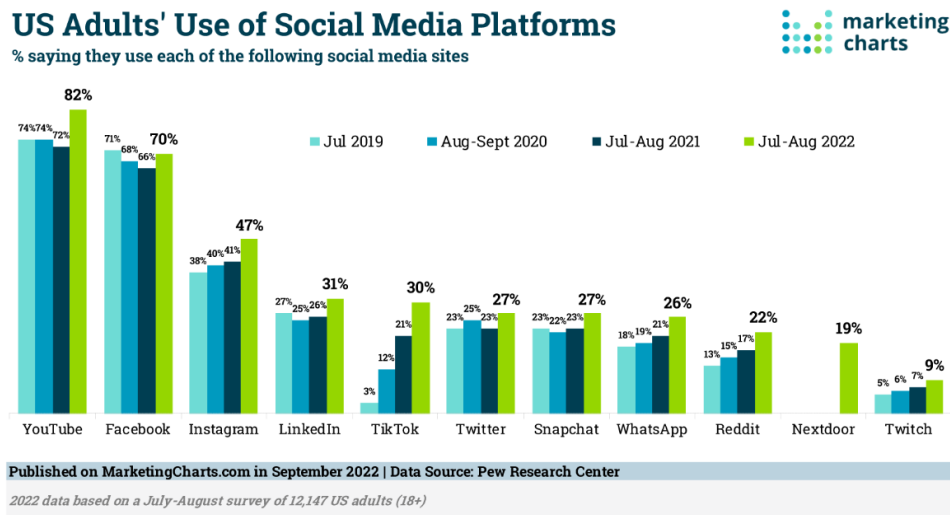


Figure 1 – Users of Social Media Platforms [2]

Here are some key aspects that enhance brand visibility:

- unparalleled reach: Social networking sites like Facebook, Instagram, X, formerly Twitter, LinkedIn, and YouTube boast billions of active users. This vast user base provides businesses with tremendous potential to connect and interact with their target audience worldwide.
- content publication: Leveraging social media, businesses can effectively showcase their brand's personality, values, and distinctive offerings. By consistently publishing informative and engaging content, they can elevate brand recognition and exposure while fostering meaningful interactions with their audience.
- customer engagement and feedback: Social media platforms facilitate direct communication between businesses and customers. Promptly addressing questions, resolving issues, and providing personalized customer care contribute to building lasting connections. This fosters consumer satisfaction, loyalty, and a sense of trust in the brand.
- targeted social media advertising: Social media platforms offer robust tools that enable businesses to target specific demographics, interests, and behaviors. This targeted approach results in higher conversion rates from the most relevant audience segments.
- influencer marketing: Social media influencers have become central figures in the realm of marketing. Enterprise firms can collaborate with influencers who have both a sizable following and significant influence. Partnering with influencers allows your brand to leverage the influencers' credibility to amplify brand recognition and reputation.
- data-driven insights: Social media networks offer powerful analytics tools that delve into audience demographics, engagement metrics, and campaign effectiveness.

Embracing this data-driven strategy empowers businesses to make informed decisions and refine their tactics, maximizing marketing efforts for optimal outcomes.

Social media advertising stands as a powerful tool for enterprise businesses to efficiently engage highly targeted audiences and receive measurable results. Companies can craft customized ad campaigns tailored to the demographics, interests, and behaviors of desired audience by harnessing the advanced advertising functionalities offered by platforms such as Facebook, Instagram, X (formerly Twitter), and LinkedIn.

The incorporation of analytics and performance tracking further enables to fine-tune advertising strategy, allowing for more efficient allocation of funds and maximizing return on investment. With accuracy and extensive reach, social media advertising emerges as an indispensable element in any business's marketing endeavors. Embracing this approach empowers business to forge connections with the right customers, enhance brand visibility, and propel substantial business growth.

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## **CURRENT DIRECTIONS OF MARKETING DEVELOPMENT IN THE SPHERE OF EDUCATION IN THE WESTERN REGION OF UKRAINE UNDER THE CONDITIONS OF MARTIAL LAW**

*Keywords: marketing, sphere of education, Western region of Ukraine*

The western region of Ukraine faces complex challenges in the conditions of a large-scale invasion of Russian troops. The specific situation requires a comprehensive approach to solving problems, particularly in the field of education. The influence of marketing on the development of education under martial law is a relevant aspect that determines strategic directions and opportunities for improving educational processes and access to quality educational resources.

The conditions of martial law in the Western regions of Ukraine in 2022-2023 led to a number of key problems in the field of education. The main ones include:

- A threat to the safety of participants in the educational process. Military actions create a security threat for students, teachers and other participants in the educational process. Ensuring the security of educational institutions becomes an extremely important task.
- Violation of the normal learning process. Martial law can lead to interruptions in educational programs, evacuation of students and teachers, which affects the quality of education and disrupts the educational process.
- Loss of educational infrastructure. Military actions can lead to the destruction or damage of educational institutions, libraries, laboratories, etc., which makes it difficult to access educational resources and services.
- Psychological impact of war on students and teachers. Military events can cause stress, anxiety and traumatic consequences among participants in the educational process, which can affect their mental stability and academic achievements.
- Loss of opportunities for the development of pedagogical methods. Martial law conditions limit the ability of teachers and educational institutions to implement the latest pedagogical methods and technologies.
- An increase in the percentage of absence. The fighting has caused large-scale population displacement and made it difficult for students to access education, which can lead to a significant increase in absenteeism.

- Insufficient financing of education. Martial law can affect the economic stability of the region and lead to limited funding of educational programs and projects.

- In military conditions, it becomes important to take into account the features of interaction with the public, the formation of a positive image and the provision of stable financing of educational institutions. Marketing can determine communication and promotion strategies to draw public attention to the importance of education under martial law.

Current areas of education marketing development should be aimed at ensuring:

- Stability and attractiveness of the educational sector. In times of war, marketing can help educational institutions create an image of stability and attractiveness, which is important for attracting students from war zones.

- Communications and interactions with the public. Marketing facilitates effective communication with the public, revealing the benefits of educational programs, safety measures and special conditions of admission. An important aspect is the establishment of communication and adaptation mechanisms for the participants of the educational process displaced from the regions of hostilities.

- Mobilization of resources. Marketing strategies allow you to attract additional financial resources, attract partners and business sponsors to provide funding for educational initiatives.

- Online education and distance technologies. Implementation of marketing strategies can support the transition to online education, ensuring transparent access to learning in the context of restrictions.

–Effective marketing can take on the task of building public trust and support by emphasizing the importance of education for the future of citizens and stability. By promoting public awareness of the importance of education, marketing can generate support from both the community and the business sector.

–The second key aspect is ensuring the financial stability of educational institutions. Marketing can use strategies to attract charitable contributions, facilitate the formation of partnerships with commercial structures, as well as develop corporate responsibility programs to financially support education in martial law.

–A third aspect is the use of digital technologies in marketing campaigns to provide access to educational resources. The development of online platforms, open lessons and distance courses makes it possible to provide an educational opportunity even in conditions of temporary isolation.

–Note that an important element of the marketing strategy in the conditions of martial law is an ethical approach and careful use of information. Marketing must take into account the sensitivity of society and strive for unification, not division.

It is advisable to take into account the experience of other countries in crisis periods:

1. In the US, university marketing campaigns during crisis situations emphasize safety, innovation and special conditions for students.

2. In Canada, highlighting social responsibility programs in higher education institutions is an effective marketing tool.

3. Japan actively uses marketing to promote innovation in higher education during periods of crisis.

–The active use of marketing in the education of the Western regions of Ukraine during the war period will help not only to maintain the stability of the educational sector, but also to ensure quality education and development of conditions for students and teachers. The practical experience of other countries is a valuable resource for the implementation of effective marketing strategies in the field of education in the conditions of martial law.

–So, the influence of marketing on the development of education in the conditions of martial law consists in solving the tasks of forming public support, ensuring financial stability and using innovative technologies to ensure access to quality education. Solving these problems will require the coordination of efforts of the authorities, educational institutions, international organizations and the public in order to ensure security and quality education in the conditions of martial law.

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## **Green Marketing**

*Key words: ecology, environment, green marketing, marketing mix*

The concept of green marketing.

The idea of green marketing is advanced from the customary marketing idea since 1980s. Green marketing ties closely with issues of industrial ecology and environmental sustainability such as extended producers' liability, life-cycle analysis, material use and resource flows, and eco-efficiency [1, 2].

Why are firms using green marketing?

Five possible reasons cited are:

1. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives
2. Organizations believe they have a moral obligation to be more socially responsible
3. Governmental bodies are forcing firms to become more responsible
4. Competitors' environmental activities pressure firms to change their environmental marketing activities
5. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior

International researchers show that recently consumers worry more about the environment and have gradually changed their behavior. Thus, a new market for green or sustainable products has emerged [3].

Green marketing mix. The marketing mix is derived from conventional marketing. It usually consists of four P's, but every company adapts its favorite marketing mix [5].

**Product.** According to the Queensland Government (2006), companies who wish to make the most of green marketing have to:

1. Identify customers' environmental concerns and adjust their products to address these needs; or
2. Develop green products that can give the company a competitive advantage.

Products will be more environmentally friendly if they are manufactured in the way that they can be:

1. Repaired: extend the life of a product by repairing its parts
2. Reconditioned: extend the life of a product by significantly overhauling it
3. Remanufactured: the new product is based on old ones
4. Reused: design a product so that it can be used multiple times
5. Recycled: products can be reprocessed and converted into raw material to be used in another or the same product
6. Reduced: even though the product uses less raw material or generates less disposable waste, it delivers benefits comparable to its former versions or to competing products [1].

**Price.** A higher out-of-pocket price for green goods is an issue, with consumers generally willing to pay only a small premium for them. Meanwhile, the consumers expect the goods to perform just as well as other affordable alternatives. In spite of this, equal performance is not always possible because altering the product composition changes its performance. This presents a potential challenge for marketers who will need to change what consumers define as acceptable [4].

**Place.** To make place greener, companies should make sure that their suppliers as well as their distributors are environmentally friendly. This can be done with the usage of environmentally friendly vehicles [5].

**Promotion.** Therefore it is of great importance to carefully define your promotional message. It is necessary to be transparent, so that customers can easily find out if the promoted information is correct. Companies should promote its green credentials and achievements. They should also publicize the green initiatives of the company and its employees [4].

**The practical part “Using an ecological market on the example of the Ukrainian company Nova Poshta”.** “Nova Poshta” is a Ukrainian international group of logistics companies, a leader in express delivery of parcels delivered in Ukraine, founded in 2001.

The chart (Figure 1) summarizes the number of deliveries over the last 10 years. It is possible to note a significant growth of shipments starting from 2019. What caused an increase in the use of various packaging materials, as well as an increase in the number of transportations. That is why, since 2019, Nova Poshta has been actively implementing technologies that can improve customer experience and reduce the negative impact on the environment.

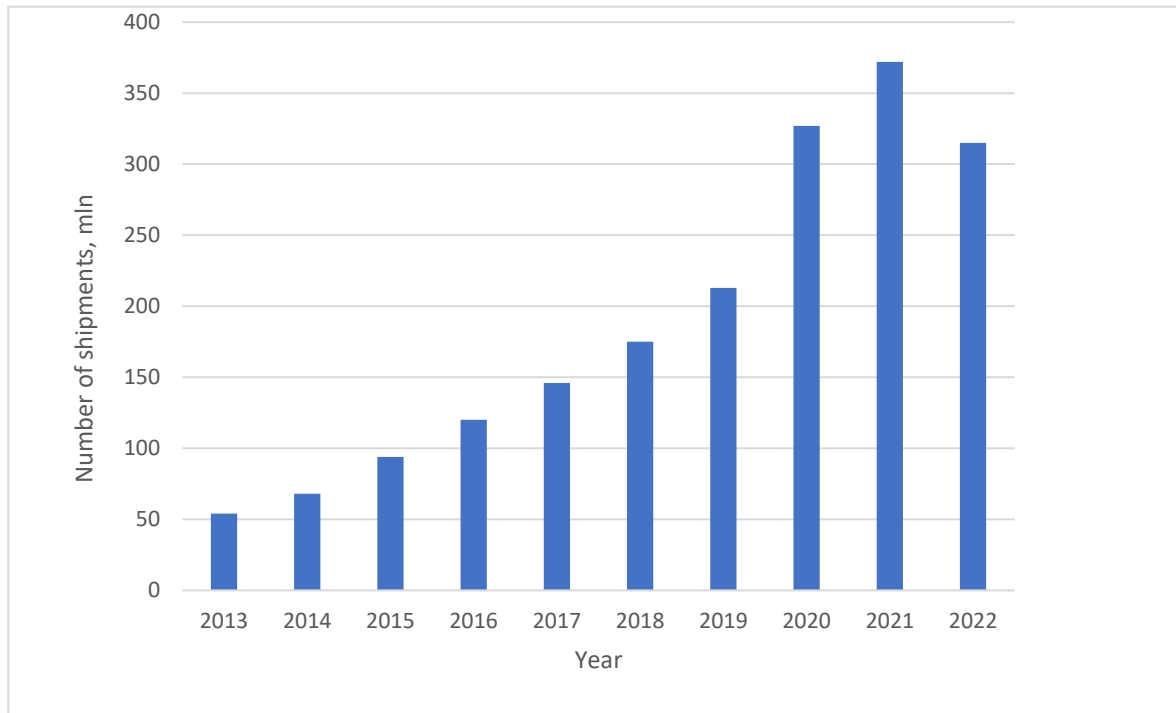


Figure 1 – The number of shipments of Nova Poshta over the past 10 years

New mail is working with packaging according to the 3R principle:

Reduce.

- styrofoam was abandoned;
- introduced new packaging - box-variable height transformer;

Reuse

- a pilot project on the reuse of boxes was launched;

Recycle.

- scaled up the project to install boxes for secondary raw materials in branches;
- launched a pilot project to install boxes in terminals.

To reduce CO<sub>2</sub> emissions, Nova Poshta is improving logistics, changing routes and increasing the efficiency of car loading. Nova Poshta is also renewing the car fleet: stop using old cars and operate newer ones that have a higher class of the EURO standard. EURO is an environmental standard that regulates the content of harmful substances in exhaust gases. The higher the EURO class, the less CO<sub>2</sub> emissions the car produces.

### Conclusions

- The subject of green marketing is vast, having important implications for business strategy and public policy.
- Consumers want a cleaner environment and are willing to “pay” for it.



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## **EMBRACING CHANGE: ADAPTIVE MANAGEMENT IN MODERN PHARMACIES**

*Keywords: change, adaptive management, pharmacies, employee*

In an ever-evolving healthcare landscape, pharmacies play a crucial role in providing essential services to the community. The dynamic nature of the pharmaceutical industry necessitates adaptive management strategies to navigate through changes effectively. This work explores the concept of adaptive management in pharmacies, shedding light on its importance, principles, and practical applications. Adaptive management is an iterative decision-making process that emphasizes flexibility and learning. It acknowledges the uncertainty and complexity inherent in various systems, promoting a proactive approach to address challenges and capitalize on opportunities.

The aim of the work was to study adaptive management in modern pharmacies. Marketing research were conducted. 40 employees of pharmacy establishments were interviewed.

It was determined that pharmacies, adopting adaptive management, experienced a 25% increase in revenue after implementing a comprehensive digital transformation strategy. This involved the integration of an online prescription refill system, consultation services, and a mobile app for enhanced patient engagement. So, through adaptive management, researched pharmacies optimized its inventory management, resulting in a 30% reduction in wastage and a 20% increase in overall efficiency. Real-time data analytics and automated reorder systems were pivotal in achieving these improvements. Pharmacy focused on an employee-centric approach, incorporating feedback loops and continuous training opportunities. This resulted in a 15% increase in employee satisfaction and a 10% decrease in turnover rates over a year.

**Conclusion.** The data-driven exploration of adaptive management in pharmacies underscores its transformative potential in navigating the evolving pharmaceutical sphere. The numbers speak volumes about the positive impact on patient care, operational efficiency, and overall success. As pharmacies continue to harness the power of adaptive management, the industry is poised for sustained growth, innovation, and excellence in pharmaceutical care.

## **GAMIFICATION AS A TOOL FOR MANAGING EMPLOYEE LOYALTY IN THE IT INDUSTRY**

*Key words: gamification, loyalty management, employee management, IT industry*

The modern IT industry is growing at an unprecedented pace, bringing along challenges in managing and retaining highly skilled personnel. Traditional loyalty management methods become ineffective, and here comes gamification to the rescue - an innovative tool for creating an excellent working environment.

Gamification is the application of gaming elements in non-gaming areas. Games are widely used for learning, team building, generating new ideas, gathering information, and enhancing motivation and performance within a company. The potential of this approach is enormous, especially in the digital and social media era. It's crucial to set goals correctly, determine the format, and unleash creativity.

The gaming method of learning and acquiring new information is not only effective but also extremely engaging. Gamification allows boosting employee motivation with something non-traditional and fun. Moreover, it remains the most powerful tool for shaping and strengthening employees loyalty [1].

### 1. Strengthening the Sense of Community.

#### a. Expansive and Engaging Space:

Gamification in the IT sphere not only fosters an internal community but is also built on gaming principles, enhancing overall engagement. It allows for the creation of a virtual work environment where employees interact with interest and enjoyment, a key factor in forming an internal community [2]. For example, a company can develop an internal corporate application for communication and task completion, where employees can build their virtual offices and interact with each other in a gaming format.

### 2. Motivation and Encouragement for Professional Growth

#### a. Continuous Self-Realization:

Gamification not only encourages acquiring new knowledge but also fosters continuous self-development. Virtual training and tasks provide employees with the opportunity not only to

enhance their professional skills but also to continually improve, inspiring a commitment to ongoing advancement [2]. For instance, a company may implement a system of virtual trophies for each successful completion of a professional task. Such rewards can be exchanged for professional development opportunities, such as course fees, subscriptions to industry publications, acquiring new certifications, and more.

### 3. Rewarding and Fostering Workplace

#### a. Spirit Recognition and Promoting:

**Psychological Comfort:** Gamification adds a recognition aspect to the work process, crucial for supporting workplace spirit. Virtual rewards and recognition in a gaming format not only stimulate but also contribute to the psychological comfort of employees [2]. To support workplace spirit, a company can introduce an internal currency and create a store where employees can exchange it for something valuable. Each person in the company can reward one another for work achievements, and then everyone can exchange the accumulated currency in the company store.

### 4. Increasing Productivity through an Engaging Workflow

#### a. Acknowledging Achievements:

Gamification can help identify and acknowledge employees' achievements. This not only boosts motivation but also establishes a clear connection between each employee's contribution and the company's final results. To enhance productivity, the company can create its own PBL (Points, Badges, and Leaderboards) system with virtual badges that employees can earn for reaching goals and significant milestones, which can be publicly recognized.

The use of gamification in personnel loyalty management in the IT sector is evolving from simple incentivization to a full-fledged means of shaping corporate culture and promoting personal and professional development. Through this innovative tool, companies can ensure not only employee loyalty but also enhance overall productivity by making the work environment challenging and engaging.

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## **EMOTIONAL COMPETITIVENESS IN CONTEMPORARY MARKETING**

*Keywords: emotional impact, marketing, emotional marketing, competitive advantage*

Emotional impact in marketing is crucial for gaining a competitive advantage. Creating distinctive emotional connections with customers allows a brand to stand out in the market. In today's business, capturing attention and building customer loyalty is a strategic imperative. In fact, it forms the basis of modern marketing strategies. Emotional connection not only triggers an immediate response but also deepens brand perception, attracting attention and fostering long-term connections.

To be competitive, it makes sense to utilize emotional marketing or experience marketing. It serves as a tool for creating vivid impressions. Technological advances make it possible to study consumers' emotions, helping create products that better meet their needs. In marketing, perception matters more than objective reality. Emotions drive behavior, and the importance of product features decreases. The purpose of emotional marketing is not only to encourage a purchase but also to help the client make the right decision when choosing between products from different companies. Influencing consumer decision-making processes makes a product more competitive. A strong emotional connection with a brand is a key factor in creating sustainable benefits and securing a position in the market. Engaging with consumers on an emotional level helps strengthen a company, increase customer loyalty, and differentiate a brand from competitors. Strong relationships bring financial benefits to a business, and brands with emotional connections outperform their competitors financially [5].

Additionally, to gain a competitive advantage, a key marketing tool is the use of technology to analyze emotions and adapt products. Modern data analysis methods and artificial intelligence allow companies to identify consumers' emotional reactions. Voice analysis, facial recognition, and eye tracking all provide detailed insight into how people respond to products and advertising campaigns. Based on data on emotional reactions, companies adapt their products, thereby winning the battle against competitors. For example, they change the design,

improve functionality, and add new elements. Technology also makes it possible to create personalized content that better meets the emotional needs of the audience, such as tailored advertising and interactive elements to enhance the positive emotional experience of interacting with a brand [4].

The goals of emotional marketing are closely related to ensuring the competitiveness of products. The main goal of this strategy is not only to stimulate purchases but also to actively involve the consumer in the decision-making process [1]. Emotional marketing seeks to create a deep emotional connection between a brand and a customer. This connection not only strengthens the brand's position in the consumer's mind but also leads to more informed and thoughtful purchasing decisions. When a buyer feels an emotional attachment to a brand, it affects their ability to make a decision in favor of the company's products. The main goal of emotional marketing is to cultivate positive emotions associated with a brand [3]. This can be achieved using emotional stimuli in advertising, creating unique brand stories, and active participation in social and cultural initiatives. Positive emotions that arise when interacting with a brand not only form a positive perception but also facilitate the decision-making process. Emotional marketing also seeks to create a special experience with a product or service [6]. This experience should be imbued with positive emotions and memorable moments, making the brand more attractive in the eyes of the consumer. This approach improves competitiveness because customers who feel an emotional connection are more likely to choose products that evoke positive feelings.

Influencing consumer choice processes is a key goal of emotional marketing strategies aimed at increasing brand competitiveness. This goal includes various aspects aimed at creating a more favorable decision-making environment among the target audience. The first and crucial aspect is cultivating positive emotions surrounding the product or service [7]. Emotional impact in marketing campaigns and customer interactions is designed to create positive associations. When consumers associate a product with positive emotions, it influences their preferences and, therefore, their decision-making process for a particular brand. An important element of influencing the selection processes is the creation of a unique corporate identity. Emotional elements such as a brand's values, mission, and style can make products more recognizable and attractive to consumers. This perceptual impact increases competitiveness because the brand becomes not only a provider of goods or services but also part of the consumer's individual identity. Influencing emotional decision-making pathways is also crucial. Emotional criteria such as satisfaction, confidence, and pleasure play a decisive role in product selection. By emphasizing these emotional aspects, marketers aim to influence consumer decisions in favor of their brand [2].

In conclusion, influencing consumer choice processes through emotional marketing aims to create a positive and unique brand experience. This increases competitiveness by making products more attractive and preferred by the target audience. The emphasis on emotional aspects in marketing is becoming a strategic means of shaping decisions in favor of the brand and increasing its competitiveness in the market. In principle and in general, influence on perception in marketing is a strategic tool aimed at gaining a competitive advantage. In today's business environment, where product features often overlap, creating a unique and positive experience is critical. The goal of marketers is not only to provide information about a product but also to actively manage how consumers perceive their products. This process involves influencing through a variety of channels, from advertising to packaging to social media presence. Effectively creating and maintaining lasting positive perception ensures that you capture attention, establish long-term connections with your audience, and ultimately differentiate yourself from competitors.

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## **USE OF ANALYTICAL TOOLS TO INCREASE SALES**

*Keywords: tool, marketing, sales volume*

Modern entrepreneurship in the context of constant change and competition requires businesses to be not only flexible and innovative but also to be able to analyse their economic activities thoroughly. In this context, economic analysis is becoming a key tool for achieving strategic goals, including increasing sales. Agility in economic analysis allows businesses to uncover internal reserves, optimise costs and focus on effective strategies. The study of the impact of economic analysis on sales and net income is becoming a relevant and strategically important topic for any modern enterprise.

It is interesting to study the use of methods and techniques in economic analysis to improve performance. Grouping, the division of the total number of units of an aggregate by essential features, is a key stage of economic analysis for systematisation and analytical processing of the material. Regardless of the principles used, the grouping methodology provides an opportunity to effectively solve tasks such as identifying types or classes of phenomena, studying the structure of the aggregate and identifying relationships between indicators. An important element is the correct choice of a grouping feature and the definition of distribution intervals, which ensure the objectivity and practical value of the analysis results. Grouping can be used to identify reserves, expose shortcomings and analyse the relationships between attributes, helping to optimise the company's performance.

The next indicator is comparison, a widely used analytical technique that involves comparing analytical indicators to determine general and specific features of economic phenomena. This method helps to identify trends, patterns and differences in the development of different objects. Effective comparison requires ensuring the comparability of indicators, which can be challenging due to the diversity of the objects of analysis. Identifying the reasons that complicate the comparison and following the rules for ensuring comparability are important aspects of the analytical process [1, p. 30-36].

Let us consider the absolute values that reflect the quantity or size of phenomena in natural units, such as weight, length or cost. They are classified by type and are usually used in



monetary terms. It is noted that absolute values do not always provide an objective view of change, so they are analysed together with relative value [2].

The role of averages in measuring the typical size of a feature in the aggregate, considering space and time. Averages summarise data, eliminating randomness and reflecting what is common to the population, ignoring individual differences. The importance of choosing an appropriate average value, determined by the nature of the phenomena under study and the purpose of the analysis, is emphasised. It is also noted that averages are abstract and require additional study through detail to avoid incorrect conclusions. The author discusses the importance of moving from general to partial indicators in economic analysis and using detail to disaggregate components and obtain more detailed information [3, p. 66-70].

Sales and net income analysis can use various methods to provide a comprehensive understanding of business performance [4]. Average methods, such as average net margins and average sales, allow for typical sizes per unit of a homogeneous population to be determined, facilitating a generalised performance assessment. Disaggregation of sales and net income by various parameters (products, markets, regions) can highlight key segments and help identify potential growth areas. Analysis of structural components allows the identification of internal influences and highlights profitable or costly elements. Benchmarking against previous periods or other companies can identify trends and anomalies. The combination of these approaches provides a complete picture, identifies strengths and weaknesses, and guides ways to optimise and improve business performance.

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## BENCHMARKING OF HEIs IN THE CONTEXT OF BUILDING KEY STAKEHOLDERS LOYALTY

*Key words: stakeholder, loyalty, benchmarking, higher education institutions*

The loyalty of key stakeholders in a higher education institution, notably students, faculty, business partners, and local communities, is paramount for the overall success and sustainability of the institution.

Behavioral loyalty reflects the commitment and support of stakeholders through specific actions, driven by positive experiences with the higher education institution. Affective loyalty involves a strong desire to belong to the university community, stemming from positive emotions tied to shared goals, values, and mission implementation. While affective loyalty is directly linked to effective cooperation, this connection is not always present in behavioral loyalty.

The mathematical model of HEIs stakeholder loyalty can be presented as follows:

$$L_s = \frac{\sum 0,35 \times a_i^n + \sum 0,65 \times b_i^n}{n}, \quad (1)$$

where  $L_s$  is the level of loyalty of the stakeholder group;  $n$  is the number of respondents, persons;  $a_i^n$  is the average indicator of affective loyalty for one respondent;  $b_i^n$  is the average indicator of affective loyalty for one respondent.

The mathematical model was developed using a generalisation approach rather than an equilibrium approach, since affective loyalty is a priority for educational institutions operating in the service market, as satisfaction and positive emotions of stakeholders lead to active recommendations, long-term relationships and the creation of a positive reputation that increases competitiveness.

Before directly developing measures to increase stakeholder loyalty, it is advisable to conduct benchmarking with domestic and foreign higher education institutions. Benchmarking in this context can be an extremely useful tool to increase the loyalty of key stakeholders.

The purpose of the benchmarking is to analyse and identify best practices of universities to increase stakeholder loyalty. The object is measures to build behavioral and affective loyalty of key stakeholders of leading Ukrainian and international universities.

A desk study was conducted on implemented measures to strengthen and increase loyalty in five universities (Table 1).

Table 1 – Benchmarking of university measures to increase the loyalty of key stakeholders

Measures building..	Behavioral loyalty	Affective loyalty
<b>Key stakeholders</b>	<b><i>Taras Shevchenko National University of Kyiv (1)</i></b>	
Students	implementation of foreign languages in master's degree programmes, lectures to popularise science, business management school, a series of videos about opportunities	establishing communication between departments, faculties and the university's psychological service
Academic staff	sports activities, digital document management system	courses to improve pedagogical skills, raising issues in the public space (rector's report), a series of publications in the social network about women scientists, #KNUexperts, #KNUambassadors
Business partners	dual form of education, projects aimed at interaction with students	Council of Employers, exhibitions, project «The Best KNU Employers»
Local communities	Expert advisory centre for community development, member of the Alliance of Ukrainian Universities	–
	<b><i>Ivan Franko National University of Lviv (2)</i></b>	
Students	repeated study of disciplines, practice bases, strong material and technical base, conferences and scientific events	regular meetings of the rector with students, scientific societies, the Centre for Culture and Leisure, educational psychological events, the Student of the Year award, the educational and scientific project «Secret University»
Academic staff	English and digital skills courses, the course «Improving Pedagogical Excellence», a digital document management system	team-building, mental health programme, free health improvement, construction of a house for professors
Business partners	participation in accreditation and surveys on the quality of educational programmes	social media posts about employers and from employers, Career Days
Local communities	intensive programme «Next Generation Public Employers», scientific researches	–
	<b><i>Ukrainian Catholic University (3)</i></b>	
Students	scholarships from the university and foundations, interest-free loans for studying, discounts in the canteen, online ordering of documents, the portal My UCU,	strong corporate culture, cultural clubs, «Trust Box»

	calendar of events, Centre of Modern Foreign Languages	
Academic staff	visits to the Centres for Educational and Innovative Technologies and Modern Foreign Languages during work, lecture recording studio	a strong system of values, spiritual support, an adaptation programme for new staff, the Teacher of the Year award, discounts on children's education, etc.
Business partners	involvement in teaching and discussion of educational programmes	–
Local communities	member of the Alliance of Ukrainian Universities, researches	–
<i>Cardiff University (4)</i>		
Students	multilingual education, research-based education, courses for academic and employability skills	volunteering opportunities, the Student Life Centre, various forms of feedback
Academic staff	comprehensive support for skills development, digital educational space, access to resources and laboratories	work-life balance, children's room, unions for needs and interests, loyalty programme
Business partners	business consulting, equipment rental, research licensing, Knowledge Transfer Partnership programme, courses	exhibitions, networking opportunities
Local communities	scholarship programmes for residents, researches, investments	involvement of staff in local community activities
<i>Newcastle University (5)</i>		
Students	scholarships from the university and foundations, research-based learning, lecture recording system, analogue of dual education, adding optional courses to the diploma	career services, Celebrating Success Award, Student Union, loyalty programme, Help and Support Centre, mentorship

Table extension 1

Academic staff	access to laboratories, studio spaces, comprehensive support for the development of training	mentoring system, measures for psychological and physical health, loyalty program, improved pension scheme, vacation flexibility, communities of interest
Business partners	analogue of dual education, expert solutions, research, personnel development, laboratory rental	recruiters' fairs, events to increase employer brand awareness
Local communities	development of strategies, emphasis on work with resident businesses	Collaborative Newcastle programme

Experts representing key stakeholder groups were engaged to assess the effectiveness of certain practices in the context of interaction between Ukrainian (public and private) and foreign HEIs. They were asked to assess how effectively the measures of the universities reviewed earlier contribute to strengthening and increasing the level of behavioral and affective loyalty of stakeholders. The score was set on a scale from 1 to 5, where 5 is the highest score. The results are presented in Table 2.

Table 2 – Results of expert assessment of measures to increase the loyalty of Ukrainian and foreign HEIs

<i>Code of HEI</i>	1			2			3			4			5		
<i>Average assessment of measures</i>	behavioral loyalty	affffective loyalty	general loyalty	behavioral loyalty	affffective loyalty	general loyalty	behavioral loyalty	affffective loyalty	general loyalty	behavioral loyalty	affffective loyalty	general loyalty	behavioral loyalty	affffective loyalty	general loyalty
<i>Key stakeholders group</i>	behavioral loyalty	affffective loyalty	general loyalty	behavioral loyalty	affffective loyalty	general loyalty	behavioral loyalty	affffective loyalty	general loyalty	behavioral loyalty	affffective loyalty	general loyalty	behavioral loyalty	affffective loyalty	general loyalty
Students	1,5	2,0	<b>1,8</b>	4,5	3,3	<b>3,7</b>	4,8	4,8	4,8	5,0	4,8	<b>4,8</b>	4,5	5,0	<b>4,8</b>
Academic staff	1,8	2,8	<b>2,4</b>	3,5	4,3	<b>4,0</b>	4,3	4,8	4,6	4,3	5,0	<b>4,7</b>	4,8	5,0	<b>4,9</b>
Business partners	2,8	3,8	<b>3,1</b>	1,5	1,8	<b>1,6</b>	1,3	1,0	1,2	5,0	4,5	<b>4,8</b>	5,0	4,8	<b>4,9</b>
Local communities	4,3	1,3	<b>3,2</b>	2,0	1,3	<b>1,7</b>	3,8	1,3	2,9	3,5	3,3	<b>3,4</b>	5,0	4,5	<b>4,8</b>
<i>Total by key stakeholders</i>	2,6	2,4	<b>2,5</b>	2,9	2,6	<b>2,7</b>	3,5	2,9	3,1	4,4	4,4	<b>4,4</b>	4,8	4,8	<b>4,8</b>

Based on expert assessments, the following conclusions were drawn:

- Ukrainian state higher education institutions lack the resources (financial and human) to implement effective measures to strengthen loyalty;
- The main efforts to build loyalty in Ukrainian HEIs directed to internal stakeholders;
- Ukrainian private HEIs invest more resources in implementing loyalty building measures than public HEIs;
- Foreign public higher education institutions direct efforts to increase and maintain the loyalty of both internal and external stakeholders.

For the realities of a particular HEI, it is impossible to use measures in the implemented form by other universities. It is only possible to «borrow» and adapt ideas to treat the "pains" of the key stakeholders.

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## **THE USAGE OF VIDEO CONTENT AS AN IMPORTANT DIRECTION OF DIGITAL MARKETING IN THE PHARMACY FIELD**

*Keywords: pharmacy, pharmaceutical marketing, digital marketing, video content*

The modern field of pharmacy is a complex and dynamic industry that is constantly looking for innovative approaches to business management. Development of a well-rounded marketing strategy that considers the latest trends in online shopping and targets a variety of consumers is extremely important for today's business. In this context, the research of the benefits and relevance of using video content becomes extremely essential for understanding and optimizing business strategies in this field.

The aim of the research is to determine the relevance, advantages and directions of usage of video content as a digital marketing tool in the pharmacy field.

Statistical and logical analysis methods were used along with the descriptive method.

The main task of digital marketing is to generate traffic to the website and ensure conversion. Marketing strategy should ensure the effective use of various digital channels. Different types of content are used for this task, among them video marketing being the most popular media tactic for content marketers today.

Reports from marketing research and consulting companies highlight the importance of video content. According to the "Video Marketing Statistics 2023" study by the "Wyzowl" company, 49% of businesses report about increased revenue when incorporating video content into their marketing strategies. 87% of marketers report that video content has a high ROI (return on investment).

On the other hand, internet and social media users are highly interested in video content. For instance, 86% of consumers would like to see more video content from their favorite brands. 64% of consumers make purchases after watching branded videos on social media. Explainer videos are watched by 96% of users to learn more about a product or service; and 82% of consumers prefer video content over social media posts.

According to the research, viewers remember up to 95% of a message when they watch it in a video, and only 10% when they read it in text. Social media videos generate 1,200% more

shares than text with images. People spend an average of 16 hours per week watching online videos, with a 52% increase over the past two years.

In addition to the growing interest of consumers in video content, the popularity of social media platforms, where video is the main type of content, is growing every year. For example, TikTok reached 1.5 billion users in 2023, which is 16% increase from the previous year. Video content as a direction of digital marketing has many advantages for the pharmaceutical industry. Firstly, it provides a dynamic way to convey complex information about medicines and healthcare products, making it more accessible to a wide audience. In addition, video content can increase consumer engagement, as visual information is often better remembered than text.

Considering the increasing use of digital platforms for health-related information, incorporating video content into a digital marketing strategy aligns with current trends in consumer's behavior. This allows pharmacies and manufacturing companies to maintain personalized and interactive connections with their audience, that foster stronger relationships.

Key directions for video content use in the pharmaceutical industry include:

1. Educational videos. This direction of video content aims to disseminate information about various health issues, the use of medications and general health tips. It can help position the company's brand as a reliable source of health information.

2. Product demonstrations. 68 % of consumers prefer watching videos to learn about new products or services compared to articles, infographics, e-books, and presentations.

3. User generated content (UGC). Content is created by the brand's audience and shared by them in social media. According to Stackla's survey, authenticity and sincerity are crucial for 86 % of people when choosing a brand. UGC content is considered the most authentic by 60 % of consumers.

4. Pharmacists' Q&A sessions. Recorded Q&A sessions with pharmacists or live online sessions, can help increase the level of trust in the brand by providing answers to consumers' questions about general health issues and medications.

5. Behind the scenes videos. This type of video gives consumers the opportunity to peek into the daily work of a pharmacy or production facility, enabling the company to showcase its team and commitment to product and service quality.

6. Advertising videos. Promotional video content is created to inform about discounts, loyalty programs or seasonal offers. Due to its visual appeal, it helps to attract customers and increase sales while maintaining visual attractiveness.

7. Interactive Content. Interactive videos such as quizzes or surveys on health and medication topics enhance consumer engagement.

Hence, video marketing is an important direction in the digital business world, including the pharmaceutical industry, the advantages of which are increase of profitability and enhanced consumer trust. Applying various types of video content enables pharmacies and pharmaceutical companies to interact effectively with their audience, creating personalized and engaging experiences. Considering the current trends in the behavior of consumer and the rapid development of social media, further growth in the use of video content in digital marketing can be anticipated.

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## **PRODUCT PLACEMENT AS A MEANS OF MARKETING COMMUNICATIONS**

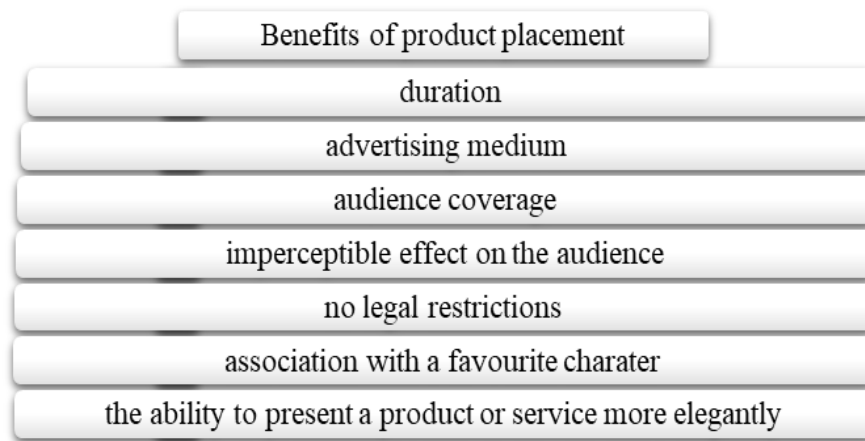
*Keywords: product placement, target audience, product, marketing communications*

Marketing communications are a key element in modern business, whereas they help businesses connect with consumers, position their brands, promote products and services, and draw attention to their products in an increasingly competitive marketplace. Effective marketing communications help to create brand awareness, develop customer relationships, and influence customer purchasing decisions.

One of the most popular methods of marketing communications is product placement. Product placement is the deployment of a certain product, brand or service in movies, TV and radio programs, newspapers and magazines, in the Internet, computer games, cartoons, literature, poetry, songs, music videos and comic books, etc. – all “products” that have a story and are addressed to the consumer [1].

The first examples of the usage of products of different brands by movie characters can be found even in the early 30s of the last century in the United States, namely in the cartoon about Popeye the Sailor. The character of Popeye the Sailor was created in 1929. The story of how spinach magically increased the protagonist's strength led to a 30% increase in the consumption of canned spinach all over the United States. For Spinach Can (Chester, Illinois), a manufacturer of canned spinach, these cartoons provided significant support, and product placement became the main advertising medium [2].

This type of advertising is very profitable for both advertisers and those who place such advertisement. Firstly, the cost of the advertising campaign is very high. There are cases when movie studios have recouped their costs of producing a movie even before its premiere. And all this was possible due to the insertion of advertising products into their movie. And secondly, people subconsciously like to follow their idols, and if a favorite character uses or praises a product, the demand for it will definitely increase (pic. 1).



Picture 1 – Benefits of product placement

*Source:* compiled by author with [3]

Product placement has a number of other advantages:

- Duration. The most successful films are loved by the audience and can be broadcast even for decades. Hidden advertising in such films will constantly work to strengthen the brand's position in the market.

- The ability to present a product or service more elegantly, providing huge opportunities for creative, non-standard and effective solutions.

- Association with a favorite character. Product placement – it not only demonstration or mention of some product. Important is also an emotional context of the shown stage. For example, if a certain brand of goods is eaten by a villain, a negative character, then it is very likely that we can say, that sales of such commodity after the exit of film in rent inevitably will grow short.

- No legal restrictions on the use of instruments product placement (restrictions are imposed only on certain goods).

- Has a strong but imperceptible impact on the audience (does not interrupt the feed view, does not emphasize the product and does not have a direct call to action, like regular advertising).

- Reaching the audience. Product placement allows you to reach a much wider audience than conventional advertising.

So, using product placement as a means of marketing communications helps to increase the level of popularity, memorability, recall of trade mark, achieving the required level of product visualization, attention and interest of the target audience.

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## **MANAGEMENT OF LOGISTICS PROCESSES AT INDUSTRIAL ENTERPRISES**

*Keywords: logistics, logistics activity, logistics system, logistics management, model of rationalization of logistics management processes, logistics strategy, logistics management*

The economy of Ukraine has been functioning and developing for a long time under the influence of a systemic political and financial and economic crisis. A particularly negative manifestation of these factors is observed in the industrial sector of the economy. However, the management of enterprises does not fully use the full potential of anti-crisis management, which could help business entities to overcome the crisis and resume productive activities.

Global trends in the effective development of enterprises prove that one of the main factors of their sustainable competitiveness in the market is the application of a logistic approach to management. The expediency of implementing the mentioned approach in the management of industrial enterprises is also confirmed by practice. and under the conditions of globalization economic transformations, the complex effective management of logistics processes should be considered as one of the strategic aspects not only of the company's exit from the crisis state, but also as a source of obtaining a whole range of competitive advantages.

The modern management practice of domestic industrial enterprises confirms the mainly fragmented implementation of the logistics approach in their management, the solution of only separate, insufficiently coordinated logistics tasks with the performance of relevant operations in the phases of supply, production and sales, which does not allow achieving the competitive advantages listed above. To solve this problem, an effective means can be the formation of a complete integrated logistics system and the introduction of a complex system of management of logistics processes at enterprises, which will ensure the implementation of a logistics approach at all levels of their management, deepening of integration ties, improvement of the organization of logistics activities, optimization of logistics flows, etc.

Therefore, we consider the effective management of logistics processes as rational management of logistics flows in the direction of cost optimization in the logistics chain and

consider it one of the significant reserves of economic growth at industrial enterprises.

Let's consider the substantive and substantive characteristics of the theoretical and practical categories of logistics. Basic theoretical logistics concepts and categories include: logistics concept, logistics approach and logistics activity.

Logistics solves the issue of rationalization of material and related financial, information and service flows, as well as their effective management in the process of goods movement. In the strategic aspect, it acts as the main element of agreeing the goals of all structural links of various functional purposes, ensuring synergistic connections and effects in the integral structure of the logistics system, and one of the factors in the formation of the key logistics competencies of the business entity.

Sharing the point of view of Stok J., Tridid O.M., Krykavskiy E.V., Sergeev V.I., Barykin S.E., that today logistics goes beyond its traditional narrow understanding, namely the management of material, financial, information, service flows and acquires a broader meaning, oriented to strategic management and planning of the enterprise's activities on the basis of logistics management. Taking into account the essential and substantive characteristics of the fields of application of this category by leading foreign and domestic scientists, we structure the main approaches through the prism of which it is considered, namely: functional; conceptual; strategic [3].

The main goal of logistics, in our opinion, is: rational coordination of physical distribution and effective management of material flows and flows accompanying them, in order to save costs, increase the level of service, achieve the defined strategic goals of the enterprise and obtain competitive advantages.

The logistic concept is most often understood as a system of scientific knowledge that forms the theoretical basis of the practice of managing material flows and accompanying financial and information flow processes; a system of developing and ensuring the practice of managing material flows, aggregate financial and information flow processes, as well as scientific recommendations and a tool for their implementation.

The concept of logistics should be implemented on the basis of a system approach, ensure the unity and coherence of the actions of all functional divisions of the enterprise, establish the optimal level of service and determine the optimal level of logistics costs within the full logistics chain. The logistics concept should be based on the end-to-end management of business processes with the promotion of the product and its accompanying flows from the source of origin to the final consumer in order to achieve maximum efficiency of the enterprise [5]. Thus, the study of the views of domestic and foreign scientists regarding the definition of the role of the logistics concept in the development of microeconomic systems allows us to

consider it as a prerequisite for effective economic activity, and its practical implementation in enterprise management will allow us to achieve the following results: reduction of the “customer service cycle”; reduction of stocks; strengthening and improving relations in the “supplier-consumer” system; cost reduction throughout the entire logistics chain; ensuring a higher level of customer service; achieving a significant economic effect by forming new potentials and sources of added value in the long term, etc.

The application of the logistics concept in the activities of industrial enterprises is implemented through the definition of the main goal of the implementation of the logistics approach to management. The logistic approach is a way of managing resources, characterized by changing the priorities of economic activity in favor of flow management.

Leading scientists in logistics distinguish the system analysis and the system approach as the basis of the logistics approach. Further studies of scientific developments regarding the logistics approach to management convince us that the practical implementation of the principles of this approach will contribute to increasing the efficiency of the functioning of both individual spheres of activity of an industrial enterprise and its logistics system as a whole. That is, logistics teaches to balance each functional area [6].

The field of practical implementation of the logistics concept and the logistics approach is the logistics activity of the enterprise. Most researchers consider logistics activities through the implementation of logistics functions, which, in turn, are divided into logistics processes and logistics operations. Another point of view: the logistics activity of business entities is the practical implementation of the main logistics processes. In particular, E. V. Krykavskiy believes that the goal of logistics activity is the harmonization of the interests of manufacturers, suppliers, and consumers, and its main directions are as follows: improvement of the parameters of incoming flows of resources on the basis of improving relations with suppliers; coordination of the actions of the company's units; improving relations with consumers, ensuring the most accurate correspondence of the output flows of goods and services with their requirements [3]. In our opinion, the purpose of logistics activity is to harmonize (balance) the interests of market participants based on the integration and synchronization in time of all flows in order to achieve competitive advantages and economic benefits.

Representation of the enterprise as a logistics system in an integrated logistics environment with clearly defined internal and external connections is the key to achieving a significant synergistic effect of logistics integration, which manifests itself: in the receipt of benefits not only by consumers, but also by suppliers, manufacturers, logistics operators, etc.; rationalization of the organizational structure of the enterprise; cost reductions; system management of the enterprise; reduction of stocks of raw materials, finished products, etc.;

elimination of redundant logistics functions and processes, etc.

Based on the researched structural elements of the logistics environment in which an industrial enterprise operates, we propose to consider it also as an information-logistics space, which is defined by an ordered set of logistics connections between the main elements of the integrated logistics system and all its counterparties, within which relevant logistics processes are performed [6].

The generalization of the basic theoretical provisions of logistics and consideration of the enterprise as a logistics system gives us the opportunity to form a methodical foundation for the formation of a system for managing logistics processes in the activities of industrial entities. By the management system of logistics processes at the enterprise, we understand the systematic, comprehensive organizational and analytical, on the basis of the logistics approach, the modernization of the management of the enterprise as a logistics system, the main tools of which are the strategy of logistics, logistics support and the corresponding system of logistics management, which will ensure the achievement of a set of logistics priorities of the enterprise and improving the efficiency of its activities. In our opinion, this interpretation ensures the complexity and continuity of logistics management, distinguishes its main aspects: the sphere of influence, the implementation process, achievement tools, effectiveness, etc.

The effectiveness of implementing logistics management at industrial enterprises depends on the main and supporting elements. The main elements of the implementation of these processes are identified by us: logistics potential, logistics competence, logistics strategy and strategic planning of logistics activities, and the supporting elements - logistics management as a system of managing logistics activities and a complex of logistics support.

Thus, logistics management can be considered as a practical implementation of the theoretical and methodological principles of logistics in the management of a modern enterprise. Systematization of all studied categories made it possible to form a conceptual and categorical apparatus of such management. The implementation of logistics management in the activities of industrial enterprises will contribute to increasing the level of their logistics excellence, the implementation of a logistics approach at all levels of logistics integration of enterprises and their achievement of a set of logistics priorities.

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## **DIGITAL MARKETING AS AN INNOVATIVE TOOL FOR ENTERPRISE DEVELOPMENT**

*Keywords: marketing, digital marketing, Internet marketing, advertising, social networks*

A sharp decline in transaction costs for enterprises using electronic technologies, including the Internet was the main prerequisite for the growing importance of digital marketing in the industry as a whole. The profitability of enterprises increased, which in turn led to the digitalization of marketing and the use of virtual technologies in various fields, from financial to industrial ones.

Today, automation of routine processes through computerization and digitalization has become integral and reached its peak. In the same time, the influence of traditional advertising tools is declining. Marketing is becoming more interactive and visually oriented.

Modern media involve consumer participation and the viral spread of information, so there is a need to change marketing approaches and use new marketing tools [1].

The overall development and evolution of the world, in particular natural selection among competing companies in the market, make them start using new trends and marketing tools faster than others. Consumers prefer those who master digital channels faster.

Digital marketing is a general term for the marketing of goods and services that uses digital channels to attract and retain customers. It should not be confused with internet marketing, as it is only a component of digital marketing [3].

Digital marketing is a derivative of Internet marketing, going beyond computer-based communication. The number of Internet users is drastically increasing (Figure 1). Digital marketing has many channels of contact. Interaction with target audiences takes place, in particular, through mobile devices, digital television and interactive screens. Internet marketing uses only one channel – the Internet.

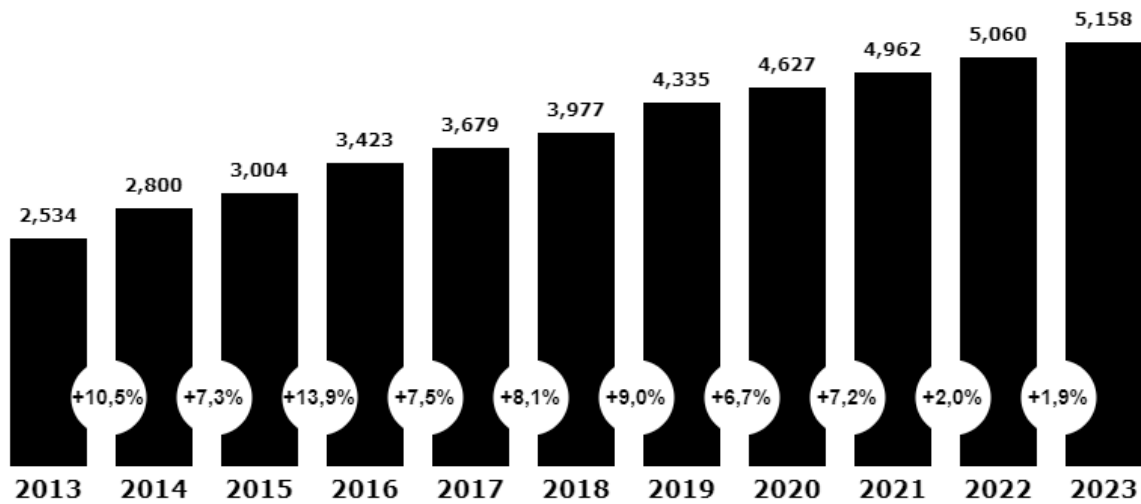


Figure 1 – Internet users over time (number of internet users in millions and year-on-year change)

Today, digital marketing has become so popular that companies can conduct omnichannel marketing activities through the use of different marketing tools (Figure 2). Among a plethora of them are websites, social media, search and display advertising, television, streaming media, digital video, the use of email and mobile marketing (SMS, push notifications, messaging), applications such as Facebook Messenger and WhatsApp, the use of voice-enabled endpoints (smart speakers and smartphone-based virtual personal assistants).



Figure 2 – Diagram of the main digital marketing tools

Each of the channels of contact with the target audience has its own effectiveness. Diversification of the channels used in the marketing activities of the enterprise, undoubtedly makes it more effective with the right approach and analytics. It allows companies to reach the right audience.

Different digital marketing tools have different purposes, expected target audiences, and expected results. For example, social media, SEO or YouTube are used to increase product or company awareness; SEO, YouTube, email marketing and blogging to increase engagement;

affiliate marketing, SEO and email marketing to increase sales; social media, blogging and email marketing to increase loyalty. So, each task has its own tool for its realization [2].

Traditional marketing methods and techniques are losing their commercial appeal and profitability every year compared to digital methods. They are much more efficient and affordable. Social networks are now hardly used for their original purpose - communication. In fact, nowadays, everyone who does any kind of business, uses digital marketing tools, perhaps without even realizing it.

Recently, the use of virtual reality (VR) in marketing has become quite interesting and innovative. Today, the latest VR technology is considered to be very effective in advertising communication. Virtual reality includes several important methods and mechanisms of influence on consumer psychology.

Prominent example of the use of virtual reality tools in marketing is Volvo that organized a 360-degree test drive of a new car and received more than 150 thousand views on YouTube. In Ukraine, DOM.RIA practices real estate presentation using virtual reality, 360-degree photos can be found and viewed on the website and in the application using VR glasses [4].

To conclude, digital marketing tools are more effective than traditional ones, and the future of business is digital.

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## **LOYALTY PROGRAMS IN HOTEL BUSINESS**

*Keywords: loyalty program, hotel business, two-way relationship, customers*

Loyalty programs are long-term mutually beneficial cooperation initiatives between customers and the company. They involve the identification, support, and enhancement of value from the best customers through interactive communication and the formation of emotional connections between customers and the brand. These programs enable tailoring pleasant and effective measures for developing and retaining customers in the database for each customer group or individual. The strategic goal of such programs is to increase the profitability of key customer segments.

The primary objective of any loyalty program is to enhance company profitability and increase revenues, and market share. Loyalty programs are not just short-term marketing tools for boosting hotel profitability but strategic initiatives in forming a competitive, high-quality hotel product capable of satisfying the tastes and preferences of different consumer target groups. Loyal customers are crucial for the profitability of hotel enterprises, and creating a loyal customer base is directly linked to loyalty program formation and implementation.

These programs, involving long-term mutually beneficial cooperation between customers and hotel enterprises, first appeared in the hotel industry in 1984 in the “Marriott” and “Inter Continental Hotel Group's” networks under the name “Priority Club Rewards”. Modern loyalty programs are a complex set of marketing measures integral to the overall business and marketing strategy of a hotel enterprise, aimed at encouraging and stimulating customers to re-purchase hotel services in the future through interactive communication and the formation of emotional connections with the hotel enterprise. So, it is essential to understand that consumer loyalty involves a two-way relationship (loyal customer to the hotel, and loyal hotel to the customer).

Loyalty programs in hotel business aim to implement a marketing strategy for forming and developing relationships between the customer and the hotel enterprise, which includes:

- Creating a customer database.

- Informing customers about new hotel service offerings and rates.
- Identifying customer requirements and preferences before their arrival.
- Reserving room inventory and hotel services, etc.

The effectiveness of implemented programs in attracting and ensuring customer satisfaction forms the basis of relationship marketing between the hotel enterprise and consumers of hotel services.

Key elements of loyalty programs include:

1. Bonus systems: Providing bonuses for each unit of money spent directly related to staying in the hotel.
2. Privileges for regular customers: Exclusive services and opportunities for guests who regularly choose a specific hotel.
3. Accumulative programs: Accumulating points for each transaction, exchangeable for free stays, additional services, or other amenities offered by the hotel.

Virtually, marketing in hotel business becomes a crucial tool for attracting and retaining customers. Loyalty programs play a vital role in this process, contributing to the retention and satisfaction of customers. Therefore, the development and improvement of loyalty programs in the hotel business have strategic significance, and implementing recommendations will allow hotels to maintain and develop loyal customers in a competitive environment.

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## **PSYCHOLOGY OF CONSUMER PERCEPTION OF PACKAGING**

*Keywords: packaging, psychology of perception, consumers, products, emotional stimuli*

Packaging serves as a crucial element in product design, representing the initial point of contact between consumers and products. Its influence on consumer perception is substantial, warranting a comprehensive assessment of its impact on consumer perception. From our perspective, packaging can be considered as the consumer's pathway to the product [1]. Beyond its functional role of preserving product integrity and safety, packaging plays a multifaceted role. It serves as a unique means of attracting customers, enticing them to choose a specific product over competitors. Consequently, packaging assumes a central role in branding strategy, closely intertwined with psychology.

The evaluation of how packaging influences consumer perception is pivotal for companies striving to develop effective product designs. Taking into account factors such as brand recognition, color, value, sensory experience, and perceived consumer behavior, companies can craft packaging that resonates with consumers, increasing the likelihood of purchase.

Delving into the study of packaging psychology, it is essential to acknowledge its complex amalgamation of emotional stimuli, aesthetics, and science. An effective packaging strategy considers and leverages these factors to capture consumer attention. To better understand the interplay between these elements, it is necessary to break them down into fundamental components: color psychology, typography, tactility, design elements, and the relationship between perceived value and price [3].

Notably, the impact of packaging color on a consumer's inclination to purchase deserves specific attention. The color of packaging holds significance for consumers, as the human subconscious uniquely perceives a spectrum of colors, directing individuals towards specific decisions. Therefore, the color of packaging is a vital aspect of product promotion.

Color can also evoke associations in consumers to help drive more sales. In decision-making, consumer sentiments carry 1.5 times more weight than any other factor. Depending on

the age group, consumers make impulse purchases ranging from 35% to 49% of their shopping. These facts underscore the desirability of emotional reactions in the retail environment. Colors and emotions are closely intertwined [2].

The color of packaging can influence consumer perception; for instance, blue packaging is often associated with trust and reliability, while red is associated with excitement and energy. Packaging can impact the perceived value of a product. Consumers may be willing to pay more for a product with high-quality packaging, considering it more valuable. Additionally, the texture of the packaging can influence the perception of the product's texture inside [3]. The size and shape of the packaging can also affect consumer behavior, with smaller packaging being perceived as less advantageous, prompting consumers to prefer larger packaging.

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## **SOCIAL MEDIA MARKETING (SMM) FOR NON-GOVERNMENTAL ORGANISATIONS (NGOS): SELECTED PLATFORMS BY TARGET AUDIENCES**

*Keywords: social media marketing, non-governmental organisations, social media platforms, target audiences*

**Abstract:** In this paper, I discuss the use of social media platforms by NGOs to reach key target audiences as part of their SMM strategies.

Social media marketing (SMM) has been gaining popularity among non-governmental organisations (NGOs) in recent years, first of all, due to its accessibility which is key for such organisations that are usually operating in conditions of limited resources.<sup>1</sup> Social media channels, especially Facebook and X (former Twitter) have long proved their efficiency in advocacy efforts of NGOs<sup>2</sup> and overall positive contribution to the improvement of organizational performance, including the success of their fundraising efforts<sup>3</sup>.

In order for NGOs' efforts to be efficient, it is important to develop and follow a comprehensive social media marketing strategy, especially as the scale and complexity of their operations grow.<sup>4</sup> A social media marketing strategy for an NGO includes, among others, such elements as target audiences, goals, platforms, and tailored key messages by audience and platform while ensuring consistency across all. In this conference paper, I mention some of the strategies for reaching various target audiences via certain social media platforms based on the practical experience of international NGOs.

### **Target Audience of NGOs and SMM Platforms to Reach Them.**

For any NGO, it is worth paying special attention to such target audiences as institutional donors (e.g. international organizations, governments, local funds, embassies, or business entities). These actors play a key role in ensuring the success of the fundraising, which in turn is crucial for ensuring the ability of NGOs to reach their goals and maintain the sustainability of their efforts. Since most of the officials share their positions on X (former Twitter), one of the efficient ways for NGOs to reach this target audience is to be also visible on this platform and attract attention to their efforts, particularly via interactive engagement with the current and potential donors.



Another important target audience for any NGO involved in advocacy is decision-makers at all levels (such as international organisations, national and local governments), who are similarly present and can be reached on X (former Twitter). Moreover, this target audience may also be efficiently reached via LinkedIn. It is worth mentioning that recently, LinkedIn has become a popular platform for discussing various professional topics, including social causes and change making. Besides maintaining the personal presence of activists, it is advisable to keep the organisational page updated and raise the topics of concern, which may influence the ways in which decision-makers approach the issue since this platform is recognized for its credibility in the professional community.

For any NGO it is crucial to network and cooperate with the other like-minded NGOs that can help in both advocacy and fundraising efforts; such cooperation creates synergies and helps achieve the goals faster and more efficiently. On top of communicating on the abovementioned platforms X and LinkedIn, it is recommended to use Facebook for effectively reaching this audience since Facebook generally remains the most popular social media platform in the world and allows for more personalized and emotional messaging than the two mentioned above.

Finally, any NGO is usually interested in telling the world about the great work it is doing, for which it has to be able to reach the broader society, including individuals who donate and volunteer. On top of the abovementioned social media platforms, it is worth paying attention to Instagram, which is rich in visual content and has been recently used by younger audiences as a news channel<sup>5</sup>. In order to reach the youngest audiences, it is recommended for NGOs to be also present on TikTok. For both Instagram and TikTok, focusing on emotions is key in order to attract attention.

In order for non-governmental organisations (NGOs) to be efficient in their social media marketing efforts, it is important to tailor their social media marketing strategy according to the key target audiences while remaining relevant and consistent in messaging. Following recent trends in social media marketing allows one to choose better relevant platforms (e.g. Facebook, Instagram, X, LinkedIn, or TikTok) according to each target audience and reach appropriate goals.

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## **ANALYSIS AND INCREASE OF CONSUMER LOYALTY IN UKR POST COMPANY**

*Keywords: loyalty, competitiveness, potential customers, digitalization, loyalty program*

Today, the key to the success of every company is active behavior on the market and constant contact with potential customers. Thus, according to the researchers' calculations, 73% of American, 63% of British and 85% of Japanese managers believe that only thanks to the support of the necessary level of loyal consumers, their enterprises work effectively. Therefore, increasing the level of customer loyalty is strategically important for any enterprise. Achieving and strengthening consumer loyalty is the key goal of the concept of relationship marketing, the presence of a large number of loyal to the organization and paying customers can provide it with a number of significant advantages, both in the short and long term.

The concept of “loyalty” (loyalty) translated from English means devotion, faithfulness. Customer loyalty is the customer's willingness to repeatedly return to a certain company. This is usually due to a good experience they have with that brand, i.e. a positive relationship between the customer and the business [1].

In order to study the loyalty of customers at the logistics company JSC “Ukrposhta” in Ukraine, a marketing study was conducted. A customer survey was used to obtain primary information. 100 people participated in the survey.

According to the results of the survey, there were more young people and middle-income people who use Ukrainian and international delivery services.

In the course of the research, it was discovered that Ukrposhta has a low price tariff for services. There are also significant shortcomings in the quality of service provision and speed of delivery. There are queues in the branches that are significant enough that the customer service time can reach from -5-30 minutes, sometimes even more. Customers are sometimes even unable to stay in the queue and switch to a competitor of another postal service [1].

There are shortcomings in the operation of the application from Ukrposhta, the correspondents rated the convenience at 3, that is, the average value is also not constantly

updated, and this affects the speed of parcel tracking and creation of En, etc. Consumers are not aware that there is a loyalty system from Ukrposhta, this is a factor that affects loyalty. From this, it is significantly observed that the advantages of using the services of their company are not popularized.

The security of parcels is a guarantor of the quality of the carrier's services. Consumers indicated that their parcels were lost and their value was not reimbursed. This affects the level of the company's reputation. Consumers note that the speed of delivery is low compared to competitors on the market. In the list of questions, it was suggested that what could be improved in the company, most of them answered that it should speed up delivery times and improve the quality of service and modernize the mobile application. Summarizing on the basis of the aggregated data, a larger number of 0-6 - critics (51.6%) - dissatisfied customers who can harm the brand by responding to (37.9%) neutrals - satisfied but indifferent customers who may change their preferences in favor of competitors; (10.3%) - promoters - loyal customers who will continue to buy products and recommend them to others.

Therefore, the company urgently needs to increase the level of customer loyalty in order not to lose the existing small share of promoters and attract new ones.

As a result of the conducted research, it was established that JSC "Ukrposhta" has low loyalty, therefore, in order to fully satisfy the preferences of its customers, attention should be paid to increasing the level of consumer loyalty. In the first places of the declared requirements are the requirements related directly to the terms of delivery, quality and speed of service, cargo safety, slow operation of the application [2].

Competition in the market of postal services creates a new problem for this industry - the need to develop strategies and tools for achieving competitive advantages. One of the components of this task is improving the quality of customer service, which can contribute to achieving competitive advantages in this segment.

The key aspect for improving the productivity and competitiveness of "Ukrposhta" is the modernization of vehicles. Implementation of diagnostic and monitoring systems will allow automatic diagnosis of the condition of vehicles, which will contribute to effective maintenance and repair. It is also important to use analytics and artificial intelligence to predict technical issues and plan maintenance. Strengthening the lost parcel reimbursement system will increase customer confidence. Also, referring to the existing loyalty system and providing privileges for regular customers are important factors in ensuring satisfaction and loyalty [3].

Creating an effective system for collecting and analyzing customer feedback will allow us to promptly respond to their needs and identified problems. Constant interaction with customers will help build long-term relationships and maintain a high level of loyalty.

Updating and improving the mobile application for convenience and ease of use is necessary to maintain customer satisfaction. The introduction of an electronic document management system will simplify processes and reduce administrative barriers.

Also, the implementation of digitization of processes in the field of warehouse management can significantly improve the efficiency and accuracy of operations. These digitization efforts can help optimize and automate many warehouse processes, reduce errors, and increase overall productivity. These measures have a direct impact on the speed of customer service and, in turn, on the level of loyalty. Due to the implementation and changes of some processes in the work of the team, changes in strategy, such models of additional strengthening of the team from the inside can manifest themselves as effective tools that increase the general indicators of the involvement of all team members, better than just a material incentive.

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## **STUDY OF THE PROBLEMS OF THE PHENOMENON “LIFE IN AN INFORMATION BUBBLE”**

*Key words: study, information bubble, phenomenon*

Investigating the phenomenon of “life in an information bubble”, my research is based on a thorough analysis and understanding of this phenomenon from the point of view of science and sociology. The purpose of my work is to reveal and understand how information bubbles affect the lives and behaviors of people in modern society.

This issue is important because of the increasing influence of the information environment and the significant influence of media and social networks on our activities, from making political decisions to determining our social interests.

An information bubble is a condition in which an individual or group is trapped in an information environment where most of the information they consume confirms or reinforces their pre-existing beliefs, attitudes, or stereotypes while limiting their exposure to a variety of viewpoints or information sources that may complement, contextualize, or contradict these beliefs. This phenomenon can occur due to selective information consumption, social media algorithms, group mentality, and other factors that create an information “filter” that separates an individual or group from a wider range of information and views in society. Information bubbles can lead to increased confidence in one's own beliefs, contribute to polarization, and limit the possibility of constructive dialogue and mutual understanding between different groups and individuals.

The formation of information bubbles is a complex phenomenon with several main aspects. Here are some of them:

**Information Filtering:** This aspect involves the selective consumption of information, where people choose sources and content that match their pre-existing beliefs and attitudes. This may be due to a lack of access to a variety of sources of information or an attempt to avoid opinions that conflict with their beliefs.

**Social Media Algorithms:** Many social media sites use algorithms that suggest content to users based on their previous interactions and views. This can create a fixation on specific topics and views and limit the variety of information.

**Communities and content filtering:** Online communities and groups can interact in their own information spaces where common interests and views are supported and layered. This can lead to a strengthening of the information bubble and limit access to alternative points of view.

**Psychological aspects:** Psychological factors, such as confirmation of one's own identity and fear of the unknown, can contribute to the formation of information bubbles. People may seek confirmation of their beliefs and avoid information that might undermine them.

**Engagement in the online environment:** Being active on social networks and other online platforms can contribute to the formation of information bubbles. The more time a user spends in a particular online community or environment, the more they are exposed to that environment.

**Media Literacy and Critical Thinking:** The level of media literacy and critical thinking skills can affect how effectively people can discriminate and select information from different sources and verify its credibility.

Understanding these basic aspects helps to better reveal the process of the formation of information bubbles and directs efforts to improve media literacy and reduce the impact of this phenomenon on society.

Information bubbles have both positive and negative aspects. Some of the advantages and disadvantages of this phenomenon are discussed below:

**Advantages of information bubbles:**

**Identity preservation:** Bubbles can help preserve and maintain the identity and beliefs of a group of members. They create a safe space for sharing and maintaining shared values and beliefs.

**Community and Support:** People in information bubbles may feel more supported and connected to their group members, which promotes a sense of belonging and solidarity.

**Reducing information noise:** Information bubbles can help reduce information noise because people in these bubbles consume less of a variety of information and sources.

**Disadvantages of information bubbles:**

**Polarization and conflict:** Information bubbles can contribute to the polarization of society because they reinforce the beliefs and attitudes of group members while marginalizing other viewpoints.

**Limited access to various information:** People in information bubbles can limit their access to various information, which can lead to an incorrect perception of reality and unfounded decisions.

**Lack of dialogue and understanding:** Polarization resulting from information bubbles can hinder dialogue and understanding between different groups and individuals.

**Spread of misinformation:** Stereotypes, falsehoods, and misinformation can spread in bubbles without the ability to check this information with reliable sources. **Loss of opportunity for personal growth:** Limited access to diverse information can hinder personal growth and development, as people may remain in the comfort zone of their pre-existing views.

Understanding the advantages and disadvantages of information bubbles helps develop strategies to improve media literacy, promote constructive dialogue, and reduce the negative impact of this phenomenon on society. The impact of information bubbles on Ukrainian society can be particularly significant, especially in the context of the events that have taken place in Ukraine in recent years. Here are some aspects of this impact:

**Polarization of society:** Information bubbles can contribute to the polarization of Ukrainian society, dividing people into those who perceive different views on events and politics. This can lead to an increase in social conflicts and the alienation of different groups.

**Influence on politics:** Information bubbles can influence political processes, especially during elections and voting. They can create conditions for manipulation and influence over citizens' votes.

**Promoting disinformation:** Information bubbles can be a breeding ground for disinformation and fake news, especially during times of conflict and crisis. This can affect the public's perception of events and decisions. **Limited access to objective information:** People in information bubbles may have limited access to objective and diverse information. This can cause a distorted understanding of the situation in Ukraine and the world.

**Lack of dialogue:** The polarization created by information bubbles can hinder dialogue and mutual understanding between different groups and individuals in Ukraine. This can stimulate conflicts and make it difficult to find common solutions.

**Changing public opinion:** Information bubbles can influence public opinion and beliefs, making citizens less inclined to accept alternative viewpoints and evidence. **Potential threat to national security:** Given today's conflicts and information warfare, information bubbles can become a potential threat to Ukraine's national security, as they can be used to manipulate public opinion and create discord in society. Understanding these impacts helps society develop strategies and mechanisms to overcome the negative effects of information bubbles and ensure free, objective, and diverse access to information.



Scientific analysis of the phenomenon of information bubbles shows its great importance for the understanding and functioning of modern society. Here are some conclusions that can be drawn about the importance of researching this phenomenon:

**Threat to democracy:** Information bubbles can undermine democratic processes by influencing public opinion and electoral decisions. They can become a means of manipulation in political campaigns and undermine trust in democratic institutions.

**Social polarization:** Information bubbles contribute to the growth of social polarization, the division of society into groups with similar views that push away from other points of view. This can affect social peace and stability.

**Spread of misinformation:** Information bubbles can serve as a medium for the spread of misinformation and fake news. This worsens the information ecology and can have serious consequences for society.

**Limited access to objective information:** People living in information bubbles may have limited access to objective and varied information. This can limit their ability to make objective decisions and understand complex problems.

**Impact on interethnic relations:** If information bubbles are used to spread hatred or stereotypes between different national or ethnic groups, this can lead to aggravation of interethnic relations and conflicts.

**The need for effective management strategies:** Research on information bubbles indicates the need to develop and implement effective management strategies for this phenomenon. This may include regulating social media, improving media literacy, and developing alternative sources of information.

**Responsibility of media and technology companies:** Media and technology companies have a great responsibility for breaking information bubbles. They should work to reduce the filtering of information and the spread of misinformation.

Summing up, research on information bubbles indicates the need for serious efforts to overcome this phenomenon, ensure information security, protect democracy, and preserve the objectivity and diversity of information in modern society.

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## **PECULIARITIES OF PRODUCTION ENTERPRISE'S PURCHASE LOGISTICS MANAGEMENT**

*Key words: enterprise, logistic, management*

Implementation of modern principles and models of procurement logistics into management practice is an important tool for ensuring the competitiveness of the enterprise both on the domestic and foreign markets. Supply logistics is an integrated management of material and associated flows with the aim of fully meeting the needs of the enterprise in goods and services with the optimal level of costs in the specified time [1]. Procurement is a process that consists of a sequence of the following stages: awareness of the need, search and selection of suppliers, negotiations on determining the price, as well as agreement on other terms of delivery. The general trend of changes in the understanding of the nature and organization of purchasing activities is as follows: industrial enterprises purchase a significant share of components and services from external suppliers. The manufacturer of the final product increasingly deepens and stabilizes mutual relations with the supplier or cooperator in order to reduce the price of consumed products, improve quality, and also create an opportunity to introduce innovative processes and products faster than his competitor will do.

In the process of purchasing materials for the production of products, enterprises bear significant material costs, which is reflected in the cost price/price, and, as a result, negatively affects the competitiveness of domestic products, both in the domestic and foreign markets. Statistics say that the share of material costs in the cost structure of machine-building enterprises is on average 35% [2]. Considering the fact that, according to experts, the price factor is one of the key factors in the competitiveness of domestic products of rural engineering, the improvement of the raw material procurement system should be considered as the main factor in ensuring high performance indicators of the enterprise. This type of activity belongs to the category of functional within the value chain formation, is an element of the logistics activity of the enterprise, and is also related to the external environment. The management of procurement logistics includes the management of material flows in the process of providing the enterprise with material resources [3].

An important stage in the implementation of effective procurement logistics is the study of the state of the market: evaluation and selection of information (through internal (formed under the influence of the processes of preservation of production stocks, production of products, distribution of finished products, as well as finances and calculations) and external (data on the need for raw materials and materials, purchase prices, transportation distance, transport tariffs) information flows) in order to determine the size of the market and create prerequisites for optimizing purchases.

In the process of procurement, it is worth taking into account the modern challenges faced by the logistics subsystem:

- the material resources needed by the enterprise are becoming more and more valuable, complex and diverse;
- production orders for purchases are becoming smaller in volume, short-term and specific, as they are subject to the needs of end users.

In order to ensure high performance indicators of procurement logistics management, the choice of a supplier and the strategy of developing relations with him are of particular importance. In the process of selecting a supplier, it is necessary to determine and take into account the criteria that will reflect the impact of the concluded agreement on the overall efficiency of the procurement process. Among such criteria, experts note the following: quality of material resources and service, reliability of supplies, financial condition, location of the supplier, related service, etc.

Logistics and purchase activities include four stages: order, purchase, transportation and storage. The content of the specified stages is presented in Table 1.

Table 1 – Stages of logistics and purchase activities

№	Stage title	Processes included to the stage
1	Order	Search for suppliers
		Analysis of supplier's reliability
		Informational support of suppliers
		Negotiations with potential suppliers
2	Procurement	Purchase
		Customs clearance
		Insurance
		Package
		Preparation of good for uploading/unloading
3	Transportation	Uploading
		Internal transportation
		Overload
4	Storage	Warehousing
		Maintenance of storage areas
		Maintaining proper conditions in the warehouse for storing goods

Potentially, each of the specified stages contains reserves for improving efficiency and is a source for reducing costs for ensuring logistics and supply activities. To evaluate the effectiveness of procurement activities, it is important to take into account such components as the procurement plan, the enterprise budget, revenue from product sales, the volume and value of lost sales as a result of untimely or insufficient deliveries, etc. The results of the analysis should be used by the management of the enterprise to determine the effectiveness/efficiency of the applied methods and to identify problem areas in purchasing activities.

Thus, the study of the time factor includes the audit of deliveries and the consequences that arise as a result of delays and delays, which are directly related to the delivery of goods, as well as to the preparation of the accompanying documentary flow. Control of the “price” factor involves comparing the prices that were actually paid for the delivered products with the planned values. The supplier's reliability is characterized by compliance of the volume and quality of delivery with the conditions fixed in the contract.

Summarizing what has been stated, the following should be considered as priority directions for improving purchasing activities:

- creation of a stable material flow that will ensure the proper operation of the production subsystem of the enterprise;
- maintaining the optimal level of stocks in the warehouse;
- cooperation with reliable and proven suppliers, support of partnership relations;
- assistance in improving the quality of material and technical resources.

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## **MARKETING IN THE SYSTEM OF STRENGTHENING THE ENTREPRENEURIAL ORIENTATION OF NON-COMMERCIAL COMMUNAL ENTERPRISES OF THE HEALTH PROTECTION SYSTEM**

*Key words: communal non-commercial enterprises, private enterprises, health care, medical marketing*

The previous domestic model of health care was unacceptable from the point of view of all health care participants: patients, health care institutions, and the state. Although a more and more financially and even politically influential group of insiders interested in such a “blurry model” was gradually formed. Medical reform was designed to change the health care system based on a transitional model. Two significant changes were the most visible: a) change in the financing system; b) transformation of “health care facilities into “non-commercial utility enterprises”.

Such non-commercial utility companies undergo a complex process of adaptation to functioning in market conditions. These enterprises are financed on the basis of “guaranteed service packages”, which can be obtained based on the fulfillment of two main conditions: a) provision of qualification requirements; b) “soft” competition between similar enterprises for limited resources. Public non-profit enterprises began to feel the need to compete for patients. For the first time, patients became the object of competition. Commercial image (reputation) became one of the elements of such competition.

Based on a monographic study of the experience of several communal non-profit medical enterprises and private medical enterprises, we came to the conclusion that the level of adaptability of private medical enterprises is significantly higher. They are organizationally and mentally more ready to function in competitive conditions. They clearly focus on profitable and efficient services. And most importantly, they are clearly focused on the patient.

One of the components of patient-oriented healthcare enterprises is the use of medical marketing. For example, the well-known Metropolitan Andrey Sheptytskyi Hospital in Lviv carries out its own marketing activities, has a WEB site and an electronic information system. In private medical enterprises, everything is aimed at attracting paying patients or receiving funds from the National Health Service within the limits of guaranteed service packages. Unfortunately, existing communal non-profits rarely succeed in medical marketing.

We have developed a model program for activating the entrepreneurial orientation of communal non-commercial enterprises, one of the sections of which is the introduction of medical marketing. It is also important to improve the commercial image of such enterprises, to create a positive reputation among patients. Each hospital of the communal sector must develop and establish its corporate style. The introduction of medical marketing in health care enterprises of local territorial communities is especially important.

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## **HOW B2C MARKETING HAS CHANGED DURING THE WAR: WHAT WORKS IN 2023?**

*Keywords: war, communication, audience, support, flexible, communication to the point, marketing tools, social networks, Ukrainianized*

Building a business in Ukraine during a full-scale war means being brave, flexible and ready to change strategies quickly. No one taught us how to develop companies in the midst of hostilities. And certainly no one told us how to communicate with the audience, what tools to use and which ones are not relevant. But after 1.5 years of war, we have already adapted to the new reality. And today we can talk about marketing activities that help businesses grow even in times of uncertainty.

*New messages and newsworthy events.*

In times of turbulence, it is important for businesses to stay on the information radar. With the outbreak of a major war, communication has become even more important than before. But you need to talk to the audience about other things and in a different way.

*Emphasis on localism and social responsibility.*

The trend for all things Ukrainian has become extremely powerful since the beginning of the war. People want to buy local products and support local businesses. Therefore, if you are a Ukrainian manufacturer, emphasize this in your communications, but do it appropriately. It is also worth talking about charity. The principle of “good deeds are done quietly” is no longer relevant – people want to know what businesses are doing for the sake of Victory. Because it is important for customers to understand that the company is not aloof from the trouble.

*Restrained communication “to the point”.*

We are all living in a state of war in Ukraine, but the context may be different for everyone. Therefore, brands have become more restrained in their communication so as not to offend a person who, for example, is experiencing a loss. While before the war, lighter content with jokes was promoted, during the war, communication is “to the point” – which stores are open, whether the goods are available, useful information about the products.

*The tone of voice that motivates.*



Ukrainians are driven to victory by anger and pride in their country. The vast majority is confident that we will be able to withstand the Russian invasion. So, communication should be with the subtext “we can do it”. During the war, there were many factors affecting the communication of companies – events at the front, massive missile attacks, blackouts. It is important to take into account all current news before making a decision whether to publish a post or article or postpone it.

*Marketing tools that work best in the B2C sector.*

“If your business is not online, you are not in business” – it seems that all entrepreneurs have taken this phrase by Bill Gates as an axiom since the COVID-19 [1]. But we never imagined that online tools would become a lifeline for businesses during the war. When it was difficult to get to the stores physically, constant communication in the online space helped us stay afloat.

What worked best:

- *Active work in social networks.* Social networks are no longer just a place for entertainment. Users here not only communicate, but are also ready to buy. It is worth helping them with this. The No. 1 priority is Instagram. Consumers interact with content and place orders directly in direct – they don't want to go to the website to do this. So we actively use this channel. Facebook provides good coverage, but little interaction – the audience here does not actively comment and like, but is more willing to go to the website to make a purchase. Let's not forget about YouTube. The emphasis on useful content works well here.

- *Interaction with bloggers.* Bloggers are new media that have a powerful influence. And this tool should be used with due regard to the situation in the country. It is appropriate to work with Ukrainian-speaking bloggers who have a clear and understandable position on the war.

- *Ukrainianized rebranding.* Confrontation with the enemy continues on all fronts. And language is also a weapon. The importance of communicating in Ukrainian is not even discussed. The principled position should be to get rid of everything Russified.

Of course, everything is changing very quickly now. You need to be flexible and ready to respond instantly to transformations in consumer needs, change tools, and find new points of contact. But the main thing you need to understand is that one tool will not work. It is important to use different marketing tools that complement each other. For example, advertising will increase brand awareness, social media will help you interact more closely with your target audience, consultations will help strengthen customer relationships, and so on. By working comprehensively and systematically, you will be able to purposefully promote potential customers from the first "touch" to the purchase of your product.

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## **CONSUMPTION STRATEGY OF NETWORK'S STORE GOODS ON THE CONSUMER MARKET**

*Key words: strategy, consumer, store, market*

LLC Style D is a modern enterprise engaged in wholesale trade. The company sells its products through the retail's network of the trademark, the products include more than 60 items [1]. The company has a wide and deep assortment for all groups, and this trend should be maintained, however, compared to the main competitors - Eva and Watson's, the company has advantages over them in terms of the quality and assortment of products available in the networks, so everything the company needs to pay close attention to this [2, 3].

After conducting an ABC analysis of the assortment of the product group LLC Style D, we can draw conclusions. Group A includes the following categories: decorative cosmetics, cosmetic products, perfumery, household chemicals, accessories. These products are important, because they bring the company the most profit. To group B consists linen, children's goods, household goods, dishes. This product is medium importance and brings the company quite substantial profit.

There are three categories of valuable network's customers. The first category is those people who simply often go to the stores of this network. The second is loyal buyers who have a high "Response Rate" to offers and promotions. The third is the real "brand advocates", these are the people who praise the products purchased in PROSTOR on global social networks and they thank them for successful purchases or even shoot trend "shopping at Prostor-check" in Tik-Tok [1]. Up to 90% of turnover for "drogerie" is provided by regular customers who live within a radius of up to two blocks from the "drogerie" store. Up to 95% of buyers of "drogerie" products are women [1].

Analyzing the capabilities of the company and its competitors, as well as the dynamics of changes in the target market, it can be argued that the selected segments of the target market are promising in the coming years. Prostor network is expedient to function in the "drogerie's"

market for the middle class, middle-income and low-income consumers with any quantitative composition of families [1]. There are many strong competitors of the network's stores, but the competitive advantage of Prostor is that the emphasis is on building long-term relationships with them customers. And this is the company's strategy, which is adopted at all levels: from the shareholder to the store employee. All management decisions are based on it.

Based on the IFAS analysis we conclude: since the overall rating, taking into account weighted average scores, is negative, while its normative value is 3, this indicates significant problems in the company's response to the factors of the internal marketing environment, and therefore the company should development their strengths.

**The management problem of the company:** imperfect sales policy, insufficient topics for the growth of indicators of the effectiveness of the financial and economic, marketing activities of the chain of stores. **The company's marketing problem:** insufficient level of consumer loyalty to the brand due to inadequate promotion strategies of the store chain's products.

The sales policy is omnichannel: in some countries the goods of Prostor can be purchased not only in specialized stores, but also online of company's official website. The company is developing a loyalty program thanks to which customers accumulate points for their purchases, and then with these points they can pay up to 100% of the cost of other products. Such a strategy motivates more frequent use the company's services and creates a positive image in the minds of customers [1].

The company is currently applying analytical and monitoring strategies to promotion of goods of the Prostor's network. The monitoring strategy is characterized by certain passive mental attributes. Instead, the analytical strategy involves analyzing and taking into account the circulation of information flows serving the company [1]. Loyalty program: PROSTOR launched a loyalty program in November 2014, and it gave a good result. Today PROSTOR counts 1 100 thousand users. The regular users who made a purchase in the 2 last months is 741,000 [1].

The strategic approach to the promotion of Prostor CLUB loyalty cards consists in the fact that the distribution of these cards is carried out over a long period in order to achieve strategic competitive Prostor's network's advantages [1]. Competitors of PROSTOR in the "drogerie`s" segment are EVA (former Rush); Watsons (former DTS); Kosmo (acquired by ProStor in October 2019); Chic and Shine; Copiyochka [1].

As a result of the PEST analysis, we conclude that factors of a different nature, namely: political, sanitary-epidemiological, economic, social and technological have an ambiguous impact on both the industry and the enterprise of LLC Style D. And the consideration of these

factors is a mandatory condition when developing measures to improve the company's marketing policy.

Based on the EFAS analysis we conclude that since the overall rating taking into account weighted average scores is negative, while its normative value is 3. This indicates the presence of significant problems in the company's response to the factors of the internal marketing environment, and therefore requires greater use enterprise capabilities and achieving their advantages over threats.

Based on the SWOT analysis we conclude that the main factors that pose a threat to the development of LLC Style D are currency exchange rate fluctuations, which causes a decrease in product profitability; obstacles in the supply of products across the border caused by the pandemic and the war with the aggressor country russia; presence of quarantine and military restrictions; decrease in the solvency of the population. Prostor is the leader in the categories “Visual position on the shelf” and “Availability of promotions and bonuses”.

The strengths of LLC Style D include efficient asset structure; increase of fixed assets; increase in profitability indicators; increasing financial results. Weaknesses of the company's activity are inefficient capital structure; insufficient level of liquidity and solvency; high indicators of financial stress, no permanent sources of financing, insufficient level of profitability.

We calculate Net promoter score (NPS), CSAT (Customer Satisfaction Score), CES (Customer Effort Score), Churn Rate and Retention Rate. The calculated coefficients showed the presence of unsatisfied consumer`s needs and problems of the network.

We analyzed the company's marketing strategy. The overall rating taking into account weighted average scores is negative, while its normative value is 3. This indicates the presence of significant problems in the company's response to the factors of internal marketing environment. Its requires greater use of company's capabilities and increases their advantages over threats.

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## **LOYALTY PROGRAMS AND THEIR IMPORTANCE FOR RELATIONSHIP MARKETING**

*Key words: marketing, relationship marketing, loyalty, loyalty programs*

In the face of growing competition and changing consumer demands, businesses are forced to actively choose and develop more effective tools to establish, retain and continuously strengthen relationships with their customers. One of the main tasks of relationship marketing is to help build loyal customers in various industries.

The word “loyalty” means a feeling of support or duty toward someone or something [1]. In a business context, it actually means a benevolent, favorable attitude toward a product, brand, or company. Indeed, loyal customers not only repeat purchases existing products they already know, but also choose new products or services from the same company, willing to pay a higher price as an expression of recognition of the high value of its offer. They recommend the company to other potential customers, creating a positive image of it.

Usually, researchers distinguish 2 types of consumer loyalty: behavioral and attitudinal loyalty [2]. Behavioral (transactional) loyalty is characterized by aspects of customer behavior that manifest themselves in repeat purchases and cross-selling, and thus affect the company's economic results. However, this approach does not pay attention to the factors that influence changes in customer behavior.

Attitudinal loyalty (perceptual loyalty) is seen as a certain emotional characteristic that expresses a positive attitude and commitment of a customer to a company. It is manifested in the consumer's willingness to use the services of the company, even when competitors have more financially advantageous offers. The main components of perceptual loyalty include the level of awareness, attitude and satisfaction, which makes it possible to diagnose and predict the peculiarities of interaction with the client [3].

A large number of modern companies, based on the concept of relationship marketing, use various loyalty programs to retain existing customers and increase their satisfaction.

A “loyalty program” should be understood as an integrated system of marketing activities aimed at increasing the loyalty of participating customers [4].

Loyalty programs can be distinguished by various criteria (e.g., geography, number of participating companies, etc.), but the most interesting from a marketing perspective is the classification by the tools used. According to this approach, the following programs are distinguished:

1. POLP (Price-Oriented Loyalty Programs) - programs that are focused on price. They are based on motivating customers to make new purchases through material benefits by awarding various bonus points that can be used in the same company.

2. PRMLY (Person Relationship Maintenance Loyalty Programs) – programs for maintaining personal relationships. They are characterized by an emphasis on attitudes and emotions, as long-term relationships with customers are more important than short-term financial gain.

3. PARP (Price And Person Relationship) - programs that combine both material benefits and relationships with consumers. Participants receive and accumulate points, exchange them for special rewards, and belong to a client club, which can be consumer, elite, or advisory [5].

In fact, any company that works with consumers can launch its own loyalty program. This will demonstrate the business's care and respect for the customer. However, not every company is able to effectively use its program, as its administration, technical and advertising support, analysis and processing of information requires additional financial and human resources. That is why coalition (multi-partner) loyalty programs, which involve strategic partnerships between several companies, are becoming increasingly popular to create additional value for consumers, expand their customer base and cross-promote their brands. The effectiveness of such programs is based not only on a stronger partner network, but also on a modern technology platform that ensures data management and tracking of customer transactions. Successful European examples of coalition loyalty programs: Nectar (UK), which includes such well-known companies as Sainsbury's supermarkets, Esso gas stations, British Airways, and eBay; Payback (Germany), which brings together hundreds of retail and online partners, including Decathlon sportswear stores, Home 24 home and family goods, and Sixt car rental service. And in Ukraine, the popular Fishka service has been operating for a long time, with OKKO gas stations, Allo electronics stores, Megogo streaming platform, and other companies as members.

Thus, loyalty programs, as an engagement marketing tool, provide businesses with a number of advantages, as they allow them to better understand customer profiles, obtain

analytical data (such as NPS - Net Promoter Score) and, based on this, provide consumers with personalized offers, which in combination helps to solve the main task – to retain existing customers, encourage them to make new purchases and increase business revenues.

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## **THE ROLE OF VIRTUAL AND AUGMENTED REALITY IN MARKETING: PROSPECTS AND CHALLENGES**

*Keywords: virtual reality, augmented reality, marketing, prospects, challenges*

In today's high-tech world, where consumers prefer interactivity, the role of virtual and augmented reality plays an important role. These innovative technologies create unlimited opportunities to engage and influence the target audience and contribute to the development of new marketing strategies. Effectively integrating virtual and augmented reality into marketing, taking into account technical limitations and potential threats to consumer data privacy, will ensure successful interaction between consumers and companies.

Virtual Reality is an artificial space created with the help of technical means that gives the consumer a sense of full presence in another dimension [1].

AR is a technology that creates an immersive experience by seamlessly integrating virtual information, such as text, graphics, and audio, with real-world objects in real-time. Augmented reality connects the digital and physical worlds, allowing people to move freely and accurately identify virtual and real objects [4].

VR and AR offer new opportunities for marketing and the marketing industry in the smart media era, facilitating and accelerating the use of changing traditional and media-only marketing and marketing methods, allowing customers to enjoy more hands-on and personalized marketing and marketing entertainment. Virtual and augmented reality is being used in marketing to engage a wider audience, collect data, and better position advertising strategies to meet individual customer needs.

In fact, augmented and virtual reality is a unique marketing tool for influencing customers at all stages of the purchase decision. In real space, interactive advertising banners,

ads, signs, and billboards with QR can be used to access websites and special mobile applications that contain augmented reality elements [2].

VR technology can dramatically change the way companies interact with their customers. By creating an interactive experience with an immersive effect, companies can establish an emotional connection with customers and provide them with a personalized experience [4].

A survey was conducted among citizens aged 18 to 50 about whether they use AR and VR in their daily lives. 50% of respondents said that they use AR or VR at least once a month, 20% - once a week, and 30% of respondents said they did not know what AR and VR are and what they are used for. When asked whether respondents have ever purchased augmented reality applications, tools, devices, or software, 55% of respondents said no, 25% said yes, and 20% were thinking about purchasing. Regarding the purchase of a virtual reality product, 50% of respondents said no, 30% said yes, and 20% were considering it. When asked what respondents prefer - augmented or virtual reality - 67% of respondents prefer VR, and 33% – AR. The main reasons given by 67% of respondents why they prefer VR were as follows: VR offers a more immersive experience and transports you to the world of entertainment; smoother graphics and movements; better visuals; and more applications that are suitable for video games and interactive entertainment. The main reasons given by 33% of respondents for why they prefer AR were: more integrated with reality; looks more realistic; can add virtual things to real views; better for quality of life applications such as education, shopping, navigation, and health. To summarize, we can conclude that only 39% of respondents understand the concept of augmented and virtual reality [6].

The most significant potential benefits of VR and AR in marketing include:

- Create a more interactive and engaging environment for customers [7], in turn, customers will be able to better understand the product or service and build a sense of brand loyalty, and the company will increase sales.
- Improved customer experience [7]. It is necessary to create an interaction with the client that will be adapted to their individual needs. Augmented reality can be used to personalize product recommendations and virtual testing (trying on clothes, makeup, etc.).
- Change the way you interact with your audience. VR and AR platforms allow companies to organize virtual conferences, exhibitions, or product launches, offering a more accessible and cost-effective alternative to physical events [3].
- Better understanding of customers. Gathering data on how consumers interact with a brand using augmented or virtual reality can help you better understand your customers.

- Reaching a wider audience. AR can be used across platforms and devices to reach a wider audience. This will lead to reaching customers who have not had the opportunity to experience the product in person.

- Gamified experience [5]. Gamification has become a popular marketing technique, and augmented reality takes it to the next level. Brands can create immersive games that combine real-world environments with virtual elements to drive engagement and increase brand awareness.

- Increase recognition. By engaging customers interactively and creatively, customers are more likely to remember you. The technology not only captures the attention of your target audience but also introduces them to others interested in the virtual and augmented reality experiences you offer.

- Reducing the costs associated with traditional marketing tactics. By using VR technology, companies can reach more customers on a smaller budget and provide a more personalized and engaging experience for customers.

Challenges and limitations of VR and AR marketing:

- High implementation costs [7]. Creating effective virtual and augmented reality requires specialized software and hardware that is not always available to small and medium-sized businesses due to its high cost. Integrating these technologies into marketing campaigns requires time and resources.

- Technical challenges. Customers may encounter technical issues with the hardware or the application, which will lead to customer frustration and may cause distrust in the company or brand.

- Qualified personnel and training [7]. The use of VR and AR requires qualified personnel who understand these concepts. To prepare for the use of these technologies, it is necessary to provide staff with the necessary knowledge and resources.

- Confidentiality. Privacy is an important issue in virtual and augmented reality marketing because these technologies process large amounts of customer data [7]. Depending on your brand and marketing campaign, this data may include information about the user's identity and actions, as well as biometric data. It is important to take measures to store and protect such data, as well as ensure that customers know what they are providing and how it will be used.

Conclusion. Virtual reality and augmented reality are technologies that create immersive experiences for users in virtual and augmented spaces. These technologies have a significant impact on marketing and allow for personalized and interactive advertising strategies. They provide effective interaction with the audience at different stages of the purchase decision

process. The use of VR and AR in marketing has both its prospects and challenges. The use of these technologies has the potential to increase engagement, brand awareness, customer experience, and reach. However, high implementation costs, technical challenges, and privacy issues require careful consideration to address. Overall, if managed properly, these technologies can significantly improve marketing strategies by providing a more efficient and engaging customer experience.

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## **CANCEL CULTURE AS A MANIFESTATION OF NETWORK COMMUNICATION: SOCIO-PSYCHOLOGICAL ASPECTS**

*Key words: culture, network, communication*

Canceling is the latest phenomenon in the Internet space. Human nature in the network environment is increasingly showing itself as a tendency to form groups, to unite in a community with regard to different goals. Not always the goal and way of functioning of this kind of communities can be positive, an example of which, in fact, is cancellation. Cancel culture as a topic is studied in the fields of various sciences, such as: journalism, communication studies, social psychology, etc. In particular, it is considered through the prism of mass psychology, factors of the modern media space that strengthen the process of mass formation, ideas about the modern Internet system, mass consciousness, network communication, as well as in the context of new concepts: targeted injection, digital footprints and toxic tolerance. Canceling occurs due to various reasons, so its scientific interpretation is quite broad.

Starting with the psychology of the masses, we note that researchers have not reached a consensus on this topic and consider mass-like phenomena, to which cancellation refers, in different ways. Ukrainian researcher V. Rizun distinguishes the concept of the public, which functions as an audience under the influence of mass media. He divides it into assembled and unorganized. The first is formed under the influence of the mass media, the second functions as an already established crowd that is subject to media influence. In the context of cancellation, we consider the assembled audience.

As mentioned by the famous researcher Neil Ferguson, networks operate efficiently due to their properties, such as the diffusion of ideas and sentiments [1]. In societies with a network approach, this influence is effective. A simplified approach to social interaction in networks promotes the coexistence of different cultures and practices, and the diversity of information provides an opportunity to choose channels for receiving it. The researcher also highlighted the characteristics that integrate the media space. The discussion revolves around the factors that

impact the formation of masses. They should also be covered in the cancellation topic: virality, contagion, anonymity, network density and algorithms, hard-to-find truth, and internet addiction.

After analyzing these categories, it can be stated that virality, contagion, and algorithms bring together the public. In turn, other factors act as a “catalyst” that activates the mass, disorients it, helps it form faster, and acquires a larger scale. In the context of the assembled audience, a mass consciousness emerges, appearing as “averaged”. In this case, the intelligence of the community becomes significantly lower than that of its individual members. It is formed due to the natural need of a person to identify himself with others for a normal existence in society.

This is where V. Rizun's definition of target injection, which is made by participants in mass communication activities, takes place [2]. This is how he indicates the controllability of the mass as a social subject. In other words, the mass, in order to function, must receive this “injection” from the manipulator.

Highlighting the phenomenon of canceling, we must reveal the concept of toxic tolerance, which is manifested in the behavior of participants in the cancellation of a certain person. Such an individual may struggle to exhibit tolerance for minority opinions, even when these opinions are presented in a non-confrontational manner and differ from their own. Digital footprint has also become an influential component of the disclosure mechanism. The Internet is an “eternal chronicle” and a “file” on each user. Considering this, actions or statements made by an individual, even a decade ago, can be subject to cancellation, as illustrated in the situation involving James Gunn. Following his cancellation, the director was dismissed from Disney due to the emergence of his longstanding offensive social media posts.

A few more resonant situations should be added to the examples. In October 2017, the worldwide #MeToo movement began, leading to the overturning of producer Harvey Weinstein's 23-year prison sentence for mass sexual harassment allegations. In the same year, the American actor Kevin Spacey was accused for the same reason as Harvey, which led to his dismissal from Netflix and his cut from the movie “All the Money in the World”. In 2020, the most famous example of “exposure” took place. The #RIPJKRowling hashtag has flooded social media, targeting the cancellation of JK Rowling over allegations of transphobia stemming from her novel “Troubled Blood”. In turn, Lana Del Rey caused outrage not only with her statements about violence in her songs, but also with her album cover. As a result of Lana's mass hate, she was accused of racism in social networks.

In the practical part of the cancellation study, we analyzed the situation with Iryna Farion, which is currently at the peak of resonance in the country.

Ukraine faced another controversy triggered by the remarks of a former member of parliament. In her interview with Yanina Sokolova, Farion criticized the russian-speaking military, refusing to call them Ukrainians. The language issue became the object of her attack. After the first wave of public indignation and her dismissal from the Lviv Polytechnic, Farion did not stop and actively published letters of her support on social networks. One of them was from a pro-Ukrainian student from occupied Crimea. The linguist violated the requirements of anonymity, exposing the boy to potential danger. russian security forces have expressed interest in the student, prompting Ukraine to call for criminal accountability for Farion. It is worth noting that the power of action gives power to counteraction, that is why there are people with opinions both for and against every situation, the described situation is no exception, and this is quite natural.

Case Farion is a typical manifestation of cancellation, it gives an opportunity to evaluate the effectiveness of this practice in our country. Moving on to the results, we should point out that the cancellation occurs for various reasons. Part of the general public supports the denial of former celebrities and idols, part opposes it. Canceling cannot be unambiguously evaluated as a positive or negative phenomenon. In our opinion, the statement of John Engel Bromwich, a New York Times journalist, is the most representative in this respect. He sees cancellation culture as not something entirely positive or negative. He interprets it as a new tool for distribution of power, which appeared thanks to social networks. The journalist believes that this provides an opportunity to share a personal story and find allies on a scale that was previously impossible. Social networks, according to his belief, should simply give other people the opportunity to choose – to support someone's ideas and movements or not.

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## **ETHICAL ISSUES OF USING NEUROMARKETING IN THE CONTEXT OF ENSURING SUSTAINABLE DEVELOPMENT AND PROFITABILITY OF THE ENTERPRISE**

*Keywords: neuromarketing, ethics, sustainable development, enterprise*

The rapid advancement of scientific and technological progress is expediting economic processes, reshaping and discovering novel tools for marketing strategies that enhance production efficiency and economic operations while considering environmental considerations. The fusion of economics, ecology, technology, management, and marketing will foster the evolution of an experiential economy, augmenting the proportion of freshly generated value through novel impressions and sensations. This, in turn, will contribute to an enhancement in overall quality of life.

Neuromarketing encompasses a set of methodologies aimed at analyzing consumer behavior, its influence, and the emotional and behavioral responses triggered by these influences, employing insights from marketing, cognitive psychology, and neurophysiology. It is commonly associated with neuroeconomics, a multidisciplinary field merging neuroscience, economics, and psychology. The primary objective is to understand the brain's role in making purchasing choices and how it assesses the rewards and risks linked to those decisions [1].

Every customer reacts to the advertisements they encounter, forming personal opinions about them. Emotions serve as potent motivators for action, making an emotionally-driven response from consumers often the optimal choice. Neuromarketing relies on investigating the human brain, an enigmatic and unparalleled supermachine that remains profoundly complex and unique in our understanding to date.

To enhance the effectiveness of employing neuromarketing tools within product development, it becomes crucial to integrate neuromarketing techniques throughout every phase of the product's creation journey, ranging from conceptualizing the product itself to designing its packaging. Put differently, comprehending the underlying concept of a product that a company intends to introduce to the market necessitates an initial neuromarketing



analysis aimed at identifying the needs, desires, and values of the eventual consumer who will utilize this product [2].

The application of neuromarketing within the experience economy, particularly concerning sustainable development, represents a strategic approach to marketing that drives changes within economic and innovative relationships. This approach holds the potential to act as a catalyst for fostering economic development [3].

The potential benefits of using neuromarketing by businesses are as follows: marketing that is more effective, increased sales and profits, and understanding of customer needs. Nevertheless, it also brings to the fore ethical issues around manipulation, privacy and informed consent.

The ethical issues of utilizing neuromarketing in the context of ensuring sustainable development and profitability of the enterprise include concerns about manipulation of consumers' minds, high cost, and privacy. Neuromarketing involves the use of methods for studying customer behavior, influence on it, and emotional and behavioral responses to this influence, which uses developments in the fields of marketing, cognitive psychology, and neurophysiology.

The main ethical reasons for using neuromarketing include the following:

- manipulation: neuromarketing can detect non-conscious reactions that allow companies to manipulate consumer behavior; targets parts of the brain related to emotions, desires, motivation, not rational thought; could violate autonomy, informed consent, freedom of thought;
- lack of transparency: neuromarketing studies often do not reveal the full purpose or use of data being collected; participants may not know their emotional reactions and unconscious behavior is being monitored; prevents subjects from making fully informed decision about participation; limits ability to understand impact or opt-out;
- privacy violations: collecting biometric data points like brain activity, heart rate without clear consent; intrusion into personal information that exceeds what consumers knowingly permit; could lead to data leaks, unauthorized sharing, or selling data;
- informed consent issues: failure to explain neurological and psychological aspects of the research; participants may not grasp how behavior, choices could be influenced; true consent requires understanding the intended uses of the data, including marketing.

The use of neuromarketing can raise ethical concerns about the manipulation of consumers' subconscious and behavior. Additionally, the use of cutting-edge tools and technologies makes neuromarketing a costly strategy, and it may not be justified from an economic point of view due to its high cost. Furthermore, the use of neuromarketing raises

privacy concerns, as it involves the collection of sensitive data about individuals' brain activity and emotional responses. The adoption of neuromarketing techniques should take into account ethical, economic, professional, technological, and cultural aspects. Therefore, it is important to consider the ethical implications of neuromarketing in the context of ensuring sustainable development and profitability of the enterprise.

The following conclusions can be drawn from the above. Unethical use of neuromarketing by businesses can increase profits in the short term, but cause irreparable reputational damage in the long term as brand image is increasingly associated with ethical practices and corporate social responsibility.

Therefore, businesses using neuromarketing need to adhere to the following guidelines: use of strict guidelines and oversight for the ethical use of neuromarketing, transparency with subjects, respect for privacy and consent. Only inherent ethics ensure that neuromarketing contributes to the public good, not just the profitability of the enterprise.

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## **DIGITAL MARKETING STRATEGIES IN HIGHER EDUCATION INSTITUTIONS: FROM CLICKS TO CAMPUS**

*Keywords: higher education institution, digital marketing, strategy, communication*

Digital marketing is currently the basis of modern communications and outreach strategies for higher education institutions. In an era of dynamic technological progress, higher education institutions are making extensive use of digital channels to increase their visibility, engage diverse audiences, and remain competitive in the global educational and research environment. Digital marketing in higher education institutions encompasses a wide range of communication strategies aimed at promoting institutions, attracting prospective students, investors, and partners, building an alumni community, and strengthening the overall brand presence.

The components and features of using digital marketing for higher education institutions are diverse and dynamic, such as website optimization, search engine marketing (SEM) and search engine optimization (SEO), content marketing, social media marketing, email marketing, online advertising, video marketing, analytics and data-driven decision making, mobile optimization, virtual events and webinars, chatbots and artificial intelligence, influencer marketing, adapting to emerging technologies, community engagement, personalization. Effective use of digital marketing by higher education institutions requires: having a clear goal and a well-thought-out strategy, understanding the target audience, website usability, systematic data analysis, constant monitoring and optimization, channel integration, consistent branding, creating interesting content, responsive and interactive communication, compliance security and privacy rules, timely adaptation to new technologies, training and development of personnel, as well as having a crisis management plan. Therefore, digital marketing can use online channels, data analytics, and the latest technologies to create engaging and personalized experiences for different groups of stakeholders. Higher education institutions must be aware of trends and best practices for effective communication in the competitive environment of higher education

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## **INNOVATIVE TECHNOLOGIES IN INFOBUSINESS**

Innovative technologies are important for information business, as they allow to effectively develop business processes and provide competitive advantages. Below are some of the current reasons why innovative technologies are important for information business.

**Improving work efficiency:** innovative technologies allow you to automate processes, reducing labor costs and shortening the time for completing tasks. For example, using marketing and sales automation tools can reduce the time it takes to prepare and launch campaigns and deliver more accurate results.

**Improving the quality of products and services:** innovative technologies allow expanding opportunities to create products and services of higher quality. For example, the use of artificial intelligence and data analysis can help increase the accuracy of demand forecasting and inventory management, allowing for more accurate and faster satisfaction of customer needs. Innovative technologies are new and improved methods of production, processing and transmission of information that allow the production of new products or services, or significantly improve existing ones. These technologies may include the use of new materials, processes, software, development of new methods and tools that provide more efficient and innovative solutions in the field of production, processing and information transmission.

Information business, also known as infobiz, is a type of business that specializes in the creation, collection, processing, analysis, and sale of information products or services. Information products can contain knowledge, expertise, skills and other values for their customers. Infobiz can cover a variety of areas such as e-books, online courses, trainings, webinars, consulting, databases

and other information products and services. The success of information business depends on the quality of information and the ability of developers to create and implement valuable information products and services on the market.

The most modern innovative technologies in infobiz include:

**Artificial Intelligence (AI) and Machine Learning:** These technologies allow entrepreneurs to collect and analyze large amounts of data, create personalized offers for customers, automate processes and improve business efficiency.

**Internet of Things (IoT):** This technology allows you to collect data from various devices and use it to analyze and improve your business. For example, IoT can be used to collect data about customers and their behavior, which will allow businesses to improve the effectiveness of their marketing.

**Blockchain:** This technology allows for the creation of secure and reliable data storage and transaction systems, which allows entrepreneurs to increase the level of protection of their customers' data and reduce the risks of financial fraud.

**Cloud technologies:** these technologies allow storing and processing large amounts of data in virtual servers, which reduces equipment costs and provides access to data from any location and device with an Internet connection.

**Distributed Logging:** This technology allows data to be stored and processed across distributed networks, which reduces the risk of data loss and provides a higher level of data protection.

**Virtual reality and augmented reality (VR/AR)** is another information technology that can be successfully used in info business. VR allows you to create fully immersive interactive experiences for users that can be used to create virtual objects, structures, and even entire worlds. AR, on the other hand, allows users to add virtual objects to the real world.

In general, innovative technologies are constantly evolving, so info businesses can successfully use these technologies to improve productivity, increase efficiency and attract new customers. However, the use of new technologies can also be associated with risks such as competition, cyber security and market volatility. It is important to know how to effectively use these technologies and understand their impact on business.

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## **COMPETITIVENESS OF COMPANIES AND THE MAIN DIRECTIONS OF ITS IMPROVEMENT**

*Keywords: competitiveness, consumer, company, strategy, innovations*

A company's competitiveness is a key factor in its success and survival in today's business environment. The ability to adapt to changes and compete effectively on the market becomes crucial for the successful operation of any companies. The main task of management is the development and implementation of a strategy aimed at increasing competitiveness. Modern business is a complex dynamic environment where the competitiveness of a company determines its success and survival. This term expresses not only a company's ability to compete on the market, but also to cope with changes, provide innovative development and win customer loyalty. The basis of competitiveness is a company's ability to adapt to new conditions, anticipate and use changes in the market, and its strategic management. The company must carefully study its market, take into account economic, socio-cultural and technological trends. By analyzing these factors, the company can develop strategies aimed at increasing competitiveness [1].

A key determinant of competitiveness is understanding and skillful awareness of various external factors. Economic changes, social trends, technological progress and the legal framework together shape the competitive environment. Businesses must conduct a thorough analysis of their industry, recognizing the forces at play and developing strategies that respond to these dynamics. Another important direction is the efficient use of resources and optimization of business processes. Reducing costs and increasing productivity allow a company to become more competitive, especially in highly competitive markets [2].

To achieve a competitive advantage, companies must be flexible and quickly adapt to changes. This can include not only the modernization of technological processes, but also active participation in social and environmental initiatives that are becoming increasingly important to consumers. However, competitiveness is not limited to external factors. The internal potential of a company depends on the quality of management and development of its resources. Preservation and development of competitiveness are facilitated by investments in training of personnel, improvement of their qualifications and creation of effective communication systems of the internal environment. Businesses face both new opportunities and difficulties as a result of globalization. The significance of comprehending and adjusting to the numerous cultural norms, legal frameworks, and economic environments found around the world is increasing. Given the aforementioned considerations, the organization's sustained competitiveness requires continuous strategy, resource, and internal environment improvement. A competitive business is the product of not only cutting-edge technology and skillful management, but also of an openness to change and a continuous improvement culture.

Businesses must always look for ways to improve in order to become more competitive as they strive for success in today's cut-throat business environment. A strategic approach to improving many aspects of business operations is required due to the dynamic nature of markets and changing expectations of consumers.

A number of critical improvement paths defined as essential for enhancing an organization's competitiveness are as follows:

**Strategic Innovation and Adaptation:** Promoting a culture of strategic innovation is one of the main strategies for enhancing competitiveness. Businesses should actively look for ways to reinvent their procedures, goods, and services. This entails keeping up with changes in consumer tastes, market developments, and technology. It is imperative that businesses respond quickly to change because those who can proactively modify their strategy in response to changing dynamics will have a clear competitive edge [2].

**Focus on Sustainable Practices:** In today's corporate environment, sustainability is both a competitive advantage and an ethical factor. Businesses need to implement eco-friendly procedures in their supply chains, operations, and product creation. Customers are becoming more and more selective about companies that practice sustainability, and being environmentally conscientious improves a company's marketability and reputation.



Investment on R&D (research and development): Businesses need to commit resources to R&D if they want to remain ahead of the competition. R&D expenditures stimulate innovation, which results in the development of cutting-edge goods and services. This draws clients and establishes the business as a pioneer in the field. A dedication to research and development (R&D) indicates a forward-thinking mindset and commitment to ongoing improvement [3].

Investing in Human Capital: It is impossible to overestimate the importance of having a knowledgeable and driven workforce. Businesses should spend money on efforts for training, staff development, and creating a pleasant workplace. Skilled and motivated workers enhance overall organizational performance, productivity, and creativity, which in turn increases competitiveness.

Customer-Centric Strategy: To remain competitive, a customer-centric strategy is essential. Businesses are able to customize products and services by having a thorough understanding of client demands, preferences, and feedback. Building a solid rapport with customers encourages brand loyalty and goodwill, which generates a long-lasting competitive advantage.

Taking everything into consideration, it is important to note that competitiveness is an ongoing process. A company must constantly analyze its strategies, improve processes and make changes according to the alterations in the business environment. Only in this way will the company be able to remain competitive in the long run.

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## **BASIC TECHNOLOGIES FOR DEVELOPING MARKETING STRATEGIES OF AN ENTERPRISE IN THE CONSUMER MARKET**

*Keywords: marketing strategy, enterprise strategy, development technology, enterprise, consumer market*

The technology for developing a marketing strategy occupies a special place among the company's strategies, determining the main direction of all production and sales activities. Each strategy involves the implementation of a certain sequence of steps in time and space to achieve a certain goal. The first steps in this sequence are the analysis of the external and internal environment, the development of the mission and ways to achieve a specific result [1, p. 57].

Developing and implementing a company's marketing strategy is a creative endeavor that relies on the capabilities of specific individuals.

As for the process of developing a marketing strategy, it consists of several stages. Thus, M. McDonald highlights the process of developing a marketing strategy in the following sequence: “definition of the firm's business: assessment of internal and external marketing factors: setting goals for marketing activities; strategy development; strategy implementation; “control” [2, p. 200].

The main technologies for developing a marketing strategy and marketing plan of an enterprise are presented in the table below.

Table 1 – Technologies for developing a marketing strategy at the enterprise

stage 1	Determination of the current strategic area of the company's activity (What is the firm doing now?)
Marketing audit and SWOT analysis	

Continuation of table 1

	<ul style="list-style-type: none"> <li>● Analysis of marketing effectiveness</li> <li>● Competitor analysis</li> <li>● Consumer analysis</li> </ul>
stage 2	Analysis of the external environment (What is happening in the external environment?):
	Mission of the company <ul style="list-style-type: none"> <li>● Analysis of the business environment</li> <li>● Segmentation and positioning</li> <li>● Strategy formulation and portfolio analysis</li> <li>● Strategy formulation: leader, follower, innovator, niche.</li> </ul>
stage 3	Formulating the goal and defining the tasks of the enterprise (What should be the ultimate goal?)
The purpose of the enterprise should clearly define the future position of the enterprise in relation to such aspects as: <ul style="list-style-type: none"> <li>• ensuring that owners receive high profits;</li> <li>• maintaining the company's profitability;</li> <li>• ensuring the financial liquidity of the company;</li> <li>• ensuring labor safety and development of the company's staff.</li> </ul>	

*Source:* developed by the author

Let's take a closer look at each of the stages:

1) The marketing strategy chosen by the enterprise should be consistent with the mission and goals of the enterprise and determine the development of all components of the marketing complex.

Strategic and marketing analysis is the analytical basis for marketing and strategic planning. It is an audit of the company's state and environment in order to identify marketing problems and opportunities. After it is carried out, the direct development of a strategic marketing plan begins [3]

2). The mission of the enterprise is also closely related to such categories as “strategic vision” or “development scenario” of the enterprise – the view of the top management of the enterprise on what the enterprise can or should be under the most favorable set of circumstances;

“philosophy of enterprise functioning” is an integrated part of management that makes it possible to realize the future of the enterprise, guided by the existing and desired position, the way of life of the enterprise, which are the main guidelines of the thinking process, intellectual work that determine the processes, procedures, technology and content of enterprise management decisions [4, p. 240].

3). Formulation of the goal and definition of the enterprises objectives [5].

The goal of the enterprise should clearly define the future position of this enterprise in relation to such aspects as: ensuring high profits for the owners; maintaining the profitability of the enterprise; ensuring the financial liquidity of the enterprise; ensuring labor safety and development of the enterprise's staff. It should also reflect the specific areas of the enterprise's activity and identify specific areas of business development by areas of activity [6].

Each enterprise has not a single narrow goal, but a whole system of goals that are determined by its position in the external environment, internal potential, structure, functions of the enterprise, etc. In modern management theory, the main areas of activity are distinguished, within which each enterprise determines its own system of main goals, which include, in particular - position (favorable) of the enterprise in the market; - level (high) of productivity; - income of the enterprise; - financial stability: - active innovation activity, introduction of innovations: - work with clients; - management, - high qualification of personnel; - needs and welfare of employees; - social responsibility [7].

Thus, the marketing strategy of an enterprise is the main strategy for business development in the market.

A marketing strategy defines the main goals of promoting a product that maximizes the company's revenue and profit in the long run. And as a result, the marketing strategy is a marketing plan of specific actions aimed at strengthening the position of the product in the industry, reducing possible risks and threats from competitors and maximizing profits.

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## **CONCEPT AND ESSENCE OF THE MARKETING STRATEGY OF THE ENTERPRISE**

*Keywords: marketing strategy, marketing, enterprise, strategy, consumer market*

Marketing support of an enterprise's activities should be aimed at maintaining constant compliance of the defined goals with the available resources and organic interaction of raw materials, production, logistics, and service chains, which is actually formed by marketing management tools. This statement highlights the general directions of marketing support for enterprises. Of course, every industry, including the foundry, has its own specific production and consumption characteristics.

To develop a company and promote its products in the consumer market, it is important to choose its marketing strategy.

“If you want to understand the concept of “marketing strategy”, you should pay attention to the fact that this term is a compound term, that is a phrase combination, so the content and essence of the concept will be considered in several aspects” [1, p. 156].

The term “marketing strategy” was firstly used by the German military theorist of the nineteenth century, Field Marshal General Helmut Karl Bernhard von Moltke, who considered military strategy as “the practical application of the means placed at the disposal of the commander to achieve the goal” and thus defined strategy as a component of politics, the achievement of a military goal as a component in achieving a political goal [2].

This opinion characterizes the strategy as a plan that includes certain parameters: it covers a certain period of time; there is a certain sequence and design elements; it is supported by a certain ideology; it is resistant to changes; environmental conditions; a plan that requires constant analysis and changes, if necessary, in the process of implementing measures; focus on the successful achievement of goals.

If we turn to the term “marketing”, it comes from the English word market and has the following meaning in translation: trade, trade item, sale, marketing, sales system [3, p. 265]. The origins of marketing should be found in the social division of labor, a form of social production in which products are produced not for personal consumption but for exchange

through the sale and purchase. With the emergence of the market (about 7,000 years ago), the first forms of marketing activity appeared and began to develop – pricing and advertising. Marketing began to acquire a more sophisticated form in the late 17th and early 18th centuries in the United States and Europe [4].

Marketing as a science and economic category has emerged relatively recently. At the same time, the first categories that formed the essence of marketing have existed for a relatively long time. Its first elements (sales, advertising) appeared in the middle of the seventeenth century, when the first prototype of a department store was opened in Tokyo. If we consider price as an element of marketing, then we can argue that it is ancient – from the moment of exchange occurrence. However, as a science it appeared much later [5, p. 56].

Let us consider the concept of “marketing strategy” by Ukrainian and foreign authors (Table 1).

Table 1 – The concept of “marketing strategy”

Author	Definition of “marketing strategy”
Balabanova L. V.	the main direction of concentration of efforts, business philosophy of the enterprise in the conditions of the marketing organization
Garkavenko S. S.	a detailed comprehensive plan for achieving marketing goals
Kovalchuk N. V.	a set of marketing measures and a set of tools for their implementation, aimed at achieving the mission and long-term goals of the enterprise, as well as at meeting the existing needs of consumers
Lambin J.J.	systematic and ongoing analysis of the needs and requirements of key consumer groups, as well as the development of concepts for effective goods/services that allow the company to serve selected consumer groups better than competitors, and thereby provide the manufacturer with a sustainable competitive advantage
Petruya Y. E.	is the activity of developing standards for the competitiveness of an organization and the goods it produces based on research of strategic needs, values, goods and markets
Senyshyn O. S., Kriveshko O. V.	is the vector (direction) of the firm's actions to create its target market positions

*Source:* generalized by the authors based on [6; 7; 1; 8; 9; 3]

Thus, having studied and analyzed the definitions of the term "marketing strategy", we can put forward our own version: marketing strategy is the main long-term plan of the enterprise's marketing activities aimed at selecting target customer segments. It combines

elements of the marketing complex, based on which the company carries out its effective marketing activities aimed at achieving marketing goals.

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## **EMOTIONS IN THE PURCHASE DECISION PROCESS**

*Key words: consumer behavior, emotions, goods, service*

Consumer behavior refers to the actions consumers do while choosing, buying, and using certain products. Consumer behavior is considered to be a science about “why do people buy”. This process consists of several stages: recognition of a problem or need, search for information, evaluation of alternatives, decision-making, and evaluation after purchase.

Recognizing a need or problem is the first step in the process of making a purchase decision. Consumers feel the gap between what they have and what they lack. After realizing the need, they begin to search for information about goods or services that can satisfy their needs. This search may include viewing reviews, comparing products, reading characteristics, etc. An obligatory stage is the evaluation of alternatives: consumers evaluate the goods, taking into account their advantages and disadvantages. Based on the findings, consumers choose the most optimal option for themselves. The last step is the evaluation after the purchase. Consumers decide how much the purchase satisfies their expectations, and they can share their thoughts and impressions with other consumers.

The main factors influencing consumer behavior include motivation, perception, mastering, persuasion and attitude. Motivation is determined by the needs, desires and goals of the consumer. It can occur due to the physiological needs or the psychological ones. The motives in question stimulate the consumer to search for a particular product or service.

Perception depends on individual characteristics, experience, views and previous ideas. If the consumer perceives information about the product or service positively, he/she may be more inclined to purchase it. Besides, consumers absorb information about the product or service. If the information is easily digested and understood, it can be a key to making a purchase decision.

As for persuasion and attitude, we consider opinions, beliefs and consumer inclinations regarding goods or services. Beliefs are formed on the basis of experience, the influence of society

and the consumer's vision of the world. Attitudes cause positive or negative emotions in relation to certain objects and form stable behavior in relation to such goods.

With emotional motives, the purchase of goods is carried out under the influence of internal motivating factors. A sense of happiness and satisfaction from the previous purchase will lead to the re-purchase of goods or services. The emotion of fear, anxiety can appear as a reaction to the end of promotions or special offers and encourage the consumer to urgently purchase a product or service in order to avoid the negative consequences of the lack of purchase. A sense of hope and expectation of the best can lead to the purchase of goods associated with improving the quality of life. Desire to be accepted in society can affect the purchase of goods that emphasize social status, attractiveness or belonging to a particular group. Emotion of caution can influence the choice of a brand or product as consumers prefer well-known and reliable brands, which help reduce the sense of risk.

Behavior and emotions of the consumer can be influenced by different methods, one of them is development of physical characteristics of the design of the trading space. These characteristics are visual, sound and sensory factors. The visual ones include product appearance, packaging, point of sale design, color, lighting, etc. Sound involves music, its volume, pace, rhythm. The sensory factors combine smell and touch. These elements influence perception and reinforce images and associations with a product or brand.

The results of the study show that consumer behavior is a complex concept that covers not only rational, but also emotional aspects, the impact of which is crucial in making decisions about buying. Understanding and using consumer emotions in marketing strategies can help attract attention, arouse interest and increase consumer loyalty to a brand or product. This approach helps to increase the competitiveness of goods in the market and increases the level of customer satisfaction.

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## **DIGITAL ART MARKETING**

*Keywords: digital marketing, trends, art, social media, product, consumer, item, content, NFT, business, technology*

Digital Art Marketing represents a paradigm shift in the way artistic creations are produced, consumed, and marketed in the digital age. It encapsulates a broad spectrum of creative practices utilizing digital tools, social media platforms, immersive technologies, and data-driven strategies to engage audiences and promote artistic expressions.

The advent of digital platforms and technological advancements has democratized art, providing artists with new avenues for creation and dissemination. From virtual reality to augmented reality, artists now leverage these mediums to create immersive experiences, blurring the lines between traditional art forms and cutting-edge technology.

The integration of data analytics and artificial intelligence has revolutionized how art is curated, marketed, and personalized for diverse audiences. Understanding consumer behavior through data-driven insights empowers marketers to tailor their artistic campaigns, ensuring resonance and engagement with specific target demographics.

Social media has emerged as a powerful tool for artists and marketers alike, facilitating direct interaction with audiences on a global scale. Platforms like Instagram, TikTok, and Pinterest have become creative playgrounds where artists showcase their work, engage with followers, and develop brand narratives, thereby reshaping the dynamics of art consumption and marketing strategies.

Despite its numerous advantages, Digital Art Marketing also presents challenges, including issues of copyright, digital piracy, oversaturation of content, and ethical considerations. However, these challenges are opportunities for innovation, collaboration, and

the development of new business models that foster sustainable growth in the digital art ecosystem.

**NFTs in the Realm of Digital Art.** Non-Fungible Tokens (NFTs) have sparked a revolution in the world of digital art. These unique digital assets, built on blockchain technology, have transformed how artists create, sell, and own digital art. This research aims to explore the impact of NFTs on the digital art market, examining their significance, challenges, and future implications.

**Key Points:**

1. **Tokenizing Art:** NFTs enable artists to tokenize their digital creations, ensuring ownership and provenance through blockchain records. This process revolutionizes the concept of ownership in the digital realm.

2. **Market Trends:** The surge in NFT sales has reshaped the digital art market, attracting collectors, investors, and artists alike. Record-breaking sales of NFT art have drawn attention to the potential profitability of digital assets.

3. **Challenges and Controversies:** Despite their popularity, NFTs face criticisms, including environmental concerns due to the energy-intensive nature of blockchain technology. Additionally, questions about the intrinsic value of digital art continue to emerge.

4. **Artistic Freedom and Innovation:** NFTs have empowered artists by providing new avenues to monetize their work, fostering creativity and experimentation in the digital art sphere.

I want to tell you about Anna Chekh's NFT Journey.

In tandem with mysticism and technology, a new and booming trend in the world of mysticism, which has become NFTs (non-fungible tokens), is growing rapidly. This term refers to digital assets that are based on blockchain technology and guarantee the uniqueness and authenticity of digital objects, such as artistic creations, music, videos, and other digital creations.

Anna Chekh, a self-proclaimed artist, was drawn to this movement by creating unique NFT creations that impressed the world with their creativity and originality. These mystical creations, transformed into NFTs, have become popular among collectors; fragments of NFT skins by Annie Chekh have their own unique identifier, which guarantees their authenticity and uniqueness in the digital space i.

She experiments with various forms of mysticism, from painting to digital mysticism, creative works and aesthetically pleasing creations that convey their originality and visual expression.

For example, one of these famous NFT creations is “Digital Dream”, which is a digital landscape created using virtual reality and computer graphics. This creation is defined by its emotional expressiveness and fantasy approach to mystery, and its unique identifier on the blockchain confirms its authenticity and originality.

Anna Chekh has become one of the first artists to actively explore the potential of NFTs to increase their creative popularity and promote art into the digital space, attracting the respect of collectors from all over the world to this day.

Artist Anna Chekh's exploration into NFTs exemplifies the transformative nature of these tokens in the art world. Through her series of NFT-based digital artworks, she showcased the potential of blockchain in preserving and valuing digital art.

The rise of NFTs in the digital art landscape signifies a paradigm shift, offering both opportunities and challenges. While revolutionizing ownership and monetization, they also prompt discussions on the future of art, ownership rights, and sustainability in the digital age.

This brief overview provides a glimpse into the realm of NFTs and their impact on digital art, focusing on trends, challenges, and the transformative journey of an artist like Anna Chekh in this space.

In conclusion, Digital Art Marketing represents an exciting frontier where creativity converges with technology and marketing strategies. Embracing these advancements fosters new possibilities for artists, marketers, and consumers alike. As we navigate this dynamic landscape, the fusion of art and technology will continue to redefine how we appreciate, engage with, and market art in the digital era.

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## **TYPES OF ADVERTISING: ADVANTAGES AND DISADVANTAGES**

*Keywords: advertising, types of advertising, print, online, outdoor, TV, digital*

This research is devoted to advantages and disadvantages of different types of advertising. Print, audio, TV, outdoor and indoor advertising is studied with focus on digital advertising (search and targeted). This information is important for planning marketing communication and advertising campaigns for different products like banking, gadgets or chocolate sweets [1, 2].

Print advertising has some advantages and disadvantages. Among advantages can be mentioned:

- Less competitors. In a world with online ads, print advertising will face less competition for the viewer's attention.
- Durability. Print materials can have a longer shelf life than digital content.
- Tangibility. Print materials, such as brochures, flyers, etc, can be held, touched, and kept for future reference.

Among disadvantages can be mentioned:

- Hard to measure. It is hard to understand or calculate the effectiveness of ads.
- Inflexibility. Once printed can't be modified or edited.
- Limited geo reach. It is impossible to show ads for someone in another country.
- Cost as it is expensive to produce.

Among advantages of radio/audio advertising can be mentioned local targeting, immediacy frequency and cheapness of creation and broadcasting. Radio advertising is easy to miss for the audience. It is rather hard to measure the effectiveness of radio advertising for business.

Visual impact, immediacy and target are advantages of TV/ video advertising. This type of advertising is very expensive, high competitiveness and sometimes depends on ad blocks.

Outdoor advertising has local targeting, high visibility, creative opportunities and constancy as it shows 24\7. This type of advertising has limited message time and main message of advertising and cannot be long as the audience have no time to read. Outdoor advertising is hard to measure effectiveness and much dependency on location. It is also an

inability to target specific groups.

Indoor advert has a lot of advantages like:

- People near ads in “Buy” mode,
- Creative opportunities,
- Weather protection.

Among disadvantages of indoor advertising can be mentioned hard to measure effectiveness, limited time to deliver advertising message, dependency on location and advertising clutter.

Online advertising, targeted via social media like Facebook, Instagram, Youtube, X has next main advantages as cost-efficient, creativity freedom, global reach, retargeting. This popular type of digital advertising has disadvantages like changing algorithms, high competitiveness, AdBlock. Today it is very hard to attract an audience with targeted announcements.

Another type of online advert is search advertising or paid Google search advertising. The main advantages of search advertising can be mentioned:

- Quality score as Google rewards good ads with better placement,
- Highly targeted audience,
- Measurable results,
- Cost optimization [3].

Ad Blocker, invalid clicks, high competition and complexity may be mentioned among disadvantages of Google search advertising.

Online banners, as type of digital advertising, has a lot of advantages like:

- Visual impact,
- Measurable results,
- Creative freedom,
- Cost optimization.

Among disadvantages of online advertising banners can be mentioned:

- Ad block,
- Invalid clicks,
- Ad blindness,
- High dependency on quality.

Thus, having strong knowledge about advantages and disadvantages of different types of advertising is important to each expert in the advertising industry [1, 2]. It gives power to create commercials that will underline benefits of brand and advertising channels. Just think about the best way of presenting a bar of chocolate with a TV/video commercial or online

banking with announcements on radio.

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## **MARKETING STRATEGIES FOR THE FORMATION OF CARGO FLOWS BY SEA TRANSPORT IN UKRAINE**

*Key words: cargo transportation, maritime transport, cargo flow, strategically important cargo, sea corridors, export, import, port*

The current conditions of Ukraine's maritime transport prompt the search for new solutions to ensure the formation of cargo flows by sea through the ports of Ukraine. The purpose of the study is to develop conceptual provisions for the formation of cargo flows by Ukrainian maritime transport in the context of global security on the basis of selected strategically important markets (types of cargo).

The author analysed the structure of cargo flows in Ukrainian seaports (in the period from 2017 to November 2023), based on which it can be stated that the volume of cargo flows in Ukrainian ports consists of exports by 76.4%, imports by 16.7%, transit by 6.0% and cabotage by 0.9%. According to the authors, the transit potential of Ukraine's ports is not sufficiently used in the formation of cargo flows, given the analysis and the favourable geographical location of our country [1].

In order to understand which commodity products are currently quite relevant for export and import, the market was analysed in terms of the following product groups. The analysis made it possible to see the main composition of cargo flows of Ukrainian maritime transport in percentage terms, where the largest volume is occupied by grain crops (46.7%), ore, slag and ash (27.3%), ferrous metals (13.5%), oil and oil products (5.9%) and sunflower oil (5.8%) [1].

Based on the study and in accordance with the Resolution of the Cabinet of Ministers of Ukraine «On Certain Issues of Ensuring Imports» of 24.02.2022 №153[2], the authors proposed strategically important types of cargo on the basis of which the conceptual provisions for the formation of cargo flow by sea transport in the security dimension were developed, namely:

- the part that forms exports is grain crops (46.7%); sunflower oil (5.8%); ferrous metals (13.5%); ores, slags and ash (27.3%);

- The imports are made up of oil and oil products; nuclear reactors, boilers, machinery; electrical machinery and equipment; and land transport vehicles.

An analysis of the structure of cargo flows in the context of each Ukrainian seaport by cargo type showed that cargo flows in the ports of the Azov region decreased as a result of hostilities and the construction of the Kerch Bridge, which blocked the entrance of Panamax vessels to the port of Mariupol. There is another trend in cargo flows: the ports of Greater Odesa are the leaders in grain and sunflower oil handling, due to their geographical location.

The analysis of the dynamics of export and import volumes and the analysis of the dynamics of export and import values according to the strategically important cargoes proposed by the authors made it possible to understand the feasibility of the selected commodity groups for developing conceptual provisions for the formation of cargo flows by Ukrainian maritime transport in the security dimension.

The analysis of the current state of each market of strategically important goods allowed the authors to see the main exporting countries of Ukrainian products and the importing countries with which Ukraine cooperates. This analysis also opened up new strategic solutions for the authors to replace the largest importing countries, which were Russia and Belarus before the full-scale invasion, in commodity relations.

This situation will reduce logistics costs, increase the formation of cargo flows of Ukrainian products with the help of companies operating in the context of intermodal transport of goods, which will allow cargo to reach the ports of Poland, the Netherlands, Belgium, Germany and Italy from Lviv. It will also contribute to the injection of funds for the modernisation of our TEN-T section and the development of multimodal transport.

Ukraine is not a member of the Trans-Caspian International Transport Route, but is an affiliated party, so to increase its importance, Ukraine should act as a transit zone between the Scandinavian countries and Kazakhstan-China. This can be mostly realised by directing cargo flows from the Black Sea ports to the ports of Batumi and Poti, or from the Danube ports to the ports of Bulgaria and Romania, from where the cargo flow will be redirected along the «new silk road» to Europe.

Based on a marketing strategy for developing optimal logistics solutions, the authors propose to use Ukraine's transit potential and become a link between the countries of Scandinavia and Asia (fig.1).

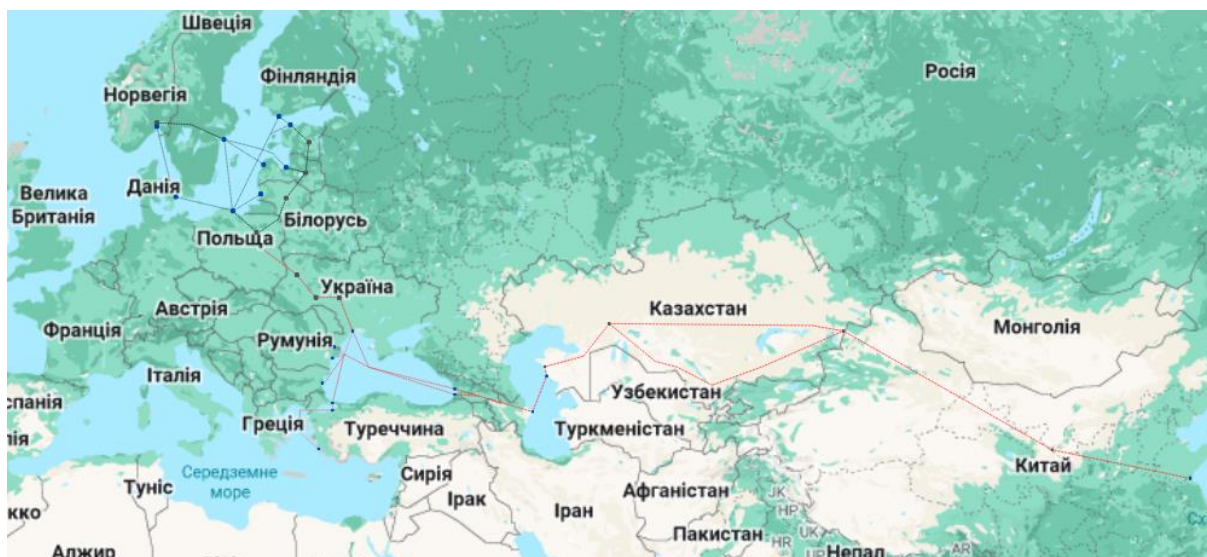


Figure 1 – Route Scandinavia-Turkey/Asia-China (via Ukraine)

*Source: author's research*

- When forming cargo flows for Ukrainian maritime transport, give priority to strategically important cargoes (agricultural crops, sunflower oil, ferrous metals, ores, slag and ash; oil and oil products, nuclear reactors, boilers, machinery, equipment and mechanical devices, land transport, electrical machinery and equipment).

- To develop optimal logistics routes that will connect Ukraine with the new Blue Banana route through the Black Sea Corridor and the Trans-Caspian Transport Route, in which Ukraine's maritime transport will play a leading role as a link, in order to increase cargo flows by strengthening export and import components, as well as by using the country's transit potential, which will optimise routes between Asia and Scandinavia.

- Organise physical security of navigation. It is necessary to increase the number of ships of the Ukrainian Navy and maritime security in the territorial waters of the Black and Azov Seas during the blockade of Ukrainian seaports, which will provide a safe environment for logistics processes of maritime transport and prevent modern types of terrorism.

- Adhere to existing international conventions on the carriage of goods and bring Ukrainian legislation closer to the necessary requirements of the EU regulatory framework for maritime transport, which will make Ukraine more attractive to international shipowners, investors and entrepreneurs.

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## THE PRODUCT LIFE CYCLE

*Keywords: product, cycle, market, stages, consumer*

The product life cycle is the period of a product's life that begins when the brand brings the product to the market and ends when its sale is closed. It helps marketers make strategic decisions regarding price changes, reaching customers, promoting and maintaining the product on the market.

Each stage of the product life cycle is a reference point for the next marketing steps. Breaking product sales cycles into stages allows marketers to develop more detailed approaches to product development, beat competitors and attract more customers. In this way, marketers can monitor product sales, demand and availability, and companies can decide whether they need to drive sales through new marketing campaigns or social media advertising. In addition, the stages of the product sales cycle indicate whether there is a need to change the pricing of the product.

The life cycle of each product shows at what stage of development the product is now (Figure 1). This will help to understand what exactly needs to be done next to stabilize it on the market.

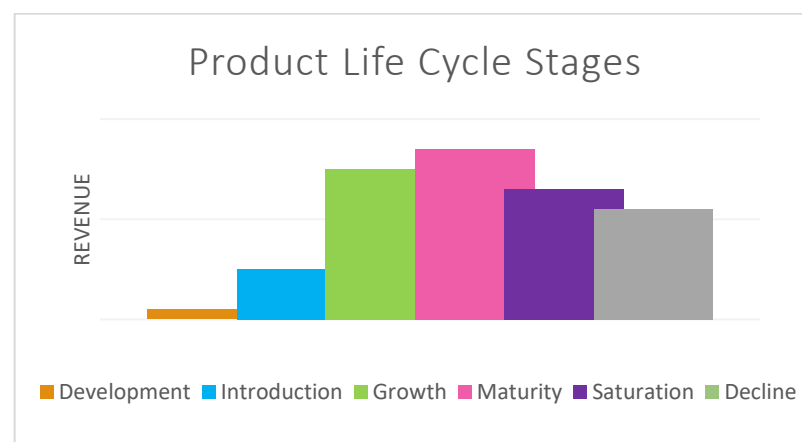


Figure 1 – Product life cycle stages

Before bringing a new product to the market, the analysis of the target audience, place of sale and competitors is made in order not only to invest money in the product, but also to

have a profit from the sale. The strategy is developed and the effectiveness and success of the product is checked.

The stage of introducing the product to the market is very important. The product enters the market and is presented to potential customers. It is crucial not to stop at this stage and spread information about the product so that people learn about it. After the presentation, no one knows about the product, so it is necessary to actively work on attracting the attention of customers, creating advertising and credibility.

In the time of growth, the demand for the product begins to grow and more and more people are interested in the product. However, competition is getting fiercer because other companies want to enter the market. Therefore, at this stage, the main thing is the customer's interest in the product.

Maturity is the longest stage. The product reaches its peak demand, and sales may not increase. The market is becoming saturated, and the competition is not disappearing anywhere. At such a time, one should look for ways to optimize production and marketing to increase efficiency. At the saturation stage the item still sells. Competitors are successful in selling the product. Potential consumers have already made a purchase, and attracting new ones is much more difficult. Companies can actively resort to customer retention strategies, such as loyalty programs and after-sales service, in order to retain and attract customers.

The last stage in the life cycle of the product is decline. At this stage, demand decreases sharply and sales decline. This can be caused by changing consumer preferences, the emergence of new technologies, competition and other changes in the market. This stage can lead to lower prices to increase sales, decrease the profitability of the company, and withdraw the product from the market due to unprofitability.

A typical example of the product life cycle is cassette players (Figure 2).

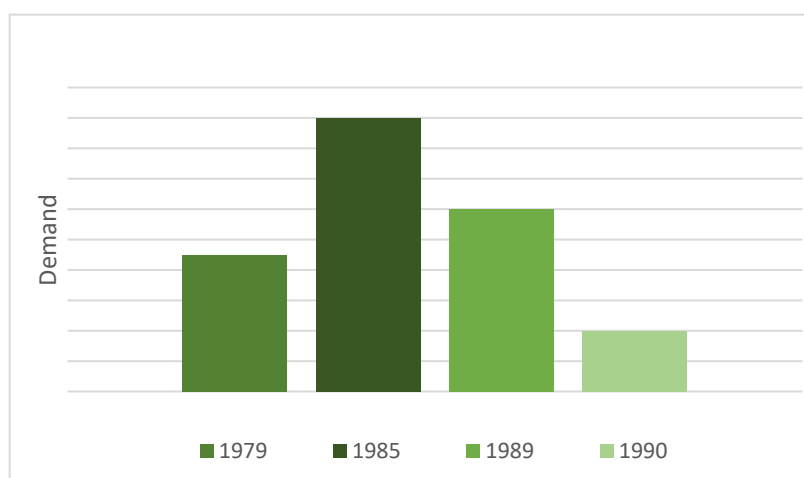


Figure 2 – Change in demand for cassette player

Being a product that is no longer in use, a cassette player was developed in the 1950s. This product entered the market in 1979. The product sold well and experienced growth, reaching its peak in the 1980s. Competitors began to gain customer attention during the saturation phase. In the 1980s CDs were invented, and they replaced cassette tapes in 1989. Demand for portable cassette players began to decline, with compact discs overtaking it in the 1990s [1].

At each stage suitable strategies are used, and they will help the product remain salable.

At the stage of introducing the product to the market, companies should try to increase awareness of the product, and encourage consumers to try it.

During the growth stage, companies must demonstrate the benefits and value of the product to convince customers to buy it over competing products.

At the maturity stage, sales stabilize and there are usually a lot of competitors entering the market. Companies change their target market, offering or marketing mix to extend the maturity stage and prevent decline.

At the decline stage it is worth to phase out the product or update it by adding new functions to extend the life cycle, reduce costs to maintain profitability and consider liquidating remaining inventory [2].

Understanding the stage of a product's life cycle is of great importance to businesses as it allows them to adjust their strategies for the future. Analyzing the life cycle of the product will help to gain authority in the market, develop the right strategy that will increase sales, prevent the decline of the product, and establish prices at which the consumer will be ready to buy the product.

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## **ADVERTISING AND BRANDING STRATEGIES FOR MARKETS IN DIFFERENT COUNTRIES AND CULTURES**

*Keywords: market, advertising, branding, cultural aspects*

In a world that is rapidly moving towards globalization, it is difficult to overestimate the role of advertising and branding strategies for companies seeking to conquer international markets. However, challenges and opportunities that arise when advertising and branding in different cultural and geographical contexts require careful and in-depth analysis.

Each country, with its own unique culture, history and values, imposes its own differences on consumer preferences and brand perceptions. Understanding these nuances and developing appropriate strategies are critical success factors for companies targeting a global audience.

The ability to adapt marketing approaches to unique requirements of different audiences is becoming a key aspect of the competitive advantage in the global competition.

Consideration of cultural aspects in advertising and branding.

1. Contextualization of the advertising campaign: Understanding the specifics of the cultural context of each country allows adaptation of advertising to local values and traditions. For example, emotionally charged advertising can be effective in countries of Latin America, while the Japanese market may require detail and objectivity.

2. Language aspects in advertising: The choice of language and linguistic elements in advertising can significantly impact brand perception. Studying and adapting slogans and copywriting to language specifics enables more effective communication with local audiences.

Branding strategies for international markets.

1. Creating a universal brand image: Developing a brand able to adapt to different cultures can include universal values and symbols that are understandable in any cultural context.

2. Brand localization: A brand localization strategy involves adapting to local characteristics without losing the core identity. This may include changes in design, color scheme, and product placement.

### Ways to implement advertising and branding strategies

1. **Market research:** Gathering detailed data on cultural characteristics and consumer preferences of different markets is an important step in developing a strategy. Companies use questionnaires and focus groups to obtain the insights necessary for adaptation.

2. **Localization of advertising materials:** Adapting content to local specifics includes taking into account visual elements such as colors, symbols, and images that have a special meaning in specific cultures.

3. **Collaboration with local experts and partners:** Engaging local experts and partners can help to use their profound understanding of local markets and cultures to successfully implement the strategy.

### Stages of strategy implementation and enhancement.

1. **Testing and analyzing effectiveness:** Attempts and test runs allow determining the practical effectiveness of strategies. Further analysis of the results and correction of strategies is a key stage of enhancement.

2. **Cooperation with local consumers:** Interacting with local audiences, receiving feedback and taking into account their needs enable building trust and popularizing the brand.

### Application of technological innovations.

1. **Use of artificial intelligence (AI):** The use of machine learning and data analysis algorithms enables personalization of advertising messages based on individual characteristics of different audiences.

2. **Development of mobile applications and VR technologies:** Creation of interactive advertising applications and the use of virtual reality to improve consumer experience, in particular, has great potential in the markets of developed countries.

3. **Use of Big Data:** Processing large amounts of data allows accurate analysis of the effectiveness of campaigns in real time.

4. **Blockchain in advertising:** Implementation of the blockchain technology helps in ensuring transparency and avoiding falsification of advertising data.

Development of advertising and branding strategies for markets of different countries and cultures is becoming a key area of international marketing. Successful international brands are developing flexible and adaptive strategies to take into account specific cultural characteristics of each country and recognize that this kind of global marketing requires a balance between universality and localization.



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## **DIGITAL MARKETING IN THE ERA OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES: CHALLENGES AND OPPORTUNITIES**

*Keywords: digital marketing, artificial intelligence (AI), opportunities, personalization*

In today's rapidly evolving technological world, digital marketing is becoming an essential component of business strategy. Particularly, artificial intelligence (AI) technologies open new horizons and generate innovative opportunities for marketers.

Let's consider the challenges and opportunities of digital marketing in the context of artificial intelligence utilization:

1. Consumer personalization. AI allows analysis of vast amounts of data and recognizes patterns in consumer behavior. This opens opportunities for tailoring marketing campaigns and creating personalized offers.

2. Automated advertising campaign management. AI can optimize advertising, considering the uniqueness of each user. Tracking reactions and data analysis maximize the campaign efficiency and advertising budget spending.

3. Analytics and forecasting. AI provides accurate and swift analytical reports, facilitating informed marketing decisions. Predictive models help adapt to changes in consumer demand and competitive environment.

There are already well-known successful examples of AI application in digital marketing systems. Netflix's AI algorithms analyze viewers' personal preferences, recommending content aligned with their interests. Amazon uses AI to analyze user purchases and behavior, enabling personalized recommendations and increasing conversion.

Among the most crucial risks of using AI in marketing activities are:

1. Confidentiality and data protection. Increased data collection might raise confidentiality issues. Improper data processing or leaks could threaten the company's reputation.

2. Dependence on technologies. Heavy reliance on AI can be a risk if the system fails or algorithms encounter glitches. Inadequate understanding of technologies might result losing control over marketing strategies.

3. Ethical concerns. Implementing AI in marketing raises ethical issues, particularly concerning content creation, data manipulation, and influencing consumer choice.

Digital marketing, leveraging artificial intelligence i, becomes the key to the successful business adaptation to the modern market grand's. It unveils great opportunities for creating personalized and effective campaigns, expands the horizons of analytics and forecasting, but requires cautious handling of ethical and security issues.

Thanks to AI, humanity enters an era where not only efficiency increases, but also new ideas and opportunities previously unreachable are realized. However, the development of such an intensive technological paradigm requires not only strategic vision, but also a selective approach to solving emerging problems.

In this new marketing reality, the key challenge is to find a balance between innovative approaches and ethical standards. Only such a comprehensive approach can guarantee the sustainability of development and successful AI utilization in digital marketing.

**SOCIAL NETWORKS – EFFECTIVE COMPANY COMMUNICATION CHANNELS**

*Key words: social media networks, digital marketing, Telegram*

The military aggression of the Russian Federation against Ukraine since the beginning of 2022 has significantly affected the format and principles of activity of Ukrainian companies. In many ways, the interactions of companies in the B2B market have changed significantly and have changed significantly more in the B2C market. End consumers have changed their attitude towards the choice of manufacturer and seller; decision-making has become more significantly influenced by factors such as: patriotism; loyalty to the state and Armed Forces of Ukraine (AFU), assistance to the state and AFU; charity; helping others; organizing or participating in collecting donations, implementing assistance projects, etc. The B2B market has also changed significantly, and operators also changed their system for selecting a supplier, began to pay much more attention to the reliability of the supplier and the safety of working with him, and considered the territory in which the supplier operates. The same factors as in the B2C market are also considered and significantly influence the work. Martial law and military operations require the defenders and population of Ukraine to make quicker decisions, and this requires accessible, prompt and verified information.

That is why it is very important to have a company's presence on the Internet on various resources and to deliver information from the company quickly, clearly and on time. It is important for the company's image to disseminate information about its activities, attitudes towards various issues and even about its difficulties. The best approach would be the systematic use of digital tools that allow the company to convey its idea and its values. Most often and most effectively, Ukrainian companies use official company websites and mobile applications. However, the company's presence on social media networks through official pages or accounts, as well as the constant updating of current information about the company itself and its activities, today is no less, and perhaps even more significant, communication channel. This is especially true for small and medium-sized companies that do not have sufficient resources to create and maintain an up-to-date website, much less a mobile application.

Social media networks Facebook, Instagram, LinkedIn, Twitter, and more recently TikTok are inexpensive tools that allow you to promote information from a company to the target audience. Separately, it is worth highlighting the Telegram messenger, which, thanks to such a tool as the telegram-channel, allows you to unite target groups and disseminate information, as well as communicate with this audience.

In conclusion, it should be noted that it is difficult to overestimate the use of modern digital marketing tools for communicating with the audience, and their use by companies is necessary for effective work and communication. The openness of the company and the availability of operational information about it through social networks is a significant competitive advantage in the modern world.

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## **APPLICATION OF DIGITAL MARKETING IN THE MODERN BANKING ENVIRONMENT**

*Key words: digital marketing, banking, SEO, digital marketing tools*

The banking sector is one of the most important components of the financial market. Its stability and development is a necessary condition for the development of the national economy. The market of banking services is specific, as it differs from other markets in the characteristics of relations and the influence of state regulation. Banking services in general have the following properties: immensity, imprudence, impossibility of accumulation and guarantees of stability of service quality, therefore the sphere of banking services is considered a high-risk sphere of activity and requires a balanced approach to management decision-making.

A modern phenomenon in the field of marketing is digital marketing. The use of digital marketing tools opens up unlimited opportunities for a set of marketing activities related to the promotion of services and products, the provision of online services, the collection and processing of various information, the provision of consulting services, the regulation of the financial component, etc. Depending on the set goals, you can choose one or more tools from a number of existing ones and invent better options for their use.

The groups of digital marketing tools that have high application efficiency depending on the purpose and goals of the enterprise are shown on the figure 1. These strategic digital tools help compete for customer acquisition and retention by delivering automated, relevant, real-time marketing communications integrated with digital devices and traditional marketing channels. All tools are grouped into thematic groups according to the four main goals of the enterprise (engage, reach, act, convert).

In the conditions of the modern market of banking services, which requires banks to be one step ahead of their competitors, there is a constant search for new innovative technological opportunities in the fight for the audience. The creation of convenient and understandable websites, fast mobile applications, remote services make the bank competitive among consumers who seek speed and comfort when conducting standard banking operations, and try to be independent in making their financial decisions. All this constantly expands the spectrum of popular digital tools.

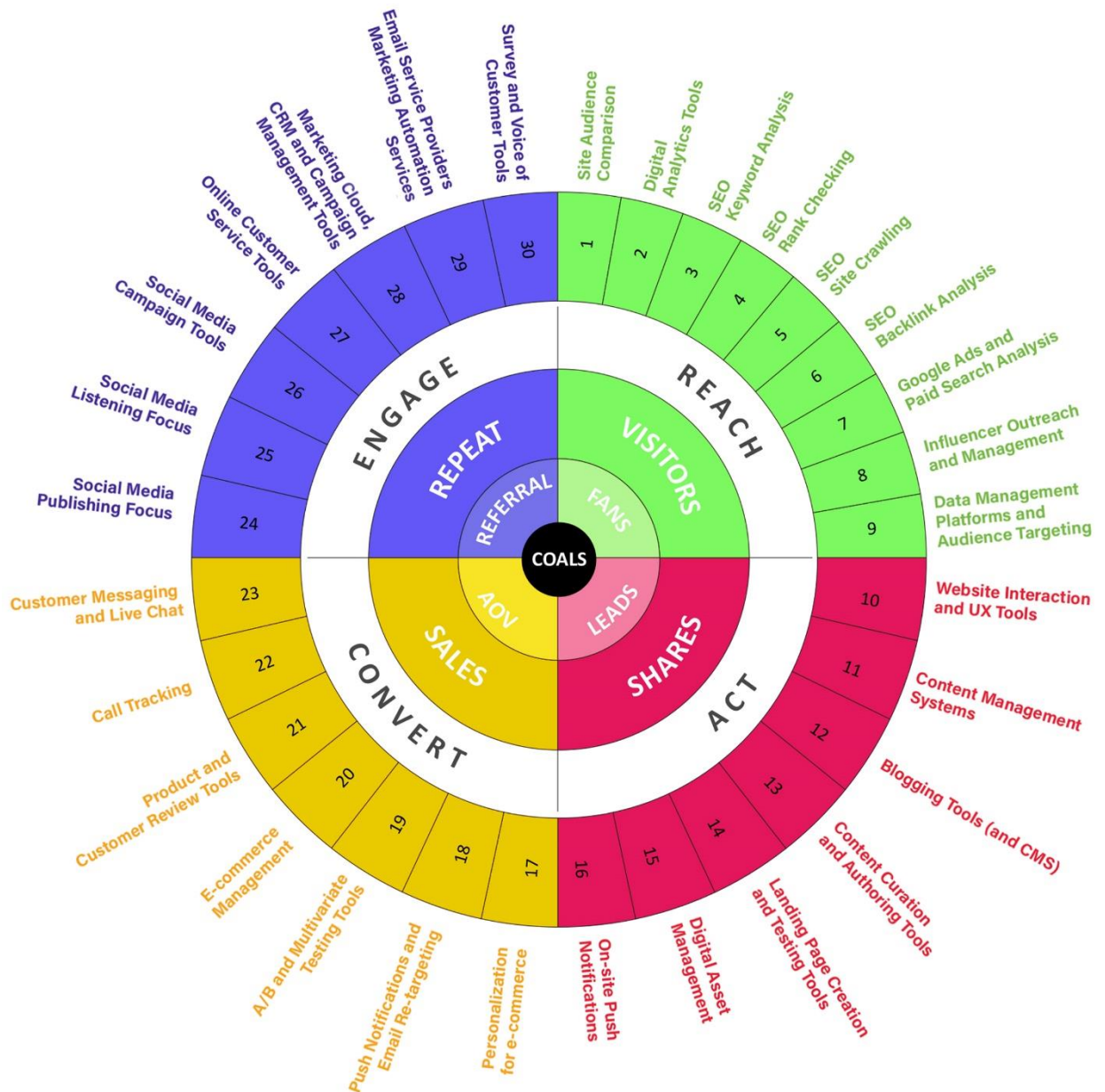


Figure 1 – Groups of digital marketing tools

Each group of tools has its own specific properties and purpose, thanks to the choice of which it is possible to achieve the set final goal. The choice of tools and their application depends on the specifics of the activity, goals and financial capabilities of the bank.

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## **FEATURES OF CROWD MARKETING**

*Keywords: marketing, crowd marketing, audience, strategy, content*

Crowd marketing is one of the most interesting strategies of promotion of goods and services aimed at popularizing the brand among the target audience. This strategy for the promotion of goods and services is based on a detailed analysis of reviews, recommendations and communication in social networks, blogs, forums and Internet services.

Crowd marketing is a strategy reliant on the analysis of the target audience across social networks, blogs, forums and Internet services in order to enhance the popularity of goods and services.

The main goal of crowd marketing is to drive sales of goods and services, by meeting the needs of the target audience.

In this strategy, crowd marketing leverages tools for shaping public opinion including reviews and recommendations, as well as posting information on thematic forums and communities with a “soft approach”.

The task of a crowd marketer is to increase the product or service recognition, boost website traffic and enhance site behavioral factors, as well as increase sales traffic from links and maximize information dissemination among target groups.

The essence of crowd marketing lies in the extensive popularization of the target object through the natural increase of mentions and citations across various information platforms. This approach is ideal for specific sites, considering their subject matter, content and regional peculiarities.

The effectiveness of crowd marketing is limited by the topic relevance and audience alignment of the sites, along with the for unique content crucial for the successfully implementing sales enhancement strategies.

Crowd marketing is an effective tool for companies, brands or products with low popularity, aiding in rectifying the situation and attracting the audience' attention.

Certainly, there are a number of limitations in the application of crowd marketing. In this context, it is especially important to guide interactions with the target audience, encouraging consumers to engage in live discussion and facilitate a chain reaction of promotion.

An effective example of crowd marketing involves establishing a platform for discussing a new brand or product, facilitating interaction between PR specialists and users, thereby bolstering a positive image. The following types of crowd-marketing platforms can be distinguished:

- review sites;
- thematic forums;
- social networks;
- question and answer platforms;
- thematic directories.

Each of these resource sites has its own advantages and disadvantages for successful crowd marketing. Review sites are vetted and require careful placement, forums cater to an engaged audience, while social media offers extensive information and promotion opportunities. Engaging in forum discussions necessitates authentic profiles, and on Q&A platforms, provoking discussions using real-life scenarios is vital for garnering attention. Directories are also an important resource for crowd marketing, but require genuine information and can lead to requests for clarification. Despite the advantages, each resource site has its drawbacks, and it is important to follow the guidelines, such as real profiles, abnormally high number of links and posts, and provocative discussion for successful crowd marketing.

In today's information-rich world deeply influenced by social networks, crowd marketing is an important tool for promoting companies' goods and services. However, the effective application of this strategy requires not only a careful study of the target audience, but also consideration of various platform nuances and using their strength. Taking into account all aspects of crowd marketing, companies can achieve a significant increase in the popularity of their products and services, contributing to active interaction with consumers and cultivation of a positive societal.



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## **LUXURY BRAND MARKETING**

*Key words: luxury marketing, luxury brand identity, uniqueness*

Luxury brands occupy a separate place in marketing. While conventional marketing is focused on commodity demand, luxury marketing is focused on supply. Therefore, we must use special tools to work with such cases.

Luxury brand is characterized by exclusivity, recognition of its target audience, high quality product and service. To achieve results in promoting such a brand, it is not enough to have a high-quality and demanded product it is necessary to position it as something more than just a thing, more than ease of use. It is necessary to position it as an incredible experience.

It is consumers of goods that make it luxurious. Customer engagement and loyalty to the product plays an incredible role in promoting such a brand.

The target audience of such brands is a wealthy part of society. The most potential customers are the so-called HNWI's or "High Net Worth Individuals" who are usually difficult to set up to buy goods [1]. This affects the process of communicating the value of a product or service to HNWI customers. The knowledge of the main segment of consumers narrows the types of marketing complexes to a small number due to the pickiness and peculiarity of the audience.

While traditional marketing focuses on positioning, in luxury we should focus on uniqueness, not comparing ourselves with opponents, but building our own identity. Identity is the material and intangible component of the brand. The brand owners must understand what their brand is associated with and what advertising is needed. Target consumers should have a clear idea and unforgettable sensations that remind them of the brand.

Marketers are accustomed to adhering to the 4P formula, because it is simple and works very well with mass brands, where the main goal is to reach as many people as possible. The 4Es formula was proposed for luxury brands by Ogilvy & Mather's Brian Fetherstonhaugh: Experience, Everyplace, Exchange, and Evangelism [2].

Luxury brands and the customers they serve are at the top of the consumer hierarchy. The 4Ps factors are usually used in marketing a product or service to the public. To sell to modern consumers, luxury marketers need to use 4Es.

Having a quality product is not enough for the target audience of luxury brands. Creating the right experience and feelings when buying a product leads to remembering and promoting the brand among customers.

Everplace replaces the place. The concept of place for luxury brands allows consumers to decide for themselves where they want to make a purchase, either online or by arriving directly at the store branch. The online purchases are more difficult to communicate the importance of the product.

In luxury marketing the price becomes an exchange that involves more than money - this is all the holistic experience that the client receives in the process of interacting with the brand.

Promotion becomes Evangelism. Evangelizing the brand can be done by making the experience significant and the exchange relevant. If customers gain value in exchange for their purchase, they will be the strongest advocates of the brand.

The results of the study are consistent with the fact that luxury brand marketing is not easy to build. It takes a lot of experience, time, resources, and ideas. The importance of not being afraid to mix, change, or risk sometimes plays a decisive role. Due to the complexity of formation and support, luxury brands are created less often. The risk and knowledge of some laws of the luxury market are justified, and a profitable brand will be built with loyal and wealth audience.

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## **MANAGEMENT OF MARKETING COMMUNICATIONS IN SOCIAL NETWORKS**

*Keywords: social media marketing, brand promotion, marketing strategy*

Social media marketing is considered the easiest way to reach a large audience. Half of the world's population, 3.8 billion people, use social networks. Moreover, this indicator is constantly growing – yes, since 2019, the number of users has increased by 9.2%.

Depending on your marketing strategy, social media marketing can achieve different goals, including:

- increasing the level of customer engagement;
- sales volumes and lead generation;
- customer retention;
- increase in traffic on the site;
- expansion of the target audience;
- collecting the number of reviews;
- management of negative reviews;
- tracking trends and competitors;
- increasing brand recognition;
- study of consumer demand.

Having clearly defined the goals, you can develop an effective marketing communication strategy in social networks, the implementation of which will be helped by the creation of content relevant to the target audience.

In 2019, Internet users spent about 2 hours and 24 minutes on social networks every day. In 2020, this time has already increased by 1.4%. Therefore, social platforms open up great opportunities for attracting the target audience and building long-term relationships with the client. With half of the world's population using social media for nearly three hours a day, social media marketing is the best way to engage with your audience. After all, the brand is already where customers spend their time.

Social platforms are absolutely necessary to increase brand awareness. According to Hootsuite, 52% of online companies are found by users using social networks. This is how most people learn about new brands.

According to Oberlo, 54% of users research products on social media before making a purchase. This means that the buyer's journey increasingly begins with social platforms. In this regard, the influence of social networks on sales is growing every year.

According to statistics, 71% of customers who had a positive experience interacting with a brand on a social network recommend the company to their friends and family. Therefore, in order to reach as many potential buyers as possible, it is important to create accounts on various social platforms.

Although many social networks allow brands to sell their products without going to a site or landing page, they are still considered a great way to increase traffic. For example, 11% of all mobile site traffic is generated by social platforms.

If you use content marketing to promote your brand, social networks help you attract your target audience. People always share useful and interesting information with their friends on social networks. Most often, users are not limited to one platform, which contributes to the growth of the target audience.

Social media marketing is considered an effective way to inform customers about special offers. Social networks help to quickly and cheaply inform the target audience about promotions and sweepstakes, although most users prefer to receive promotional messages by e-mail.

Moreover, social media marketing is an effective marketing channel for getting feedback. It allows you to analyze reviews, likes, comments, reposts, etc. If customers have had a bad shopping experience, they are more likely to report it via social media than via email or phone. This allows you to react in time and retain a particular client, as well as attract others.

Social networks provide an opportunity to monitor customer satisfaction, trends and activities of competitors. Analysis of the latest industry news provides ideas for additional content. For example, you can generate a new topic to discuss with your subscribers. Monitoring the activity of competitors is necessary in order to improve your product and improve your marketing communication strategy in social networks.

Brand promotion through social platforms is a complex process that requires the use of many additional tools with which marketers solve various tasks:

- monitor mentions of the brand in social networks;
- create and plan posts;
- build communication with users;

- analyze the results.

KPIs (key performance indicators) in social networks play an important role, helping to measure the effectiveness of the marketing strategy, the level of achievement of goals, sales volumes. Conventionally, they can be divided into three groups: engagement, reach and conversion. For example, the Statistics tab on a Facebook page has a list of sections that help you track Likes, Reach, Page Views, User Actions, and more.

Engagement metrics help measure the number of users who interact with a company's posts. Reach represents the number of unique users who viewed a company's post. You can measure the reach both among subscribers of the page and among other users of the social network. The content can have good organic reach and content engagement, and should be profitable. Analyze it using the following indicators:

- conversion rate (Conversion rate) – a metric that shows how many people were converted into customers through the post.

- clickability or CTR (Click-through rate) - an indicator that reflects the number of users who reacted to the post.

Analytics in social networks has gone far beyond counting the number of likes, reposts, comments and subscriptions. Statistics provide many different indicators and allow you to analyze exactly how the marketing communication strategy affects sales and brand promotion.

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## **FORMATION OF THE ASSORTMENT DURING THE WAR**

*Keywords: assortment, war, marketing*

During the war, numerous obstacles emerged for companies, including their marketing departments, where specialists had to adapt to the current market conditions. One of the notable changes during this period could be the alteration of a company's assortment. Let's explore the reasons that might contribute to these assortment changes during wartime in more detail.

The assortment during wartime is influenced by challenges and restrictions, leading to a dynamic restructuring of available goods and services. One of the prominent issues could be a scarcity of resources or supply limitations during the war, necessitating a strategic approach to inventory formation with an emphasis on the efficient distribution of resources to satisfy basic needs and support societal functioning.

The constraints of war drive the quest for substitute products in the assortment as businesses adapt to shortages and challenges, resulting in the emergence of alternative goods and services.

Assortment adaptation, as one of the options for change, evolves in response to shifts in consumer demand during wartime, reflecting changes in preferences, priorities, and product availability. Therefore, it is crucial to study the audience, understand, and support their priorities to avoid losing consumers.

During wartime, there is often increased government intervention in the economy, impacting assortment formation through regulatory measures, rationing, and centralized control mechanisms. Additionally, due to certain government directives, disruptions in wartime supply chains occur, and logistical issues affect the availability of goods, distribution networks, and the overall variety of products in the market.

Brand loyalty may also influence the assortment, for example, consumers may prefer products from domestic producers or those perceived to support the country during challenging

times. Wartime assortments typically prioritize essential items, leading to a simplified and optimized product range where necessities take precedence over luxury items.

Moreover, negative phenomena such as the emergence of a black market can affect assortment formation due to the presence of illegal goods and services, negatively impacting the country's economy.

As evident, there are many reasons for assortment changes. Now, let's consider the example of a real company that decided to modify its assortment. We will focus on a company engaged in wholesale trade in chemical products. The company has been in the market for only four years, requiring constant efforts to maintain competitiveness.

Here arises the challenge: for the company's continued existence in the market of selling chemical raw materials, constant development, namely the expansion of the assortment, is essential. This problem was identified during the analysis of the company's assortment using the ABC-XYZ analysis, revealing that all products belong to a group for which predicting sales volume is challenging, and irregular sales are prevalent.

This situation arose due to the specific nature of the industry, as uncovered during the McKinsey matrix. If a company maintains the same assortment for an extended period, it may eventually suffer losses due to changes in the customer's supplier, termination of cooperation with a foreign supplier, or the nature of the product, which may not pay off in the long run.

One solution to this problem was the search for new customers from new production sectors, specifically manufacturers of fertilizers and industrial cosmetics, along with the procurement of appropriate raw materials. Additionally, one method influencing decisions about assortment changes is researching the current state of the market and surveying customers to determine if they need new raw materials and for which industry.

The effectiveness of this decision lies not only in the company's market development but also in the 15% growth in profit from the sale of new raw materials.

In conclusion, as we can see, assortment changes can occur under various circumstances, and the company itself decides in which direction to move.

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## **PUBLIC RELATIONS IN THE COMPANY'S COMMUNICATION POLICY**

*Keywords: public relations, social projects, image*

Public relations (PR) is a strategic process of managing relationships between an organization and its audience in order to create and maintain a positive image. PR is part of communication policy, promoting mutual understanding and interaction. Organizations use PR to create a positive image of their activities.

PR helps to build a positive image, promoting the trust of various stakeholders, such as customers, partners, investors. Public engagement is a key aspect of communication policy, enabling the creation of effective campaigns and activities to develop and maintain positive perceptions.

Effective PR helps build trust and loyalty among consumers and other stakeholders. Building a positive image is a key goal of PR, which is formed through carefully developed strategies. The main elements of the image building strategy for the company are the following: authenticity, strategic communication, cooperation and partnerships, managed reputation and interaction with the media.

Building an image requires a systematic and strategic approach, as the created image can significantly affect the success of the organization's activities in the long term. Let's consider the application of the main PR tools on the example of the WOG gas station company.

The WOG gas station network announced the "Road of Good" campaign. The participants of the action had the opportunity to buy a hot drink in the "Doroga Dobra" charity glass and join the collection of funds for the purchase of medical equipment for the National Institute of Cardiovascular Surgery named after M. M. Amosova.

The WOG gas station network, together with the Dignitas Charitable Fund and the company's clients, are implementing the "WOGON Revenge" project. Its purpose is to provide defenders with FPV drones that will help them hit enemy targets with high precision (Fig. 1).





Figure 1 – An example of the project's advertising message

#### “FIRE OF REVENGE”

“The PRIDE loyalty program, in addition to the traditional opportunity to accumulate bonuses for refueling, also gives gifts for loyalty. Today, each of our guests who has such gifts can convert them into much-needed weapons. For its part, WOG will definitely join and from its own profit increase the fundraising fund of the “WOGON revenge” project in order to multiply the gifts of our customers and help the Armed Forces of Ukraine, and upon completion of the project will report for every hryvnia”, - emphasizes the director of marketing of the WOG gas station network, Hennadiy Karlinsky.

The WOG marketing team was the first among the sixteen winning teams. The rating participants answered the questions of a special questionnaire developed by the Factum Group research company. The points awarded for the answers to the questionnaire make up only 30% of the final grade. The final position of the marketing team in the rating was influenced by the bronze award of the Effie Awards Ukraine 2014 for the project “Filling coffee at WOG”, implemented together with the outdoor advertising agency Master AD.

Social initiatives. The WOG gas station network demonstrates an example of the organic integration of social projects into the overall corporate communication strategy, involving customers.

One of the vivid examples is the “Comprehensive PR Campaign” project - WOG's eco-platform “To nature with goodness”, within the framework of which the network itself becomes eco-friendly, and also educates clients' eco-consciousness. All projects within the framework of the platform can be conditionally divided into three categories: popularization of eco-responsibility among the population, protection of the environment from pollution and rationalization of the use of natural resources.

At the end of 2020, tanks for the separate collection of plastic, glass and paper were installed at 34 metropolitan WOG gas stations. Garbage from these tanks is delivered to the sorting station, from where it is sent for processing. By the end of 2021, about 120 tons of

waste will be collected at the gas stations of the network. The geography of the project will be expanded.

The next project launched by WOG together with the Ukrainian eco-company Blue Ocean Solutions (BOS) in November 2020 is the processing of coffee grounds. The cake from the chain's coffee machines is collected for further processing into convenient and ecological cup holders, which are returned to gas stations.

WOG says the nation's largest fuel supplier cannot afford to be environmentally passive. After all, the situation with environmental pollution in Ukraine today is simply catastrophic. At a time when more than 2/3 of household waste is processed in Europe, it is 5% in Ukraine. The eco-platform "To nature with kindness" provides an opportunity to improve the environmental safety of the country. With such actions, the company seeks to inspire other Ukrainian businesses.

In January 2014, an important period for the country, WOG officially condemned the violence and expressed support for democracy and European values. The company emphasizes its environmental responsibility and implements projects for separate collection of waste and recycling of materials. All these actions indicate the importance of public relations and communication policy for a successful business.

The study of the role of public relations in communication policy, in particular on the example of WOG gas station company, shows the importance of effective management of relations between the enterprise and its audiences. Successful public relations allow enterprises to ensure a positive image, maintain the trust of consumers and create a favorable climate for business development.

However, it is important to note that successful public relations are not limited to external communication. An internal communication approach aimed at attracting and motivating personnel also plays a key role in forming a positive image of the enterprise.

In general, the analysis of public relations of the WOG gas station emphasizes the need to integrate an effective communication policy into the business strategy. The ability of an enterprise to create trust, ensure a high level of reputation and demonstrate openness in interaction with various interested parties determines its success in the market and affects the sustainability of development in the long term.

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## **CUSTOMER-ORIENTED APPROACH AS A PRECONDITION FOR ENTERPRISE SUCCESS**

*Key words: customer-oriented, enterprise, precondition*

Today, customer orientation is the key factor for the success of a business. The concept of a customer-oriented approach involves creating additional value for the consumer in the form of enhanced product utility, quality service, and comfort from the initial interaction with the enterprise to the point of purchase. A customer-oriented approach provides the enterprise with a range of advantages, the ultimate outcome of which is not only the maximization of its profits but also ensuring a long life in the market.

A customer-oriented approach entails actively listening to and involving consumers in the product development process, contributing to better satisfaction of their needs and increased loyalty to the enterprise. Furthermore, focusing on consumer needs helps the enterprise identify new opportunities for product development through innovative activities [1].

Customer orientation ensures that the enterprise enhances its reputation among consumers. A good reputation contributes to retaining existing customers and attracting new ones through word of mouth. This chain significantly reduces the enterprise's expenses on promoting its offerings and makes it less vulnerable to the influence of external environmental factors [2].

Enterprises with a customer-oriented approach understand what additional utility their offerings will genuinely attract consumer attention. In markets with a high concentration of similar products, this additional utility ensures competitiveness and distinguishes the enterprise in the eyes of consumers [3].

The concept of a customer-oriented approach is not just a set of customer-oriented measures but also a philosophy of the enterprise where it sincerely does more for the consumer than it is obligated to do. Through this philosophy, a series of strategic decisions are made, a team of employees is assembled, and a product selling space is created. A customer-oriented

approach provides the enterprise with competitive advantages that are impossible to replicate. Loyalty to the enterprise is formed through a customer-oriented approach, leading to increased sales volumes, a higher rate of attracting new consumers, reduced promotion costs, and increased profitability.

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## **PECULIARITIES OF THE FUNCTIONING OF GEORGIAN CUISINE RESTAURANTS AND THE IMPORTANCE OF MARKETING COMMUNICATIONS FOR COMPETITIVE ADVANTAGE**

*Key words: SMM, strategy, marketing*

Introduction. Georgian cuisine, renowned for its rich flavors and diverse dishes, has gained international acclaim, leading to a surge in the popularity of Georgian cuisine restaurants worldwide. The unique characteristics of Georgian culinary traditions present both challenges and opportunities for restaurant owners and operators. This thesis explores the peculiarities of the functioning of Georgian cuisine restaurants, emphasizing the critical role of marketing communications in achieving a competitive edge in this burgeoning industry.

Peculiarities of Georgian Cuisine Restaurants. Georgian cuisine is distinguished by its emphasis on fresh, locally sourced ingredients, bold spices, and distinctive preparation techniques. The communal nature of Georgian dining, often centered around shared dishes and elaborate feasts, contributes to the social and cultural significance of these establishments. However, the challenge lies in effectively translating these cultural nuances into a marketable and appealing dining experience for a diverse and global audience. The balance between maintaining authenticity and adapting to the preferences of a broad customer base is a delicate task that requires a strategic approach.

Cultural Authenticity and Modern Appeal. Maintaining cultural authenticity is paramount for Georgian cuisine restaurants, as it enhances the overall dining experience and distinguishes them from other establishments. Simultaneously, these restaurants must navigate the complexities of modern consumer preferences. The integration of traditional culinary practices with contemporary twists, such as innovative presentation and fusion elements, becomes crucial. Striking the right balance ensures that Georgian cuisine restaurants not only preserve their cultural roots but also attract a wider customer base, including those unfamiliar with Georgian gastronomy.

**Importance of Marketing Communications.** In the competitive landscape of the restaurant industry, effective marketing communications play a pivotal role in establishing and maintaining a strong brand identity for Georgian cuisine establishments. The use of various channels, including digital platforms, social media, and traditional advertising, becomes essential in creating awareness and generating interest. Moreover, storytelling and narrative development can be powerful tools to convey the cultural richness and authenticity of Georgian cuisine, fostering a deeper connection with potential patrons.

**Building Brand Loyalty and Differentiation.** Strategic marketing communications go beyond mere promotion; they contribute to building brand loyalty and differentiation. By highlighting the unique aspects of Georgian culinary traditions, restaurants can carve out a niche for themselves in a crowded market. Engaging content, immersive experiences, and community-building initiatives can create a lasting impact, encouraging patrons to become not just customers but loyal advocates of the brand.

**Conclusion.** In conclusion, the peculiarities of Georgian cuisine restaurants demand a nuanced approach to balance cultural authenticity with modern appeal. Marketing communications emerge as a linchpin in this endeavor, serving as a bridge to connect the rich heritage of Georgian cuisine with a diverse and global audience. By leveraging effective communication strategies, these establishments can not only survive but thrive in the competitive restaurant industry, establishing themselves as culinary destinations that offer a unique and memorable dining experience.

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## **TASKS OF BRAND FORMATION DEPENDING ON THE LIFE CYCLE STAGE OF THE COMMERCIAL ENTERPRISE**

*Key words: brands, life cycle, commercial enterprise*

Managing the company's brand is a complex and multifactorial process. In the main works on branding, issues of its management are raised depending on the factors of the external environment. However, branding, in particular, the tasks of brand formation, are largely correlated with the internal environment of the enterprise, the stage of its life cycle.

Any organization goes through four main stages during its life cycle: the stage of organization formation and development; the stage of maturity, approval of the company in the occupied positions and more or less stable existence; the stage of decline, the innovative activity of the company with the aim of expanding the market with a stable strong position in the occupied positions (the culmination of existence – the “golden age”); the crisis stage of the transformation of the organization, which leads either to the departure of the organization from the market (fast - for example, bankruptcy, slow - stagnation), or to another round of innovation and revival. Therefore, each stage should have its own brand policy, both external and internal, designed to ensure maximum profit at this stage of development and prepare a platform for the successful passage of the next stage. The success of each subsequent stage is determined by the adequacy of the brand policy of the previous stage.

The store brand consists of two components - from the general functional advantages of the type of trade enterprise (specialized, universal, discount, store-warehouse, etc.) and the specifics of a particular store belonging to one or another type. This means that buyers choose a place to make a purchase based on two groups of factors: their own preferences (evaluative criteria) and specific characteristics of the store.

The following elements of the brand structure of a trade organization are distinguished, such as: tangible brand (first impressions of the enterprise); intangible brand (the appropriate reaction of the buyer to the service and the attitude of the company's employees to it); internal brand (goals and strategies of the company, financial stability, protection of commercial secrets, loyalty of employees, moral climate of the team, stimulation of personnel, working

conditions); zExternal brand (general notoriety, speed of response to orders, innovativeness, product prestige, volume of service, trade and sales policy, quality of goods (services), quality of customer service, assortment policy).

The specifics and sequence of tasks related to work on the organization's brand at each of these stages are listed in the table 1.

Table 1 – Tasks of brand formation depending on the stage of the organization's life cycle

<b>Tasks of brand formation</b>	
<i>Internal brand</i>	<i>External brand</i>
<b>1. Stage of development of the organization</b>	
<ul style="list-style-type: none"> <li>- determination of urgent and perspective goals of the company's operation and drafting of activity plans;</li> <li>- market segmentation according to plans;</li> <li>- creation of a trademark, company logo;</li> <li>- selection and placement of employees adequate to the position and general goals of the company;</li> <li>- development of the general style of the company, the concept of external design;</li> <li>- development of an advertising video;</li> <li>- development of an Internet site;</li> <li>- conducting marketing research and drawing up forecasts of the company's development with the help of one-time involvement of experts;</li> <li>- creation of an initial database of real and potential customers.</li> </ul>	<ul style="list-style-type: none"> <li>- sending information letters about the creation, goals and general strategy of the company to potential partners and clients;</li> <li>- external advertising that emphasizes the uniqueness of the services or goods offered by the company, thereby determining the company's future niche in the market. In the case of the company's claims for a certain market segment, advertising should take into account the specifics of this segment, and, therefore, emphasize the quality of the services offered by the company. The trademark is presented very unobtrusively;</li> <li>- work with mass media.</li> </ul>
<b>2. Maturity stage of the organization</b>	
<ul style="list-style-type: none"> <li>- work on the implementation and strengthening of the company's traditions;</li> <li>- introduction of traditions into the general style of the company;</li> <li>- search for new customers and sales markets;</li> <li>- involvement of existing and creation of new social flows, joining existing flows;</li> <li>- creation of a situation where customers choose one of the offered goods or services;</li> <li>- attachment of sales promotion elements to products (complex of services, discounts);</li> <li>- monitoring of public opinion (intensification of marketing research);</li> <li>- an effort to raise the brand to an elite image;</li> </ul>	<ul style="list-style-type: none"> <li>- advertising of the organization's technologies in advertising printed publications;</li> <li>- communication with the public of the company;</li> <li>- development of social advertising.</li> </ul>



Continuation of table 1

- differentiation from competitors (first stage).	
<b>3. Organization in recession</b>	
<ul style="list-style-type: none"> <li>- maintenance of its customers;</li> <li>- differentiation from competitors (second stage);</li> <li>- development of corporate standards of the organization's work;</li> <li>- stimulation of innovative activity, for which the staff is actively involved in various professional development, re-profiling, project competitions, etc.;</li> <li>- creation of trial new areas of activity (practical application of the results of research units);</li> <li>- access to new markets;</li> <li>- educating your clients, attaching stereotypes to them;</li> </ul>	<ul style="list-style-type: none"> <li>- reduction of costs for general advertising, since the company's trademark already “speaks for itself”;</li> <li>- advertising of qualitatively new goods and services, taking into account the established brand of the organization;</li> <li>- emphasis of PR actions on the “mature market”;</li> <li>- the beginning of the advertising campaign of the company's innovative projects;</li> <li>- active participation in public life: public events of various levels - the level and direction of these events corresponds to the style and brand of the company;</li> <li>- expansion of social advertising: charity, support as a “father-benefactor” of any humanitarian organization - university, theatre, hospital.</li> </ul>
<b>4. Crisis situation of the organization</b>	
<ul style="list-style-type: none"> <li>- conflict prevention;</li> <li>- analysis of crisis problems;</li> <li>- change of traditions in accordance with the reorganization of the enterprise;</li> <li>- internal and external brand transformation;</li> <li>- overcoming the crisis of the company.</li> </ul>	-active communication with mass media.

The table provides an understanding for the brand manager of the management of the brand attributes of the retail establishment, which are: goods/services; circle of buyers; customer service (availability of additional services, their implementation); organization of a retail establishment (technological, architectural convenience, comfort); convenience (accommodation, parking lot); the atmosphere of the trading company (staff); organization of work (modernity, popularity); brand visualization (symbols and colours).

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## **THE IMPORTANCE OF UTILIZING MARKETING COMMUNICATIONS IN BUSINESS**

*Key words: marketing communication, promotion on the internet, marketing agencies, social marketing, Public Relations, advertising*

Marketing communications are recognized as a strategic tool for any successful enterprise in the face of constant changes and competition. In the modern business environment, where attracting and retaining customers is a crucial task, marketing communications determine the effectiveness of interaction with the audience and the formation of a positive brand image.

Marketing communications encompass various means of information transmission, such as advertising, PR, direct marketing, and others, with the aim of establishing and maintaining interaction with the target audience. The essence of marketing communications lies in effectively and clearly conveying key messages about a product or service, while simultaneously building a positive image [1].

One of the crucial aspects of marketing communications is the formation of a positive brand perception in the minds of consumers. Advertising campaigns that emphasize the unique features of a product or service create a distinctive image that sets the brand apart from competitors. Marketing communications act as a bridge between companies and their audience, facilitating not only the transmission of information but also the building of trust.

Consumers prefer brands they perceive as friendly and authentic, and effective marketing communications contribute to the creation of this positive perception and foster interaction with the audience. Due to the aforementioned aspects, the construction of marketing communications is defined not only as a necessity but also as a strategic tool for achieving success. By contributing to the formation of a positive image and establishing close interactions with consumers, marketing communications become key to competitive advantages. Therefore, in addressing brand building and business development tasks, emphasis should be placed on strategic planning and the effective implementation of marketing communication strategies. The utilization of this powerful tool has the potential to create sustainable competitive advantages and ensure the stable development of the enterprise amid constant market changes and challenges [2].

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## **PROSPECTS FOR THE DEVELOPMENT OF PROFESSIONS IN THE UKRAINIAN LABOR MARKET UNDER CURRENT CONDITIONS**

*Key words: development, labor market, conditions*

The war has increased risks and uncertainties, creating barriers to the free movement of production factors, including labor, leading to the destruction of labor market institutions and their effective functioning. Problems in the economy, combined with significant internal displacements and refugee flows, lead to massive losses in employment and income. The rise in unemployment, social alienation, gender inequality, workplace discrimination, including against youth, and the spread of poverty are among the main negative social consequences of the war.

The loss and damage of productive assets and infrastructure, disruption of supply chains of trade networks have weakened the labor market potential, leading to "breakdowns" and loss of employment opportunities for most Ukrainians. Small businesses have reduced opportunities for financial support of their staff, and small and medium-sized businesses in Ukraine have already reduced 1.07 million employees [1].

During 2023, the most citizens were employed in the fields of trade, processing industry, and agriculture. As of September 2023, the number of unemployed amounted to 108.7 thousand people, with an average salary of 11 thousand hryvnias, underscoring the need to balance market offers and demand.

The average monthly salary, from which insurance contributions were paid, amounted to 13,626 hryvnias, reflecting the change in salary depending on regions and industries. The recovery of business activity after the war requires Ukrainian companies to adapt anew to working conditions, focus on production efficiency, ensure safety, and support the Armed Forces of Ukraine.

A key factor for the recovery and development of the labor market in Ukraine is highly qualified workers aged 23 to 55 years, who want to stay in the country and contribute to its recovery and development. However, there are obstacles such as economic instability, declining

wages, military conflicts, and uncertainty in self-realization. According to grc.ua research, only 22.7% of Ukrainians have stable work and salary, and 22.5% continue to work with reduced income. The situation worsens as some Ukrainians go to the front, and others leave the country. Analysts of the National Bank of Ukraine predict that the unemployment rate will decrease to 27% in 2023 and to 18% in 2024, but significant improvements next year are not expected [4].

Analysts at grc.ua note an increase in demand for labor specializations: in September, the number of vacancies in this area increased by 20% compared to previous months. The popularity of economic and legal professions in the last decade has led to a shortage of specialists in the technical sphere, required not only for engineering and technical positions. Under current conditions, especially due to military actions and attacks on critical infrastructure objects, workers can easily find jobs even without experience. Almost half of all vacancies are offered to people without work experience and those with minimal experience from 1 to 3 years. The work of such specialists is considered as important as the work of military personnel at the front and medical workers.

Experts in economic stabilization of Ukraine advise the government to immediately develop a strategy for the country's recovery, including the return of Ukrainians after the war, the creation of new jobs by attracting international companies and their resources. Without an increase in the workforce, Ukraine may lose its position in global competition. It is important to determine how to form this strategy and who will implement it, especially given that many Ukrainians are currently abroad. Therefore, it is necessary now to develop strategies, establish contacts with people and international partners, attract foreign companies to the Ukrainian market, to ensure the stabilization of the economy and improve the living standards of Ukrainians [5].

Analysts of the National Bank of Ukraine also expect a decrease in unemployment with the beginning of post-war reconstruction. This will be a stimulus for some sectors of the domestic market, but will not solve the problems of those who are limited in their professional opportunities. Success will depend on the volume of investments in the reconstruction of Ukraine. There are many uncertainties: whether it is possible to quickly attract the necessary resources, whether international partners will fulfill their commitments, whether private investors will trust the project. During the recovery, there will be a particular demand for workers in logistics, infrastructure reconstruction, medicine, and marketing [2].

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## **SMM COMMUNICATIONS: MAIN ASPECTS IN THE NEW REALITY**

*Keywords: SMM, communication, content marketing, martial law*

Despite the situation in the country, businesses should not forget their own path of development and work for the future. However, predicting that customers will buy less, some entrepreneurs do not consider it necessary to invest in SMM and website promotion. At the same time, other companies are already working on a new customer communications strategy and continue to improve their business.

It is possible to identify a number of behavioral features, content marketing tasks, areas to focus on, and ideas on how to communicate with customers in new conditions under martial law.

– Content during martial law

Today, the situation is characterized by a decline in demand in general (due to partial departure of consumers abroad, reduced solvency, and changing priorities). Customers have become more demanding of businesses. They began to be evaluated not only by the level of service and products, but also by their social and political position and non-business activities. At the same time, social networks have become a new tool for many people to obtain information quickly, as well as a tool to learn and communicate.

The new conditions mean that there will inevitably be fewer competitors. Some will stop operating temporarily, change their field of employment, or stop contacting consumers. New companies, unlike in peacetime, are not being established. That's why future success will depend on active social media engagement and proper communication with the target audience.

Focusing on a long-term promotion strategy is the best solution. It does not need a large short-term investment, but it allows to expand the audience loyalty to the product and brand gradually. The period of martial law is difficult to predict. Similarly, it is impossible to predict the economic recovery and consumer demand with certainty. A long-term strategy will show results just in time for economic stability to be restored and society to return to normal. One will have a competitive website, while their competitors will be starting from zero.

The companies whose owners have decided to temporarily cut back on SMM spending are actually wasting their future opportunities. It is today that the loyalty of potential customers is being formed, as they are paying more and more attention to business messages and are beginning to choose sellers more carefully. Brand positioning and specific actions that characterize it come to the centre stage. If one pauses or does not update their audience engagement mechanisms, responsible customers may switch to competitors whose position is more transparent and clear.

– Specifics of content marketing during the war

When developing a communication strategy, it is important to realize that most people are interested in their everyday lives in addition to military and patriotic topics. That is why it is not necessary to build communication around the coverage of the military situation or the position of the company's management. It is important to think about one's potential customers and their future needs and build on that:

- update the portrait of the potential audience;
- assess what a business looks like in today's realities;
- demonstrate their political position.

Sincerity and openness are the traits that are most valued in times of war. Therefore, if the goal is to ensure the long-term and successful existence of a business, one should be responsible for building communications with readers and subscribers. It is a good idea to publish reports on the funds raised, provide feedback to those who join projects, and monitor the reactions of social media users.

– Content updates during the war

With the start of the war, customers have transformed, business profile has been updated, and it's time to modernize the content. Under new conditions, it is important to care about users' feelings, share emotions with them and help them in every way possible. One should not post content related to subjective opinions, topics that provoke strong feelings and emotions, or politics. It is also important to avoid:

- persistent promotion of their own business;
- excessive humor;
- quizzes and challenges (publish useful life hacks, tips, important news, etc.)

Given the volatility of the situation, the constant updating of information, and the impossibility of accurate prognostication, it is important to apply a flexible promotion strategy. Therefore, one need to be ready to regularly monitor and correct the content plan in accordance with new situations and not lose sight of subscribers, continue to be relevant and interesting, help customers through difficult times, support and motivate them.

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## **THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR**

*Keywords: social media, consumer behavior, internet communications, social media marketing, impact on support*

The ubiquitous integration of social media into our daily lives is undeniable, marking a transformative shift in global connectivity and communication. The Digital 2023 study provides staggering insights, revealing that a colossal 4.95 billion individuals were actively engaged with social media platforms in 2023, representing an astounding 61.9% of the world's population [1]. This monumental statistic not only underscores the widespread adoption of social media but also emphasizes its pivotal role in shaping the contemporary human experience on a global scale.

Delving into the intricate dynamics of social media, it becomes evident that these platforms wield substantial influence over consumer behavior. Their impact transcends conventional boundaries, extending into the realms of what, when, and how we choose to make purchases. As gatekeepers of information, social media platforms play a pivotal role in steering our consumer choices and behaviors, dictating trends and preferences.

Recognizing the profound implications of social media on our purchasing decisions, scholarly research assumes a crucial role in unraveling the intricacies of this digital influence. This knowledge serves as a valuable asset for companies seeking to navigate the competitive landscape and effectively promote their products and services in an increasingly digital-centric marketplace.

The overarching aim of this study is analyze how social media influences the formation and dissemination of consumer preferences and trends. To achieve this goal, a meticulously designed research methodology was employed, encompassing both a thorough literature review and empirical research.

The literature review segment of the study ventured into the theoretical underpinnings surrounding the influence of social media on consumer behavior. This scholarly exploration aimed to build a comprehensive understanding by drawing from a rich tapestry of existing



knowledge and insights on the subject. In addition to the theoretical framework, the literature review sought to contextualize the historical evolution of social media and its transformative journey from a communication tool to a potent force shaping consumer choices.

Complementing the theoretical groundwork, empirical research emerged as a cornerstone in acquiring real-world data that reflects the diverse nuances of social media's impact on consumer behavior. A meticulously crafted survey, involving 50 respondents spanning the age range of 18 to 65, ensured a representative dataset, contributing depth and credibility to the study's findings. The survey methodology incorporated diverse demographic variables to capture the heterogeneity of social media usage patterns across different segments of the population. According to the results of the study, it was found that:

Most respondents use social media to research products and services. 80% of respondents reported that they use social media to compare prices, 75% - to read reviews of other consumers, 65% - to watch videos and photos of products [2].

Social media can influence consumer purchasing decisions. 60% of respondents reported that social media can lead them to purchase a product or service, and 40% said that social media can help them avoid a purchase [2].

Social media can help build brand loyalty. 70% of respondents reported that social media helps them better understand the brands they interact with, and 60% said that social media helps them feel more connected to those brands. The findings of the study unequivocally affirm the profound impact of social media on consumer behavior across a spectrum of dimensions. Specifically, social media emerged as a driving force influencing critical aspects such as product and service selection, purchase decision-making processes, the cultivation of a sense of belonging within specific groups or communities, and the stimulation of purchases through innovative tools like advertising, contests, and prize draws.

Consumers, empowered by the wealth of information on social media, utilize these platforms strategically to explore new products, compare prices, and seek guidance from peer reviews. The ripple effect of this newfound knowledge often translates into heightened propensities to purchase products and services discovered through these digital channels. Moreover, the interactive nature of social media facilitates informed decision-making, allowing consumers to engage with others who possess firsthand experience with particular products or services.

Beyond the transactional aspects, social media platforms contribute significantly to consumers' sense of belonging within distinct communities. This social cohesion influences their preferences, fostering an environment where consumers are more inclined to purchase products and services associated with their identified groups or communities [3]. Moreover, the

role of social media in purchase stimulation cannot be understated, with marketers strategically leveraging tools such as advertising, contests, and prize draws to not only capture attention but also drive consumer engagement and ultimately boost sales.

As we navigate the intricate landscape of social media's impact on consumer behavior, it becomes imperative for marketers to recognize these platforms as powerful tools that wield considerable influence. Understanding the nuances of this impact is paramount in devising effective strategies to leverage social media for the promotion of products and services [4]. In the evolving digital ecosystem, where social media's role is dynamic and ever-expanding, a nuanced understanding is not only beneficial but also essential for staying ahead in the competitive realm of digital marketing.

In conclusion, social media has revolutionized the way businesses interact with consumers, offering a powerful platform for influencing purchasing decisions, fostering brand loyalty, and driving sales. By understanding the impact of social media on consumer behavior and implementing effective social media marketing strategies, businesses can effectively engage their target audience, achieve their marketing goals, and thrive in today's digital marketplace.

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## **USING ARTIFICIAL INTELLIGENCE IN MARKETING STRATEGIES: AUTOMATION, PERSONALIZATION AND FORECASTING**

*Keywords: artificial intelligence, automation, marketing, personalization, promotion, robotization*

In today's digital world, marketers are getting unprecedented opportunities to improve business strategies thanks to artificial intelligence technologies. In particular, Shi allows you to automate routine processes, create personalized offers for customers and make accurate forecasts of market development.

Smart marketers design, partner, or integrate artificial intelligence into their technology packages to improve their performance. Artificial intelligence is already being used to target advertising and segment customers, but there are more options available. AI-based chatbots use all their customer data to answer questions and give advice to customers who are about to make a purchase. Take the Sephora Kik bot, which surveys customers about their preferences for cosmetics and then provides information about a specific product.

Image search using artificial intelligence allows users to upload photos of products that interest them to find suitable shopping ideas. For example, companies like Cam Find allow you to take a picture of something in the physical world and get related information. Let's say you see a poster for a movie that you would like to watch. If you send a photo to Cam Find, it will show movie recommendations, time and location.

Based on data from other consumers with a similar lifestyle, you can create personalized workout programs and nutrition information. For example, Under Armour used IBM Watson's artificial intelligence to create a “personal health consultant” that provides users with timely, evidence-based advice on sleep, fitness, activity, and nutrition.

Optimized advertising uses artificial intelligence to make decisions based on the full range of available data, including unstructured data such as feelings and moods. For example, IBM, this time as a corporate marketer, teamed up with Media Math (where I am CMO/CSO)

to activate true AI-driven software marketing with Watson Cognitive Bidder to get predictive signals from exposure to large amounts of data [5].

Understanding the capabilities of AI will allow marketers to optimize costs, increase conversion and customer loyalty, and accelerate the launch of new products on the market based on big data analysis. The rational combination of Shi and human intelligence will be the key to a flexible marketing strategy that can quickly adapt to dynamic market conditions.

Several powerful IT companies have already developed and launched artificial intelligence that generates models to automate various aspects of work, the methods of which modern marketers get acquainted and actively use. Such methods include project automation, which makes business more efficient, due to time and cost savings. It helps to minimize errors in marketing processes, as it can perform special tasks with greater accuracy than a person [1].

The main advantages of working with artificial intelligence in marketing are the analysis and use of a large amount of data. Artificial intelligence is able to efficiently analyze and process a large amount of data. This provides marketers with the opportunity to collect insights about consumers, their behavior and preferences. Thanks to machine learning algorithms and deep data analysis, marketers can promote more accurate audience segmentation.

Thanks to artificial intelligence, marketers can create personalized content and offers for each client separately. Collecting and analyzing consumer data allows you to understand their needs and intentions, interests and previous purchases.

Artificial intelligence will help marketers predict and optimize advertising campaigns. With the help of algorithms, Shi can analyze the results of previous cases, identify successful and ineffective strategies, and propose optimal changes for future ones. Artificial intelligence will help automate routine marketing processes, allowing marketers to focus on more complex and creative aspects of their work, where human thought is needed [2].

The main disadvantages of using artificial intelligence in marketing are primarily the risk of failures. Artificial intelligence is not an ideal tool, so it can make mistakes and failures. This can lead to incorrect decisions and a decrease in the quality of advertising campaigns. The use of artificial intelligence in marketing requires a large investment in the development and implementation of systems that ensure the functioning of artificial intelligence. For an enterprise, this is a big expense, especially for small enterprises.

The use of artificial intelligence can violate ethical norms and consumer rights, especially when collecting and processing personal data. Enterprises should take these issues into account and regulate their activities accordingly. At the moment, the possibilities of artificial intelligence in marketing are limited. Artificial intelligence can be useful for certain tasks, but not to respond to the needs of complex marketing strategies.

The use of artificial intelligence can lead to dependence on technology and a lack of attention to other aspects of marketing, such as human relationships, creativity and other soft skills that are also important for the success of an enterprise. Artificial intelligence may be limited in its flexibility and adaptability. The use of artificial intelligence may require strict definition of rules and parameters, which will reduce the flexibility of the choice of strategies and tactics of marketing campaigns. In addition, when using artificial intelligence leads to the collection and processing of a significant amount of data about users, and this violates their right to privacy. Therefore, enterprises should carefully monitor the collection and use of data [3]. AI-based analytics tools are also used to optimize pricing strategies, helping companies maximize their profits. By analyzing market data, competitor prices, and customer behavior, AI algorithms can recommend optimal pricing strategies that maximize revenue and profit.

As artificial intelligence continues to evolve, we can expect even more innovative programs that will revolutionize customer interaction and ensure profits. For example, AI-based voice assistants are becoming more advanced, allowing companies to offer smooth and intuitive voice interaction with customers. In addition, AI-based sentiment analysis tools can help companies better understand customer emotions and moods, allowing them to fine-tune their marketing and customer service strategies [4].

Interesting fact. Approximately 92% of patents related to Shi are developed by specialists living in 5 geographical regions of the world, namely: Japan, USA, ES-28, China and Korea. Of these, Japanese developers contribute to this development at the level of 43%, and American developers occupy the 2nd place at the level of 20%. In turn, experts from ES-28, China and Korea have developed about 10% of all patents in the field of artificial intelligence. Germany is an example of a country with a ES-28 economy that contributes to the largest number of patents related to the AI industry (Fig. 1).

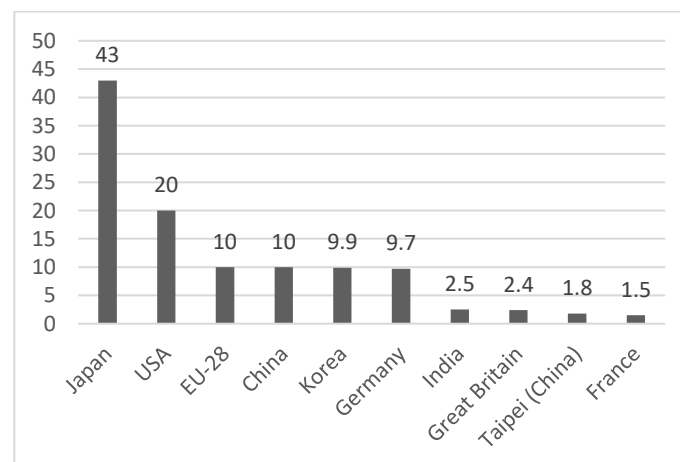


Figure 1 – Percentage of patents of different countries

Despite the small number of Indian companies among the top corporate investors worldwide, Indian specialists contributed to the development of 2.5% of inventions related to the AI- industry, after India's indicators, the UK (2.4%), Chinese Taipei (1.8%) and France (1.5%) are leading. Two-thirds of the patents related to Shi were developed by inventors living in Asia (roughly 43% in Japan, 10% in China, and 10% in Korea) [6].

So, artificial intelligence is a useful assistant for marketers, with large amounts of work, such as personalization, but all the work should not be assigned to it, because artificial intelligence does not have human abilities for critical thinking, and it can only give theoretical information.

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## **FEATURES AND TENDENCIES OF OPTIMISING MARKETING COSTS IN MODERN BUSINESS IN THE MARTIAL LAW CONDITIONS**

*Keywords: cost optimisation, marketing, martial law*

Optimising marketing costs is becoming a key aspect of strategic management in today's business environment, which is subject to constant change and the impact of geopolitical conflicts. The war brings special challenges and trends, forcing businesses to reconsider their advertising, sales, and customer relations approaches. In this context, it is important to consider the factors of economic instability and the risks associated with changes in consumer psychology under the influence of military events. Let's look at what determines the peculiarities and trends in optimising marketing costs in the context of military instability.

Marketing costs include resources spent on advertising, selling and supporting goods or services on the market. This financial aspect is complex and includes various costs associated with selling and promoting a company's products. These costs include advertising campaigns, remuneration of marketing department employees, participation in exhibitions, market research, competitive analysis and other aspects aimed at enhancing and maintaining the company's position in the market [1].

The key trend in optimising marketing costs in modern business during wartime is budget reorientation. Companies are rethinking how they allocate their marketing budgets, giving preference to online platforms that can provide more precise targeting of advertising efforts. For example, when the full-scale war started in Ukraine, all television advertising was cancelled, so the marketing department had to refocus on other promotion channels. Examples of such companies are Comfy, Rozetka, and Kyivstar. At one point, their advertising on television channels was stopped because of this promotion channel. The companies, in turn, switched to online advertising. In addition, flexible strategies and adaptations will always be relevant, as there is always a risk of unpredictability in a military conflict. Flexibility allows you to adapt to changes in consumer demand and market conditions quickly. Another important brand factor is maintaining reputation. Companies spend resources on reputation management and communications strategies to avoid negative consequences from external influences.

However, the question arises regarding how marketing costs were optimised under martial law. Certainly, some costs were reduced because it was forbidden to hold exhibitions and events with large numbers of people in the first months. Another problem was that the war affected people's material condition and psychological state, i.e., tolerance was a preceding factor. A negative example of a “scandalous” advertising campaign is "Bucha Kombucha". The name of this company caused a large outbreak of negative feedback, although the company tried to justify itself by saying that the company's place of birth was the city of Bucha. At the same time, additional questions arose about naming its line in this way before the war [2]. A striking example of the positive impact of using the Armed Forces of Ukraine symbols is Monobank, which changed the interface of its cards, thus not only maintaining the loyalty of the bank's regular customers but also encouraging new users [3].

Thus, investments in advertising campaigns can vary, and the examples above clearly show the difference between the effectiveness of promoting goods and services, which is a feature of marketing costs.

In conclusion, in the context of war, optimisation of marketing costs becomes an integral part of strategic management for modern businesses. Wartime conditions impose their own challenges, and key trends include budget reorientation and flexible strategies to adapt to changes in consumer demand. Preserving brand reputation and the use of symbolism can be important to navigate these conditions successfully. Optimising marketing spending during martial law requires consideration of economic and psychological factors, and examples of successful and unsuccessful strategies show a variety of approaches. Successful adaptation requires a sound strategy, flexibility and careful perception of the impact of military events on the consumer market.

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## INDIVIDUAL FEATURES

*Key words: benefits, purchase, packaging, slogan*

What can the product be interested in? What does the consumer pay attention to? And the most important question is how to make the consumer know about the product and want to buy it? These questions are sooner or later asked by every company that wants to develop and achieve its goals. It is important to introduce and disclose the benefits of the product to the potential customer before his direct interaction with the product and do everything to make the person want to buy it.

The consumer today has quite a large choice. Therefore, the question of which product among similar ones to favour is of great importance. When making this decision, people refer to their experience, and if they don't have it – to the experience of friends, remember what they have heard about the brand or whether they have seen it before. The brand itself can be able to encourage and direct the client to make a decision. Here we can use the rule of five senses – hearing, smell, touch, sight and taste. Smell, taste and touch are revealed only after the purchase. Sight and hearing, can also be helpful in arousing interest before the purchase is made. It is by engaging these senses there is a chance to stand out among other similar products without holding the product in your hands. Hearing is about the text, which is implemented through advertising in this situation. It can be a slogan, a motto, a brief but capacious sentence with meaning, which has a certain message. It should reveal the benefit that converting this particular item the customer can get. It should be easy to remember and sound constantly from the radio, YouTube adverts, social media adverts and so on.

In this way, the consumer will have already heard about the product and will make a decision based on what he wants to get. The best way to make a product stand out is with its bright and unusual packaging. But standard colours and shapes will not help in this. Here it is necessary to look for something unusual, something that has never been seen before. For example, a special colour for packaging that has not been used before. It will attract attention. When something bright and unusual is on the shelf, it is sure to attract attention.

A wonderful example is the Millennium chocolate brand. They have wonderfully demonstrated the combination of these two aspects. Their new Very Peri chocolate bar is a novelty that immediately captured the hearts of consumers. Everyone has pleasant memories

and sweet moments in life that can be recalled by a familiar word, smell or even a random moment. But thanks to “Very Peri” chocolate such memories will become much more. Millennium companies are 100 % sure of this. They encourage to cherish the moments with Very Peri chocolate. The chocolate bar is associated with something special, with some events that hold a special place in everyone's heart. The name itself “Very Peri” – not only emphasises warmth, something cheerful and pleasant, but it is also the name of the unique colour used in the packaging. This soft purple colour was named by Pantone as the colour of 2022, which was an additional plus for the brand. All fashionable people knew about this colour and tried to match it with their looks. So, the chocolate bar was also in line with fashion.

Brands can own colours in this way and select interesting slogans for their products that evoke pleasant associations in the minds of customers and therefore increase their brand loyalty.

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## **GAMIFICATION AS A MARKETING TOOL FOR CUSTOMER ATTRACTION: ADVANTAGES AND LIMITATIONS**

*Key words: gamification, marketing, customer attraction, limitations, advantages*

Gamification in marketing is a popular trend that is being used by an increasing number of companies. In 2017, more than 75% of Forbes Global 2500 companies said they use gamification to attract and retain customers [0]. Gamification can increase customer engagement and create a positive emotional experience, but it is necessary to take into account the psychological and motivational aspects of users when implementing gamification.

Gamification is the use of game elements and mechanics to achieve marketing goals. The active use of gamification in modern marketing is caused by the following reasons:

- When users enjoy using a website or app, they are more likely to become loyal customers.
- Gamification can also be used to encourage users to take certain actions, such as signing up or purchasing.
- Reaching a larger audience is possible when gamified apps become popular and go viral.
- The tool can also help companies understand their customers better, as the login allows companies to collect data on how people interact with their products and services. This information can be used to improve products and services, as well as to create more personalised marketing campaigns.

Gamification can be divided into two types:

- full-fledged games - quests, puzzles, puzzles and other games that have their own plot, rules and goals.
- the introduction of game elements - tests, scores, ratings, achievements, and other elements that are added to the usual interaction with the user [0].

Let's consider the possibilities of gamification on the example of Starbucks, which is a leader in the coffee industry and its success is largely due to the effective use of this tool to attract customers. This has resulted in a significant increase in customer retention rates (44% versus 25% for the industry average). Gamified loyalty programmes such as Star Dash, which

encourages customers to visit Starbucks more often by offering bonus stars for a certain number of purchases made over a certain period of time, and Starbucks for Life, which gives customers the chance to win free coffee for a year, month or week by completing tasks and earning money through games.

The company has also developed several digital games. Starbucks Pairs is a memory game featuring Starbucks products, Starbucks Bingo is a game that encourages customers to make multiple purchases, and Starbucks Nitro Cold Brew Game is a game that requires players to physically shake their phones to create a virtual Nitro Cold Brew. Loyalty programs and games use gamification elements such as rewards, progress bars, and personalised offers. In addition, the level system resembles the system in video games, where with each unlocked level, the user receives new benefits and rewards. These perceptual signals of achieving certain targets keep customers motivated and loyal to the brand. It also provides an opportunity for loyal members to be recognised for their commitment to the organization [0].

Gamification principles create motivational opportunities that trigger psychological states such as hope and compulsion that influence user behaviour. Hope motivates customers to interact with a gamified application to achieve their goals, while compulsion leads to repeated use without necessarily contributing to the goal.

Hope is a positive emotional state that is associated with the belief that a desired outcome can be achieved. Gamification can use hope to engage users and motivate them to take action by creating elements such as goals that give users something to strive for and create a sense of progress.

Progress tracking allows users to see how they are progressing towards their goals and this can keep them motivated, and rewards give users something positive to celebrate for their achievements and this can strengthen their belief that they can achieve their goals [0].

Whereas compulsion is a negative emotional state that is associated with a sense of obligation or need to do something. Gamification can use compulsion to engage users, but this can lead to negative consequences such as addiction or demotivation [0]. For example, gamified apps that overuse reminders or triggers can lead to users feeling compelled to use them. This can lead to users using the app even if they don't want to, or even if it doesn't help them achieve their goals [0].

In conclusion, we can say that gamification in marketing is an effective tool for attracting and retaining customers. If used correctly, gamification can have a positive impact on customer behaviour. To avoid the negative effects of compulsion, developers of gamified elements should use it in moderation and take into account the needs and goals of users. They should also create gamification that is fair. Users need to feel that they are in control of their

experience and that they are fairly rewarded for their efforts, otherwise it can lead to negative attitudes towards the brand and abandonment.

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## **IMPROVING THE MANAGEMENT OF ENTERPRISE'S GOODS FLOWS PROMOTION IN AREA OF SUSTAINABLE DEVELOPMENT**

*Key words: management, promotion, marketing, sustainable development*

Research for the company distributor Euromix II LLC is relevant, because the FMCG segment market is in great demand and the products transported by company have great prospects for interaction with the concept of sustainable development. The company Euromix promotes a large number of goods of various demand, such as household chemicals and food, which we use in our daily life. Therefore, improving progress in the plane of sustainable development will contribute to a good impact on the environment and well-being of both the country and people.

Today, it is important to improve the theoretical and methodical components of managing promotion of the company's products in area of sustainable development. It is appropriate to determine the essence and process of marketing activity management in the plane of sustainable development; to analyze the financial and economic activity of the enterprise "Euromix" II and assess the regularity of promotion. In the conditions of turbulent challenges, it is appropriate to analyze the marketing strategic activity of the company Euromix II LLC, to conduct an EFAS analysis, a SWOT analysis, and to outline promising strategic directions of development [1; 2]. It is significant to form a number of recommendations for improving the management of promotion, marketing activities of enterprise in the field of sustainable development in FMCG market of Ukraine.

The results of the research will be used by Euromix II LLC to improve its marketing activities. The results of the work can be used at distribution enterprises. The work is applicable in field of marketing organization for sale of FMCG segment, namely household chemicals, food, etc.

According to experts in the field of marketing, distinguishing characteristics of sustainable development marketing are the emphasis on tasks of sustainable development. UA LLC "Euromix" II is a distribution company operating on the B2B market and providing comprehensive services for the development and promotion of brands on the Ukrainian market.

For customers, a site with a convenient interface has been developed, where all contact data, company history, coverage map and working capacities are indicated, it is possible to leave a request or contact company representatives directly [2].

The unique base of retail customers allows Euromix to cover more than 80% of active retail outlets in the territory. The number of covered sales points increases every day, because the company's customers receive the highest level of service - more than 97% [2]. Keeping the content relevant and regularly updated on social networks and the company's website is important to ensure that the site reflects a positive image of the company and provides convenient access for potential partners. The impression created about the company among people is partly determined by the information that is posted on social networks and available online, in particular, from Euromix on the Internet.

After conducting an SEO analysis, it was found that the Euromix site has a fairly large audience reach than the options offered by modern site updating companies, so there was no need to replace the site. Segmentation and target segment of the enterprise. The Euromix company operates on the B2B market and is engaged in the delivery of FMCG products, namely food (Food) and chemicals (Hyho). We can make an approximate description of the target audience according to Mark Sherington's method (5W)

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## **THE ESSENCE OF THE CONCEPT OF DIGITAL MARKETING**

*Keywords: digital; marketing; clients; business; promotion*

In the current conditions, everything is digital, and digital marketing has been integrated into almost every aspect of business, fundamentally changing how companies communicate with and deliver value to clients. Digital marketing is the promotion and marketing of goods and services to clients through digital channels and electronic technologies. These digital channels can include the internet, social media platforms, mobile applications, webinars, text messaging search engines, web-based advertising, online client communities and other digital platforms. Digital marketing is frequently seen as a novel way for businesses to interact with their target clients and comprehend their behavior. Companies frequently blend traditional and digital marketing strategies to get the best outcome.

In accordance with Cambridge Dictionary the essence of the concept “digital” is the use of or related to computers and the Internet [1].

The concept of digital marketing is quite broad and includes all business promotion opportunities in which digital communication channels can be used.

The American Marketing Association offers the following formal definition: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large [2].

The goal of digital marketing is to improve brand awareness, generate leads, increase website traffic and, ultimately, drive sales and business growth. The process can involve digital marketing tactics similar to traditional marketing. Organizations can combine both traditional and digital marketing techniques as a strategy.

The role of digital marketing is to help you garner new traffic, leads, and sales for your business by reaching people looking for your products and services.

The key benefit of digital marketing is global access and the greatest advantages of digital marketing include following: global online reach and visibility; cost efficiency; effective targeting; increased engagement; speed; analytics and optimization; multiple content types; flexibility.



According to Bilovodska, O. and Holovachov, I., the benefits of digital marketing are as follows: 1. Digital marketing allows to reach both online and offline consumers. 2. Ability to collect clear and detailed data. 3. Flexible approach. For example, using a QR code on a flyer, it is possible direct a user to a website. And at the same time, it is possible to invite subscribers to a seminar or other offline event thanks to an email list [3].

There are tools of digital marketing: SEO means Search Engine Optimization and is the process used to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily findable, more relevant and popular towards user search queries, and as a consequence, search engines rank them better; e-mail marketing is when a business uses email to communicate and connect with their client base; content marketing is promoting a brand's products or services indirectly through the publication of content that interests the target audience; Paid Social and Paid Search Advertising is a marketing technique that involves placing digital advertisements inside search engine results; mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smartphones; SMM means Social Media Marketing and is the process of creating content for social media platforms to promote your products and/or services, build community with your target audience, and drive traffic to your business. Other types of digital marketing include marketing automation, design, apps, and SMS, web analytics, and growth hacking. The list of tools used depends on the goals of the marketing campaign, the stage of its implementation, the characteristics of the target audience, and the product being promoted. Taking into account all of the above, in our opinion, digital marketing is global and the reach a business can achieve with it is enormous.

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## **THE ROLE OF ENVIRONMENTAL VISIBILITY IN MARKETING**

*Key words: environmental, marketing*

Topicality. The role of environmental responsibility in marketing is increasing in the modern world. Growing environmental challenges require sustainable approaches in marketing. Organizations are beginning to feel pressure from consumers and the public for environmentally friendly products. Implementation of environmental principles in marketing strategies becomes key to competitiveness and brand reputation. This topic explores the impact of environmental responsibility on market trends and marketing strategies.

Setting objectives. To study the impact and importance of environmental responsibility on marketing and ways of integrating these principles into the activities of companies. Describe current trends in environmentally oriented marketing through practical examples. Consider the impact of environmentally oriented strategies on consumers, their brand awareness and product choices. Identify the main challenges of companies when implementing environmental responsibility in marketing. To offer recommendations for increasing the effectiveness of ecologically oriented marketing campaigns, taking into account cultural and regional characteristics. To analyze the best practices and successful cases of implementation of environmental responsibility in the marketing strategies of various companies.

Presentation of research results. The role of environmental responsibility in modern marketing is very important for the image of companies and their future success. Enterprises implement a more balanced approach to the production and sale of goods, meeting the protection of the environment. The main aspect is the creation and promotion of environmentally friendly products that gain consumer support and build trust in brands. Advertising campaigns today emphasize the ecological aspects of products, paying attention to their impact on the environment. This is important for attracting the attention of discerning consumers who are more attentive to the environmental responsibility of enterprises. Other effective tools are “green” branding and labeling of product compliance with environmental standards. There are several strategies that can help companies improve the effectiveness of

using environmental responsibility in marketing campaigns, taking into account cultural and regional differences:

1. Understanding local contexts: Cultural and regional characteristics significantly influence the perception of environmental initiatives. Before launching campaigns, local values, beliefs and attitudes towards ecology should be thoroughly studied.

2. Adaptation of messages: Developing messages and materials that take into account local characteristics and values is key. Materials should be culturally sensitive and appropriate to local beliefs.

3. Partnership with local organizations: Cooperation with local NGOs or government agencies can improve the perception of environmental initiatives, ensuring their credibility and support.

4. Communicating through local channels: Using local media platforms that are most accessible and known to the target audience will help achieve better understanding and acceptance of messages.

Regarding best practices, it is worth taking into account examples of successful implementation of environmental responsibility:

1. Patagonia: This company actively uses its brand to promote environmental values. They not only offer environmentally friendly products, but also actively work in the field of environmental education and monitor the effectiveness of their initiatives.

2. IKEA: IKEA's initiative of introducing exclusively ecological products in its range and creating a furniture recycling program reflected their responsibility towards the environment.

3. Unilever: The company actively implements the principles of sustainable development and environmental responsibility in all aspects of its activities, and also conducts an information campaign for consumers.

Environmental marketing actively responds to current trends and consumer requests. Manufacturers are looking for environmentally friendly packaging materials and developing biodegradable alternatives to reduce waste. Companies actively measure their environmental impact using tools like Life Cycle Assessment to reduce CO<sub>2</sub> emissions and water consumption. The introduction of environmental strategies into the corporate culture contributes to the creation of a positive perception, a feeling of support from consumers and ensures an increase in the awareness of producers regarding their environmental contribution.

Conclusions. The role of environmental responsibility in marketing is growing in modern business. Implementation of environmental strategies allows enterprises to increase competitiveness and cooperate with environmentally conscious consumers. Companies that strive for environmentally friendly practices create a positive image and attract new customers.

Environmental responsibility not only increases consumer confidence, but is also part of corporate social responsibility. The integration of environmental principles into the activities of companies can have a positive impact on the environment and society in general. Therefore, the active implementation of environmental strategies in marketing will determine the success of enterprises in the future.

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## **PROHIBITED ASPECTS IN ADVERTISING**

*Keywords: marketing, advertising, product, consumer, regulation*

Advertising is a means of disseminating information to create consumer awareness and arouse their interest in advertising objects, but it is subject to regulation in accordance with the principles of truthfulness, credibility and legality.

The main participants in advertising industry of Ukraine are advertisers, advertising producers, distributors and consumers. In addition, the relevant Law defines their rights and obligations.

Legislation defines key principles of advertising, such as truthfulness, credibility and legality, as well as restrictions aimed at preventing negative impact on the society.

Recent changes in Ukrainian legislation restrict the use of discriminatory statements, unauthorized depictions of state symbols, technologies that affect consumers' subconsciousness, and advertising of fortune-telling and divination services. For example, recent regulatory restrictions prohibit advertising of residential construction without the necessary permits, emphasizing the importance of compliance with property rules and building regulations.

The Law also defines hidden advertising as information that serves advertising purposes but may mislead people about the true purpose of programs, broadcasts or publications. Unfair advertising, due to inaccuracy or unreliability, may harm consumers and society as a whole.

An important element of advertising regulation is to take into account the ethical norms and values of the society. Prohibiting the use of images containing elements of cruelty, violence and pornography demonstrates compliance with ethical standards and protection of human dignity.

The negative impact of advertising can lead to stereotypes, discrimination and mental problems among consumers. Prohibition of the technologies that influence subconsciousness emphasizes the importance of protecting consumers' mental health.

Advertising is a key tool in shaping the image of companies and brands. Prohibiting the use of false claims and exaggerations helps to maintain consumer confidence in brands and their products.

Advertising regulation is also aimed at protecting consumer rights and ensuring a fair competitive environment. Moreover, the prohibition of false claims and prohibited methods helps to avoid consumer deception and ensure a level playing field for all market participants.

Preventing negative aspects in advertising is essential for the sustainable development of the society. The ethical and responsible use of advertising helps to maintain consumer confidence, build a positive image of companies, and ensure the protection of the rights and interests of all market participants.

Therefore, adequate regulation of advertising meets modern socio-cultural and economic requirements, promotes the development of the competitive market environment and improves consumers' quality of life. This approach promotes positive dynamics of market relations and contributes to providing the sustainable market environment.

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## **MARKETING MANAGEMENT AT THE ENTERPRISE**

*Keywords: enterprise, marketing, management, organizational structure*

Marketing management is one of the key components of the successful functioning of any enterprise. The modern business environment requires not only quality goods and services, but also an effective strategy for their promotion on the market.

First of all, the enterprise must be adapted to the specific features of its market. This means that there is no one-size-fits-all model. On the contrary, successful marketing management involves flexibility and the ability to quickly adapt to changes in the economic environment [1].

One of the key components of marketing management is the study of market and consumer trends. The marketing department must have adequate resources to conduct its research, analyze competitors and determine the needs of the target audience. This gives the company the opportunity to develop effective positioning and advertising strategies.

Also, an important task of marketing management is interaction with other functional units. Marketing must interact with production, distribution, finance and other departments to ensure an integrated approach to business process management. For example, effective communication between marketing and production allows timely response to changes in demand and provides production with the necessary resources [2].

Marketing at the enterprise must necessarily include a system of internal control and measurement of results. Performance metrics such as ROI (return on investment) and KPI (key performance indicators) allow you to evaluate the effectiveness of marketing campaigns and adjust strategies in time [2].

Effective marketing management requires a proper structure that integrates strategic planning, the study of market trends, internal interaction and measurement of results. The implementation of such a structure helps to increase the competitiveness of the enterprise and ensures its stable place in the market.

The structure can be linear or functional, depending on the specific needs of the enterprise. It is important that all departments of marketing management work together to achieve the overall goals of the company.

Line and functional structures are two different types of organizational structure used in companies to distribute authority and responsibility.

A linear management structure is one of the basic forms of organizational structure, where power and responsibility are transferred from the top to the bottom in a linear order. This is the simplest hierarchical type of management, where there is a clearly defined chain of command [3].

A functional management structure is a form of organizational structure in which the enterprise is divided into different functional divisions that are responsible for the performance of specific functions or types of work. In this structure, divisions are formed on the basis of activities or professional responsibilities, such as production, marketing, finance, research, development, etc.

Functional structure is usually used by large companies where a large number of specialized tasks require a high level of expertise. However, this structure can also lead to interoperability problems between different functional areas and requires effective communication management between departments [3, 4].

It should be noted that the structure of marketing management may vary depending on the size of the enterprise and its industry. Large companies may have large marketing departments with numerous specialized divisions, while smaller businesses may consolidate these functions into a more general department.

It is important to consider that the choice of management structure depends on the specific needs and characteristics of a specific organization. Many companies use a combination of different elements of structures to achieve optimal organizational efficiency.

For example, a linear-functional management structure is a combination of linear and functional management structures. It is often used in medium-sized and large organizations. Such a system combines elements of both approaches, taking into account the advantages and disadvantages of each.

In summary, we can say that the peculiarities of marketing organizational structures emphasize the need for adaptability and strategic alignment with the ever-changing and highly dynamic market of today. Regardless of its type, the structure chosen should reflect the company's goals, culture and nature of its offerings. In an era of ever-changing consumer expectations, companies must use structures in their marketing that foster innovation, collaboration, and a deep understanding of the many factors that shape the markets in which they operate.

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## **POSSIBILITIES OF DIRECT MARKETING PROGRAMS**

*Keywords: direct marketing, advertising, email-marketing, telephone marketing, SMS marketing, Internet marketing, chatbots, catalogue marketing, push notifications*

The rapid development of the modern world is increasing the need for advertising of goods and services produced or offered by various organisations. Advertising activities are becoming increasingly widespread and require the development of an effective and balanced policy. There are a large number of criteria that can be used to classify advertising: industry, target audience, distribution, types of advertising media, methods of influence and other parameters.

For practical use, the most convenient classification of advertising types is the general classification based on the correspondence of the type of advertising to the type of advertising medium or channel of advertising transmission.

Commercial advertising is divided into the following main groups according to the types of advertising media and distribution means: media and non-media types of advertising. Direct marketing is a non-media type of advertising.

*Direct marketing* is a set of measures by which companies successfully build direct marketing communications personally with each consumer of their goods and services and establish long-term mutually beneficial relationships with them [1].

The main goal of direct marketing is to send personalised messages and offers directly to the target audience. In this case, there are no intermediaries or third parties involved in the process - only a personalised Business to Business or Business to Consumer dialogue.

The main communication goals of direct marketing include:

- attracting the recipient's attention;
- keeping the consumer in the sphere of influence of the communicator;

- development of long-term relationships with the recipient;
- stimulation of the purchase act and creation of prerequisites for numerous repeat purchases;
- studying the consumer's reaction to a particular product [2].

The key elements of any direct marketing programme are audience segmentation, personalisation of messages, measurement of results and continuous optimisation of the strategy. This helps to ensure effective communication with customers and achieve your goals.

*Here are a few direct marketing programs:*

*Email marketing* is an effective method of direct marketing in which companies use email to communicate with their audience. This type of marketing allows you to send personalised messages to customers and potential customers in order to achieve various marketing goals.

The text of the email should be written in such a way that the first two or three phrases make it clear what the offer is and the benefits that the client can get.

*Telephone marketing* is a direct marketing strategy in which companies use phone calls to communicate with potential customers or existing customers to engage them in a purchase, maintain or develop a relationship.

There is telemarketing:

- incoming, when the operator's task is to answer customer calls;
- outbound, when operators call the database themselves to sell their product.

It can be an effective direct marketing tool, but it also requires a lot of effort and care to ensure a positive customer experience.

*SMS marketing* is a direct marketing method in which companies use text messages to communicate with their audience. This marketing method allows you to send short text messages with promotions and special offers to the mobile phones of customers or potential customers.

*Internet marketing* is the direct promotion of a product through social networks, messengers, thematic forums and websites (subscriptions to business groups and accounts of stores or companies). This marketing, through a two-channel system, connects consumers with an electronic catalogue and a seller. In this way, the consumer specifies the item to be purchased, its price, terms and conditions of receipt of the selected product (visit to the store, home delivery, etc.).

The main components of Internet marketing:

1. Website and e-commerce: Having a quality e-commerce website that is easy to navigate and shop on is a basic step. The site should be mobile optimised and secure.

2. Search engine marketing: Includes search engine optimisation (SEO) to improve your site's visibility in Google search results, as well as paid search engine marketing (SEM) advertising based on keywords.

3. Social media: Using social media to communicate with your audience, advertise and create special offers for your followers.

4. Messengers: Using popular messengers such as WhatsApp or Facebook Messenger to communicate with customers and send messages.

**Chatbots** are important tools in direct marketing as they allow companies to automate and personalise communication with customers and prospects across various channels, such as websites, social media, messengers, etc. Chatbots are becoming increasingly popular in direct marketing due to their ability to simplify communication with customers and improve their user experience. They can be an effective tool for automating and personalising marketing efforts.

**Catalogue marketing** is direct marketing with the help of catalogues sent to selected customers or provided to them in stores.

**Push notifications** are messages in windows that appear on the screen of a computer, smartphone, or other device when a person visits a particular website or page.

Direct marketing provides ample opportunities for marketing and creative experiments, as the flexibility of each of its tools allows you to vary and change the methods and forms of customer appeals at different stages of direct marketing. At the same time, you have control over tracking the most effective offers as they are sent to the target audience. Thus, direct marketing makes it possible to accurately calculate the results of the activities being carried out [3].

*What business doesn't need direct marketing?*

From all of the above, we can draw an unequivocal conclusion that organising a direct marketing system in an organisation is an urgent need for any business. However, certain clarifications should be made, because in some cases its implementation in the company's activities will be unnecessary. In our opinion, direct marketing will not be useful for such businesses:

- those who work with a short-term strategy (for example, selling mass-market perfumes, printed materials, starter packs);
- those for whom the collection of a customer base will cost more than the amount of transactions. For example, local small businesses such as beauty salons, hairdressers, and fast food outlets;
- those who do not plan to train their employees in direct marketing [4].

*Conclusions.* Direct marketing is an effective marketing strategy that can lead to a variety of achievements for a business. Here are some of the most important achievements that can be made through the use of direct marketing:

1. Increase in sales: Direct marketing allows you to accurately identify the target audience and provide them with individualised offers, which helps to increase sales.
2. Increase customer loyalty: Staying in constant contact with customers and providing special offers can help maintain and increase customer loyalty.
3. Increase in the average check: Direct marketing can encourage customers to purchase more goods or services, which leads to an increase in the average cheque.
4. Improving the response rate to marketing campaigns: Direct marketing often has a higher response rate because messages are sent to a specific audience that has already shown interest in the product or service.
5. Opportunities to measure results: Direct marketing allows you to accurately measure the results of your campaigns, which makes it possible to analyse their effectiveness and optimise your strategy.

All these advances make direct marketing an important part of the marketing strategy for many companies, but it is important to adhere to ethical standards and ensure the confidentiality of customer data to maintain long-term success.

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## **SPONSORSHIP AS AN EFFECTIVE TOOL FOR CUSTOMER ENGAGEMENT**

*Keywords: marketing, sponsorship, engagement, reputation, brand*

Sponsorship is becoming an increasingly important element in customer engagement strategies in today's marketing environment. This tool not just a means of supporting events or project, it's a powerful marketing mechanism aimed at creating a positive brand image and attracting a target audience. Let's consider the main advantages and possible drawbacks of sponsorship, the mechanism for attracting sponsors, and the requirements for them.

Key Advantages of Sponsorship:

1. **Increased Brand Awareness:** Sponsorship allows a brand to gain public exposure by supporting popular events or communities, enhancing its recognition.
2. **Engagement of the Target Audience:** Associating a brand with a specific event or initiative attracts the attention of a target audience already interested in the relevant context.
3. **Positive Brand Connection:** Participation in sponsorship establishes a positive connection between the brand and the consumer, making the brand more human and socially responsible.

What to particularly focus on:

1. **Potential High Costs:** Organizing and participating in sponsorship events can be costly, especially for small businesses.
2. **Implicit Results:** Measuring the effectiveness of sponsorship activities can be challenging, and the results may not be immediate or clear-cut.
3. **Mismatched Target Audiences:** Choosing the wrong event for sponsorship may lead to a mismatch with the brand's target audience.

Mechanism for Organization and Attracting Sponsor:

1. **Analysis of Goals and Target Audience:** A thorough examination of the brand's goals and analysis the target audience to identify the most effective sponsorship opportunities.

2. Development of Proposals for Sponsors: Create attractive and persuasive proposals for potential sponsors, based on their goals and strategies.

3. Negotiations and Agreement: Conduct effective negotiations and the establishment of beneficial agreements with potential sponsors.

4. Execution and Interaction: Fulfilling commitments, actively participating in sponsorship events, and interact with the audience.

#### Sponsor Characteristics and Requirements:

1. Image and Reputation: Sponsors should have a positive image and solid reputation, as this directly affects the perception of the brand they support.

2. Values and Mission: Sponsors should share or support the values and mission of the brand to ensure consistency in sponsorship efforts.

3. Financial Stability: Ensuring the financial stability of sponsors is crucial to avoid unforeseen situations during collaboration.

Sponsorship proves to be an effective tool for customer engagement, positively impacting a brand and its relationships with the audience. Although there are significant costs and potential risks, a well-designed and executed sponsorship strategy can significantly enhance a brand's market position. It's essential to consider the brand's characteristics and audience while selecting sponsorship opportunities that align with the company's marketing goals. Successful collaboration with sponsors sharing common values and aiming for mutual success is the key to success.

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## **RESEARCH ON THE SALES OF INTEL AND AMD PROCESSORS USING MACHINE LEARNING METHODS**

*Keywords: marketing strategy, market assessment, sales analysis, trend, trend analysis method*

One of the key aspects of marketing research is forecasting market trends, including the development of forecasts for market capacity and product sales volumes. Market trend forecasting allows for the identification of future development prospects and serves as the foundation for developing a company's market strategy and tactics. The quality of the forecast depends on the depth and comprehensiveness of the analysis and market assessment conducted. Typically, trend analysis methods are employed in market research to establish correlations when studying the development of market trends [1].

The objective of the research is to integrate key trend analysis methods [2] to forecast the development of market trends, followed by the application of the obtained results in analyzing the sales of components on the Internet. The research focuses on time-series sales data in Ukraine for specific models of processors from Intel and AMD as the subject of investigation.

During the execution of the work, computational models  $F1(X, y)$  and  $F2(X, y)$  were derived to predict price changes for AMD Ryzen 5 Matisse and Intel Core i5 Coffee Lake Refresh processors in Ukraine [4], where  $X$  represents the feature matrix (a specific time series), and  $y$  is the target vector (price values). The models were based on regression computations of polynomials [5, 6]. Using machine learning technologies, regression coefficients were obtained, and the values of determination coefficients and mean square errors were calculated [3]. The results of the calculations are presented in Table 1. The chosen computational technologies demonstrated high efficiency and yielded relatively high model accuracy on test data. Polynomial function graphs describing the dependencies of average prices over time for the period from 11/14/2021 to 3/19/2023 are illustrated in Figure 1.

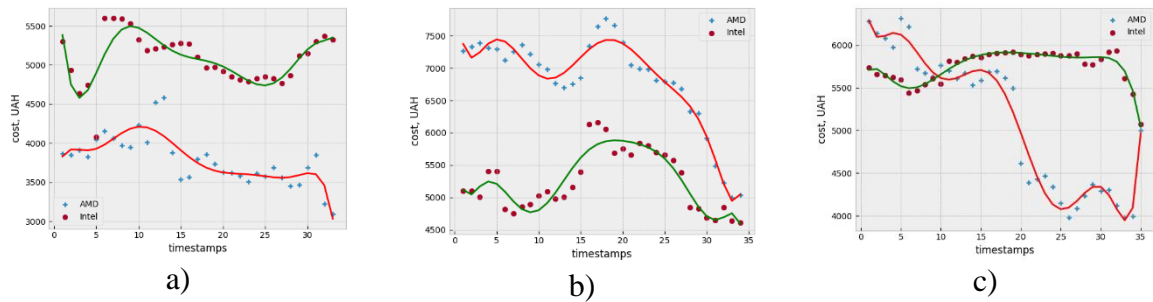


Figure 1 – Graphs depicting the dependence of average processor prices on time and trend lines for the following periods: a) 11/14/2021-7/10/2022 (1); b) 7/17/2022-3/19/2023 (2); c) 3/26/2023-11/12/2023 (3).

Green represents Intel processors, while red represents AMD processors.

Table 1 – Calculation of Mathematical Characteristics

	Number of periods	AMD	Intel
Mean Square Error (MSE)	1	27694.56	30037.28
	2	20449.38	2613.96
	3	29820.88	37567.95
Determination Coefficient	1	0.95	0.86
	2	0.97	0.93
	3	0.70	0.63
Coefficients of polynomial equations	1	-1.565, 7.311, -1.506, 1.594, -9.347, 3.075, -5.324, 3.776	-1.511, 8.810, -2.286, 3.098, -2.406, 1.115, -3.053, 4.561, -2.865
	2	-1.184, 5.529, -1.205, 1.357, -8.427, 2.908, -5.219, 3.798	3.486, -1.795, 3.569, -3.620, 2.120, -7.448, 1.532, -1.667, 7.084
	3	5.671, -2.679, 5.924, -6.696, 4.155, -1.440, 2.621, -1.954	-1.744, 4.620, -3.861, -1.065, 3.939, -2.835, 9.817, -1.702, 1.184

During this investigation, diverse regression models were explored leveraging the computational prowess of machine learning libraries. Opting for a polynomial model as the ultimate choice, the construction thereof was executed utilizing the specialized machine learning methods library, scikit-learn [6], coupled with the programming language Python.

The results obtained can prove valuable for future investigations into sales models of components on marketplaces. Furthermore, they serve as an exemplar in the application of sales analysis methods incorporating machine learning techniques.



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## **BLUE COLOR IN MARKETING COMMUNICATION**

*Keywords: colors in marketing communication, blue color, branding*

This abstract is devoted to colors in marketing communication. Particularly blue color in advertising and branding is researched in some aspects.

Blue color has great power in marketing communications: advertising and branding. Blue is the most commonly used color in branding and marketing [2].

Psychology and physiology of blue color. This color is associated with trust, reliability, and calmness [1]. It promotes a sense of security and stability. Blue color has a calming effect on the mind and body, reducing stress and promoting relaxation. Blue has very positive associations right from the beginning of time and, by association, brands also reap the benefits of these associations.

Influence of blue color on different target groups. Blue color signifies professionalism and trust, making it a popular choice for corporate logos and branding in the corporate world [5]. This color is often used to convey cleanliness, reliability, and a sense of well-being in the healthcare industry. Blue is associated with innovation and stability, making it a common choice for tech companies.

1. The palette of blue color tones is considered as cool colors on the color temperature spectrum, conveying a sense of coolness, calmness, and tranquility.

2. It also has peculiarities in different countries and cultures. For example, in the USA blue color symbolizes trust, reliability, and professionalism, but in the United Kingdom blue symbolizes tranquility, dignity, and decorum. For Western European countries blue color means truth, serenity, reliability, responsibility, and fidelity. In China it represents immortality and happiness, but in the Middle East blue symbolizes protection and warding off evil. For people in India blue represents truth, mercy, and love. In Latin America blue color is associated with mourning, but also trust and tranquility and in North America blue is soothing and signifies a trustworthy person or official business.

Choose contrasting colors for readability, such as white on blue or yellow on blue. Successful combinations are blue and white for a clean and classic look, blue and gold for a

sense of luxury. The worst combinations is blue and red as it create visual stress, and certain shades of blue with green may clash.

Bold shapes with blue can enhance visual impact and convey strength and softer shapes with blue create a more calming effect, reducing visual intensity.

There are bad examples of using blue color in advertising. Among such examples are:

- Pepsi Blue Campaign (2002): The use of bright blue was not well received, conveying an artificial and unappetizing feel [3].

- Kraft MiO Liquid Water Enhancer (2012): The vibrant blue packaging gave the impression of artificiality and deterred health-conscious consumers [4].

- Woolworths (2009): The blue and green combination in their logo clashed, causing visual discomfort. All participants of the market and marketing and advertising industry.

Successful examples of using blue color in advertising industry and branding can be find. For example, IBM's blue color logo symbolizes reliability and innovation. Facebook (Meta Corporation) also prefers blue color as main for Facebook product and used to convey trust and social connection [2]. To Ford Motor Company blue logo signifies strength and dependability of the produced cars [2]. For American Express blue color implies trust and financial stability. The use of blue in Samsung's branding suggests reliability and technological advancement.

Overall, blue color is popular enough to be implemented in different types of marketing communication. There are already lots of examples in advertising and branding. Some of them were explored. Just remember that color in marketing communication has to promote and underline the product and cause right associations.

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## **INTERNET MARKETING STRATEGY FOR BRAND PROMOTION ON THE MARKET**

*Key words: internet marketing, brand, promotion*

Internet Marketing as a Strategic Tool: Defining its popularity and success through widespread network access enabling businesses to expand operations and penetrate new markets. Cost Reduction and Enhanced Efficiency: Reviewing business benefits such as infrastructure and advertising cost reduction leading to increased competitiveness by lowering prices for goods and services. Improving Customer Service: Noting the potential for individualized customer approaches fostering increased consumer satisfaction and building lasting relationships. Global Perspectives and New Markets: Advantages in accessing international markets for enterprises and expanding opportunities in the realm of international business.

Significance and Advantages of Internet Marketing: Highlighting its advantages compared to other marketing strategies, particularly due to the availability of free tools for promoting goods and services. Diversity in Definitions: Surveying various interpretations of “internet marketing” in scholarly literature and its significance in the modern business environment. The Role of Strategic Management in Business: Explaining the essence of strategy in making strategic decisions at the leadership level, determining the success of commercial enterprises in a competitive environment. Strategic Planning and Implementation: Reviewing strategy as a comprehensive long-term plan involving tactical tasks and its implementation in real life.

Marketing Strategy within the Business Strategy: The role of marketing strategy as part of the overall strategy aimed at satisfying customer needs and increasing sales. Corporate-Level Strategy Composition: Examining different aspects of strategic management at the enterprise level, including growth, portfolio, and competitive strategies. Market and Functional-Level Strategies: Describing strategy levels such as market policies, positioning strategy, and marketing strategy used to achieve company objectives.

Constant Changes and Emergence of New Tools: Overviewing the continuous development of internet marketing leading to an increase and evolution of available tools for achieving desired results. Dynamism in Tool Selection: Analyzing market competition's impact

on the company's marketing tool selection and changes based on evolving needs and promotion channels. **The Role of Tools in Achieving Business Goals:** Explaining how tool selection is determined by the company's tasks and contributes to achieving its results and objectives.

**Overview of Key Internet Marketing Tools:** A detailed examination of the most popular and utilized internet marketing tools, their interconnection, and impact on business operations. **Objectives of Search Engine Optimization:** Describing the functions and goals of search engine optimization, focusing on its role in attracting new customers and adapting to changing user behaviors and technologies. **Variety and Specificity of Tools:** Understanding the variety of internet marketing tools, their specificities, and differences based on different goals, channels, and budgets.

**Marketing Analysis in Business Management:** Describing the marketing analysis process preceding the business entity's strategic actions, involving demand analysis, competitiveness, and sales strategies. **Marketing's Role in Strategy Selection:** Explaining the importance of marketing in ensuring a company's operational efficiency and market competitiveness. **Challenges and their Impact on Success:** Analyzing primary challenges affecting a business entity's success in product development and implementation. **The Importance of Market Monitoring:** Reviewing the necessity of marketing activities and market monitoring to ensure competitiveness and formulate marketing strategies.

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## **ANALYSIS OF THE MANUFACTURING ENTERPRISE LLC “KOTE UNION” MARKETING ACTIVITY**

*Key words: marketing activity, trademark, production enterprise*

To conduct the analysis of marketing activity management, the LLC “KOTE UNION” production enterprise, trademark “Rebar” was chosen. A significant part is paying attention to the research of the Ukraine building materials market, namely the field of manufacturing and implementation of composite materials. Also, an important component is the coverage of methodical aspects of product promotion and customer service.

The complex of responsible issues and provisions for improving the marketing activities of enterprise management is devoted to the work of domestic and foreign experts in the field of marketing, such as: S. S. Garkavenko, S. M. Ilyashenko, Philip Kotler, Dawid Szostek, Radoslaw Dziuba, Yan Wiktor, S. Y. Kasian, K.P. Pilova, N.V. Shynkarenko et al.

Based on the results of research, experts note that the market of fittings in Ukraine is one of the segments of the large building materials market. Today, it is expedient to clarify and improve the enterprise marketing activities management on the market of construction materials of Ukraine. The manufacturing enterprise marketing activities of a management of should be understood as the process of managing all parts of the enterprise, from development to the sale of products on the market, taking into account a holistic approach to understanding the main market processes. That is, control of all stages of production, development and planning in order to achieve the company's goals [1, 2].

It is important to outline the list of seventeen sustainable development goals approved by the UN in 2015 on January 1, the decision on Agenda 2030 “Transforming our world”. It is appropriate to analyze the B2B market concept and the regulation of the activities of the manufacturing enterprise in the legislative market [1].

“KOTE UNION” Limited Liability Company, trademark “Rebar”. The company has been operating on the Ukraine building materials market for more than three years. The company “Rebar” is a producer of composite materials, namely rebars and meshes, and a new position of fiberglass has also appeared. The company is engaged in sales not only on the

territory of Ukraine, but works for export. In Ukraine, the production enterprise cooperates with various enterprises, production plants, construction and agricultural companies [2].

The production and the office of the sales department are located in the city of Dnipro, the main office is in the city of Kyiv. The company is actively developing and expanding its capabilities, this year there was a large-scale expansion of the production part, the purchase of a new premises for production. The production part is combined with the warehouse and is located on the same territory. Production works in shifts in night and day shifts, the warehouse works on weekdays from 9 a.m. till 5 p.m. The departments work according to different schedules, but they cooperate closely, thanks to the composition, the sales department communicates with the production department. It should be noted that all departments adhere to the principles of internal marketing and interact in production issues, based on the principles and ideas of marketing [2].

With the invasion of hostile russia-katsapia and military actions on the territory of Ukraine, the company “Rebar” actively provides assistance to volunteer organizations. Provides rebars free of charge to assist in the demining of liberated areas of the country. In September 2023, more than 400 meters of rebar were handed over to the defenders. Also providing the necessary materials for the reconstruction of residential buildings that were damaged due to missile attacks from the aggressor country – russia-katsapia.

The work results can be used at enterprises for the production of composite materials (rebars and grids) in Ukraine. The work is applicable in the field of marketing organization for the implementation and sale of construction materials. The results of the research will be used by “KOTE UNION” LLC to increase the awareness of consumers and partners and to develop its marketing policy.

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## **DETERMINANTS OF ECO-PRODUCTS: ZOOMERS' CONTEXT**

*Keywords: eco-products, «eco-friendly» products, green consumer, recyclable resources, sustainable business practice, generation of zoomers*

Identification of factors that shape the perception of a product as ecological, green, eco-friendly, is important for effective branding of eco-products. Different groups of consumers (divided by age, gender, etc.) can associate eco-products in different contexts. According to Generational Theory (W. Strauss, N. Howe), every 20-25 years a new generation is born, typical representatives of which are characterized by certain values that are not repeated from generation to generation.

According to L. Johns, H. Morrison, J. Davis-Peccoud, D. Carbinato, in a world where climate change is increasingly apparent, we all encounter people who are changing their behavior to help protect the environment: people who cycle to work to avoid consuming fuel, carry their own cutlery to avoid using disposable plastic forks, or hang onto their recyclable waste, bypassing trash cans until they can find a proper place to recycle it [1].

Fullerton & McCullough's research has found that attitudes regarding sustainability and anti-consumption differ little across groups of consumers defined on the basis of five key demographic variables. The primary exception to that statement is age. Confirming much of the earlier work on sustainability, it is evident that younger consumers, particularly Millennials, have a stronger commitment to maintaining a clean, vibrant world far into the future. The green gap is also apparent as there are noticeable differences between what consumers think and what they do in regard to sustainability. The bottom line is that other than age, consumers in the United States tend to believe and behave in a similar manner. This reality should provide marketers with better ideas as to how to engage green consumers [2].

There is currently no agreement on what constitutes «Eco». As of now, there is no universal agreement on what constitutes a «green» product. Although there is no universal



definition of «green», the following are some features shared by several commonly accepted examples of green commodities [3]: goods that is safe or healthy; biodegradable or made of recyclable resources; durable (long-lasting); degrades naturally; sustainable; recycled things; made in the area.

On the other hand, Turkish researchers defined green consumer as a type of consumer who buys green products such as ecological, organic or energy-saving products and therefore consumes fewer natural resources, and green product as a product that consumers prefer it helps to protect the environment during the manufacture, use, and disposal of the product. Generally organic, ecological, recyclable, and energy-saving products are called green products [4, p. 84].

We conducted a survey of students of the scientific lyceum at Zhytomyr Polytechnic and Zhytomyr Polytechnic State University, which aimed to determine to what extent young people can be called «eco-friendly», whether they support the opinion of the need to develop Ukrainian business in the direction of sustainable development, and whether they consider it justified costs that may be incurred for the transition to new types of business practices and production of eco-products.

The questionnaire contained 2 questions about the respondents (age category – 14-23 years, gender - men, women, other), 1 question about the characteristics inherent in eco-products (with an open form of answers) and 12 questions that directly indicate the respondent's sensitivity to price factor, to the respondent's everyday practices and general questions about sustainable business practices and eco-products. The survey provided for the anonymity of the answers and was organized through Google Form.

Since the sample consisted of students aged 14 to 23 years (N=134), accordingly, all of them are tentatively assigned to the generation of zoomers. According to the interviewees, the most common answers regarding the determinants of eco-products were: 1) eco mark on the product; 2) green colour; 3) higher price; 4) packaging; 5) from natural biodegradable materials; 6) expiry date; 7) without GMOs; 8) from recyclable resources; 9) without plastic; 10) do not harm the environment or the ecology; 11) energy efficiency (leads to the consumption of fewer resources); 12) special areas for sale.

Among such answers, which were single, but which, according to the authors, draw attention to themselves, the following characteristics became: 1) possibility to return the packaging; 2) the product is not tested on animals; 3) the product is not disposable; 4) Green Crane ecological label; 5) minimalist packaging; 6) minimization of waste from use.

The perspective of such research is the further conducting of the survey and, based on its results, the formation of a value system for consumers who are representatives of the generation

of zoomers and who participate in the conscious and responsible consumption of products that are ecological, green and eco-friendly.

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## **IMPACT OF AUGMENTED REALITY IN GLOBAL MARKETING: STRATEGIES FOR SUSTAINABLE ENGAGEMENT**

*Key words: global marketing, strategy, sustainable engagement*

In the dynamic realm of global marketing, businesses are increasingly turning to innovative technologies to elevate their strategies and engage consumers. Augmented Reality (AR) stands out as a transformative force, overlaying digital information onto the real world to offer immersive and interactive experiences [1]. This exploration delves into the profound impact of AR on international marketing strategies, with a keen focus on addressing contemporary challenges related to sustainable development.

The integration of Augmented Reality into marketing strategies is not merely a trend but a strategic imperative for businesses aiming to stay competitive on a global scale. Real-world examples illuminate the effectiveness of AR in capturing consumer attention, fostering brand loyalty, and driving tangible business results.

As businesses pivot towards more sustainable and socially responsible practices, the study investigates the symbiotic relationship between AR and sustainable marketing. By reducing the environmental footprint of traditional advertising methods and offering eco-friendly alternatives, AR emerges as a driving force in aligning marketing endeavors with the principles of sustainability [2]. Case studies highlight successful campaigns where AR not only captivates audiences but also promotes responsible consumption and environmental consciousness.

While the transformative potential of AR in marketing is vast, it comes with its set of challenges. By acknowledging these challenges, businesses can strategize effectively to overcome hurdles and harness the full potential of AR in their marketing initiatives.

Looking ahead, the discourse delves into anticipated trends in AR marketing, projecting how this technology will continue to shape consumer interactions and influence purchasing decisions [3]. The convergence of AR with other emerging technologies, such as Artificial Intelligence and the Internet of Things, adds a layer of complexity and opportunity to the marketing landscape. Augmented Reality represents a paradigm shift in the way brands

connect with their audience. As AR technology matures, its integration into marketing practices becomes more prevalent, prompting a reevaluation of traditional approaches.

As with any transformative technology, AR presents both challenges and opportunities. Simultaneously, it highlights the vast opportunities for innovation, differentiation, and heightened customer loyalty that AR brings to the marketing forefront. It discusses the role of AR in shaping the future of marketing practices and emphasizes the importance of adaptability in the face of evolving consumer expectations and technological advancements [1].

In summary, the impact of Augmented Reality in global marketing underscores its transformative potential. By examining current practices, challenges, and future trends, businesses can gain valuable insights to navigate the integration of AR into their marketing strategies effectively. The convergence of AR and sustainable engagement represents a compelling avenue for organizations to create memorable brand experiences while contributing to a more environmentally conscious and socially responsible future.

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## **EXPERIENCE ADAPTATION OF IT COMPANIES IN THE MANAGEMENT OF MARKETING PROJECTS OF A NON-PROFIT ORGANIZATION**

*Keywords: marketing projects, non-profit organization project management, implementation of IT industry experience, stages of marketing project management*

In the current era of global innovations in information technology and digital transformation, the management of marketing projects for non-profit organizations becomes a crucial aspect of successful operation and development. The rationale for leveraging business experience in the field of information technology is explored, and theoretical foundations of marketing project management are analyzed.

Human capital serves as the foundation of the IT industry, and a parallel is drawn with non-profit communities. The more qualified personnel a company possesses, the more projects it can undertake, leading to greater outcomes. This, in turn, influences the industry's added value [1]. Significant attention in company operations management is devoted to optimizing interactions and realizing the potential of employees. This allows for a clear management system and project evaluation, a motivated team aware of business risks, and ready to adapt to market challenges. Drawing inspiration from the success of IT companies in project management, including marketing, the decision was made to implement successful aspects of their activities into the non-profit organization's marketing project management system.

One of the key aspects the author identifies in marketing project management is the utilization of methodologies and tools developed for managing IT projects. For marketing projects, these approaches can be extremely beneficial in the context of utilizing modern technologies and efficient task planning. The textbook "Fundamentals of IT Project Management" [2] illuminates the fundamental aspects of project management in computer science. According to the methodologies outlined in it, for effective IT project management, it is crucial to define success criteria and key stages of product development. Implementing such methods allows for efficient planning and control of each product's development within the

non-profit organization. The main stages of marketing project management were determined based on this resource (Table 1).

Table 1 – Stages of Marketing Project Management  
*Developed by the author based on [2]*

No	Stage	Description
1	Clarification of project goals and tasks	Analyze the needs of the community and determine the goals to be achieved through the project. Formulate SMART goals and tasks.
2	Project team formation	Define roles and responsibilities of project participants. Ensure proper communication and collaboration
3	Project plan development	Utilize planning methodologies such as WBS (Work Breakdown Structure) and Gantt chart. Determine deadlines for stages and tasks.
4	Risk management	Conduct risk analysis, identify consequences and probabilities. Develop risk management strategies and monitor them throughout the project execution.
5	Implementation of technologies	Apply tools for effective communication (e.g., Slack or Microsoft Teams). Use professional project management systems like Jira or Trello.
6	Monitoring and evaluation	Establish a monitoring system to track project progress. Conduct regular assessments of results against initial goals
7	Stakeholder engagement	Ensure open communication and involvement of community representatives at various project stages.
8	Project completion	Analyze project performance and identify lessons learned for future initiatives. Ensure the delivery of project results to users and the community.

The recommended practices for optimizing marketing project management provided in sources [3] and [4] can be successfully adapted for use in non-profit organizations or any other forms of enterprises. Below is a thorough review of specific practical aspects that can be implemented in managing the product portfolio of a non-profit organization.

### *1. Effective planning of marketing projects.*

1.1 Definition of project purpose and objectives: Clear definition of the purpose and specific goals for each project contributes to focusing efforts on achieving strategic objectives.

1.2 Development of schedule and calendar: Creating a detailed schedule that covers all stages of development and marketing of each project allows for the efficient allocation of resources and timely response to possible changes.

### *2. Effective communication and stakeholder engagement*

2.1 Creation of a communication plan: Developing a communication plan covering internal and external communication means is essential for interaction with employees, partners, and other stakeholders.

2.2 Use of social networks and online channels: Engaging the audience through social networks and other online platforms, creating interesting content, and maintaining an active dialogue are necessary for effective communication.

### 3. *Risk consideration and readiness for changes*

3.1 Risk analysis and development of management strategies: Identifying potential risks and developing strategies for their management is a crucial step in ensuring stability during project implementation.

3.2 Flexibility and openness to change: Flexibility and openness to changes in marketing and project development strategies allow for adaptation to rapidly changing market conditions.

### 4. *Measurement of effectiveness and results analysis*

4.1 Establishment of KPIs and success metrics: Defining key performance indicators (KPIs) and using them to measure results is a crucial step in assessing project success.

4.2 Impact analysis and feedback study: Continuous study of the impact of projects on the audience and collecting feedback allows for data analysis and adjustments to strategies to achieve optimal results.

Implementing the practical advice from IT industry outlined in the theses into the project activities of non-profit organizations will contribute to effective project portfolio management, organizational process development, and facilitation of achieving marketing goals for non-profit organizations.

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## **PUBLIC SERVICE ANNOUNCEMENT DURING THE WAR. INFLUENCE ON THE EUROPEAN INTEGRATION OF UKRAINE**

*Keywords: public service announcement, European integration, war, advertising, cultural values, journalism*

The phenomenon of social advertising, created in the twentieth century, is special because it is an effective tool in solving various problems of society [1]. The main goal of public service announcement is to attract attention, form a positive attitude, etc. It can influence public opinion in a very complex and subtle way.

Social Advertising promotes unification, creation of good relationships between different social groups and the formation of a caring attitude to national traditions, cultural and natural heritage, etc.

In Ukraine, social advertising has always played a significant role in state-building and has performed a mostly social and regulatory function. Namely, it was usually created in order to fulfill a certain social task as a result. For example, motivating people to perform socially useful actions or forming a behavioral model for a certain group [1].

The active use of this function can be seen on the example of advertising about Ukraine's European integration. It is worth mentioning here the projects of the Ministry of Information Policy "Ukraine", "Three Peoples – One Root", "Ukraine is Europe" and others. Advertising is mostly aimed at a foreign audience and the main message is to demonstrate to the world that Ukraine is a country that is rich in cultural values and shares them with Europe.

However, such social advertising was also created for the domestic audience of the country. An excellent example is the projects "Europe will come" by Orest Smilianets, "For Everyone Like for Yourself" by Maksym Nakonechnyi, the series of videos of the Ministry of Information Policy "Europe Begins with You" and others.

However, with the beginning of the full-scale invasion, social advertising about European integration changed its message. Previously, it was focused on improving the image of Ukraine [2]. However, since the beginning of the war, we have seen that social advertising,



which is aimed at foreign audiences, is aimed more at highlighting the indomitability of the Ukrainian people, the importance of helping the army and supporting Ukraine [3].

Such examples are the projects of Inakshe Studio “STAND WITH UKRAINE”, State Film Agency “Stand with Ukraine. Be brave like Ukraine!”, 1+1 TV channel “Stand with Ukraine – Stop the war”.

It is important to note that although social advertising has become more focused on military topics, the main media narratives remain unchanged (in the appropriate order of mention in the document “Strategies...”): “1. A modern European country with a thousand-year history, culture and art. 2. A brave and sincere country. A country of strong emotions. A country of freedom and dignity. 3. Defender of peace. Ukraine stands guard over the peace and tranquility of Europe. 4. A country of positive discoveries. A country that exceeds expectations of people, nature, and opportunity. 5. Ukraine is the guarantor of the world's food security”.

This trend can be observed on the example of the works of “Ukraine celebrates the Day of Ukrainian Statehood”, “The Day of Dignity and Freedom”, “Volunteer Day” and others.

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## **HOW TO CREATE ADVERTISING THAT SELLS AND INFLUENCE MIND?**

*Keywords: advertising, advertisement that sells*

This research is devoted to excellent advertising and based on notes about advertising by David Ogilvy. Known as the maestro behind some of the most iconic campaigns in the advertising world (3), David Ogilvy's principles continue to resonate with marketers seeking to navigate the intricacies of the digital age.

Based on Ogilvy's book [1-2], I want to highlight some principles for creating an excellent advert that sells and influences mind.

Positioning is what the product is and who it is intended for. Many advertising agencies often face a problem: most products and services differ little from those advertised by competitors. Research shows that advertising texts should not be published in the same form several times in a row in the same media. The effectiveness of such advertising depends on at least four different attempts.

Brand image is so important for creating an advertising. The nature of a product is a mosaic portrait that consists of many factors: name, packaging, price, advertising image and, most importantly, the nature of the product itself.

You should have a super idea. As long as your advertising does not have a super idea, it will pass by the eyes and ears of the buyer, like a confused night's dream!

Fill your brain with information to capacity, then try to turn off the process of rational thinking. You can help yourself by going for a long walk or taking a bath.

About creativity. If advertising does not help sell, then it is not creative! Originality is the most dangerous word in the advertising business. Copywriters, concerned about originality, end up producing something incomprehensible, like a fire in a peat bog. which the ancient Romans called "water fire".

There are highlighted recommendations based on Ogilvy's book [1-2].

1) Photos over drawings

Ogilvy advises that photographs are more effective than drawings in advertising. He emphasizes the impact of visual elements in capturing audience attention and conveying authenticity.

2 ) Place image above the title.

Ogilvy recommends positioning the image above the title. This arrangement is believed to enhance the visual appeal and draw the reader's attention before they engage with the text.

3) Leverage image captions.

Image captions, according to Ogilvy, are essential components of an advertisement. He suggests that captions are read even more than headlines, making them a critical space for conveying key information and creating a mini advertisement within the larger context.

4) Utilize quotes in titles/subtitles.

David Ogilvy suggests incorporating quotes in titles or subtitles. Quotes, even if not from well-known individuals, serve as external validation and add credibility to the advertisement, acting as evidence of the message's authenticity.

5) Optimal text width.

The width of the text should match that of a newspaper column. This design choice is believed to enhance readability, making it easier for the audience to engage with and absorb the information presented.

6) Prefer serif fonts.

Ogilvy recommends using serif fonts, arguing that they are easier to read. Despite the contemporary trend toward sans-serif fonts on the internet, he advocates for serif fonts in print advertising.

7) Longer texts are better.

Contrary to the trend of concise messaging, Ogilvy suggests that longer texts are more effective. The idea is to provide a comprehensive description, especially when promoting high-end products or services like a Rolls-Royce.

8) Avoid white on black.

According to Ogilvy, writing white on black is the worst thing one can do in print advertising. This recommendation aligns with the idea of maximizing readability and ensuring that the text is easily discernible to the audience.

In conclusion, David Ogilvy's enduring advice [1, 2] on crafting excellent advertisements serves as a timeless guide for marketers navigating the complexities of the contemporary advertising landscape. From the strategic use of visuals and captions to the importance of serif fonts and the artful integration of quotes, Ogilvy's principles showcase a

keen understanding of human psychology and consumer behavior. In essence, Ogilvy's advice stands as a testament to the enduring principles that underpin successful advertising, providing a foundation for those seeking to master the art of persuasion in the ever-evolving world of marketing.

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## **NAVIGATING THE MARKETING LANDSCAPE: MODERN CONCEPTS IN MARKETING MANAGEMENT**

*Key words: marketing landscape, management, concept, sustainable development, corporate social responsibility*

In an ever-changing business world, marketing management is critical to a company's success. Modern marketing practices are based on a variety of strategies that reflect the dynamics of markets and consumer behavior. This article deals with important aspects of modern marketing management, including sustainable development, corporate social responsibility, management by objectives (MBO), mechanical and organic management systems, management by exception, corporate social. We cover the responsibilities and essential role of marketing communications.

Sustainable development is the cornerstone of modern marketing management, emphasizing the importance of balancing economic growth with environmental and social responsibility. Companies are increasingly adopting sustainable practices to appeal to socially conscious consumers while contributing to the world's well-being. Social responsibility is an important part of modern marketing management and extends beyond profit generation to making a positive contribution to social welfare [1]. Ethical sourcing, community engagement and philanthropy are essential elements to improve brand image and foster deeper connections with socially conscious consumers.

Management by Objectives (MBO) provides a goal-oriented framework for aligning company goals with employees' personal goals in marketing management. By setting clear and measurable goals, MBO improves business performance, promotes accountability, and ensures that marketing activities directly contribute to the overall success of the business. Balancing mechanical and organic management systems is important for marketing management in today's rapidly changing markets. Mechanical structures with strict hierarchies and centralized decision-making coexist with organic systems that foster innovation and collaboration and ensure adaptability in dynamic environments [2]. Management by exception is a principle that advocates focusing on significant deviations from expected results.

In marketing management, this approach streamlines decision-making and allows leaders to efficiently deal with exceptional situations while strategically focusing on long-term goals. Corporate social responsibility goes beyond traditional business practices in marketing management and integrates active engagement with social and environmental issues. Incorporating corporate social responsibility into your campaigns and brand messages increases credibility and builds stronger connections with consumers who share similar values. Effective marketing communication is the lifeblood of modern marketing management. From traditional advertising to digital and social media, a consistent, integrated marketing communications strategy ensures consistency, engagement, and resonance with your target audience.

In summary, to navigate the complexities of modern markets, companies must consider these interrelated concepts in their marketing management. By integrating sustainable development, social responsibility, MBO, adaptive management systems, management by exception, corporate social responsibility, and effective marketing communications, companies can drive sustainable growth and engage with consumers. Build lasting relationships.

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## **BUSINESS TRANSFORMATION IN THE AGE OF SOCIAL MEDIA**

*Key words: business, SMM, social media*

Over time, society has discovered a number of ways to make money on social media effectively and safely. This phenomenon has significantly changed the dynamics of interaction between people, moving communication and communication into the online space. The total number of social media users has grown significantly, and many of them have a high level of solvency. Experts in the Internet market are identifying this trend and looking for opportunities to use the popularity of social networks for financial purposes. It is predicted that this trend will only intensify over time, creating challenges for traditional business models that have not yet adapted to the new reality.

Today, earning money on social media has become not only an easy but also an affordable way to generate income online. All you need to do is determine your area of interest and skills, and combine them with the modern capabilities of the network. Ukrainians are actively using this way to generate income without leaving their homes. This is an indicator of the active development of new forms of employment and sources of income that are revealed in the virtual space of social networks.

Social networks are an integral part of the business environment and have an impact on modern commerce. They open up great opportunities for supporting and developing a business. Below are several aspects that reflect the importance of social media in business.

1. Marketing and promotion: the use of platforms for effective product advertising, audience interaction and analysis allows companies to improve their strategies.

2. Customer engagement: social media allows companies to actively communicate with customers, address their issues through comments and private messages, receive feedback and provide advice, ensuring effective interaction and support.

3. Market research and analytics: using analytical tools, companies can obtain data on the effectiveness of their campaigns, the impact of social media on sales and other indicators, which helps to optimise strategy and make key management decisions.

4. Brand development and reputation building: social media helps brands to create a unique identity, communicate with consumers, attract and retain customers, increasing awareness and trust.

5. Recruitment and hiring: companies have the opportunity to increase their attractiveness to potential employees, actively search for talent, and generally improve their hiring processes, which is made possible by increased visibility, the ability to present corporate culture and effective interaction with job seekers.

Among the many opportunities for online development, there are several strategic areas that can contribute to effective brand promotion and audience engagement. Creating content that emphasises the uniqueness and benefits of the brand appears to be one of the key strategies. Informative posts that highlight the features of products or services not only attract the attention of the audience but also contribute to the formation of a positive image. Additionally, announcing events is becoming an effective way to increase brand awareness. Using the network to promote events and participating in them helps to interact with consumers on a more personal level, creating positive emotions.

Holding promotions and contests is an effective way to attract attention and engage with the audience. This not only creates an interactive environment, but can also contribute to a favourable brand perception. Finally, effective online advertising, backed by an analysis of audience interests and behavior, is a necessary element of successful brand positioning in the online space.

Together, these strategies create an invisible but powerful mechanism for developing a brand on the Internet, making it visible and attractive to different audience segments.

In the near future, companies' focus on a personalised approach to customers will become even more important. The use of analytical tools and social media data collection systems plays a strategic role in adapting business strategies to dynamic changes in the needs and behaviour of the target audience. Not only do these tools provide companies with important context for anticipating and responding to market trends, but they also allow them to create personalised strategies that are focused on specific customer needs and preferences.

Understanding and applying personalised approaches, building active engagement and creating communities help companies not only attract new customers, but also ensure their loyalty through deep and meaningful connections.

With the help of advanced machine learning and artificial intelligence technologies, companies are able to automate and personalise customer interactions, efficiently allocating resources and ensuring high quality service. The development of video formats and interactive content is opening up new perspectives for creative marketing strategies, helping to attract the



attention of the audience and create unique experiences. In general, this development will lead to the evolution of social media as a powerful tool for highly effective advertising, strategic branding and deep interaction with consumers in the modern business environment.

The future of social media offers a broad horizon of opportunities that promises not only to increase their influence, but also to significantly transform the way we interact and perceive information. Integration with the latest technologies expands the capabilities of social platforms and increases their significance in modern society.

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## **ANALYSIS OF MARKETING ACTIVITIES AND SPECIFICITY OF MILLENNIUM BRAND PORTFOLIO CREATION**

*Key words: chocolate factory, brand portfolio, positioning, product flows, distribution system*

Today, the analysis of the current state of the confectionery market in Ukraine and the marketing activities of the “Millennium” enterprise is relevant. Indeed, the promotion of enterprise brands is a fine art. Chocolate factory “Millennium” was founded in Dnipro (Ukraine) in 1999. Today, the company is one of the largest producers of chocolate and candies in Ukraine. Produces candies and chocolate under the Millennium, Lyubymov, Oskar le Grand, and Disney brands. Today, the company “Millennium” has become the fastest growing company in the chocolate market of Ukraine (according to the Nielsen company), having increased its share, taking third place after Roshen and KRAFT FOODS [1]. In our opinion, regardless of the state of war in Ukraine, caused by large-scale military aggression by russia's enemy, the confectionery market has significant potential for growth.

Today, it is appropriate to apply conceptual knowledge in the field of marketing, acquired in the process of education and/or professional activity at the level of the latest achievements, which are the basis for original thinking and innovative activity in the field of marketing commodity policy. We will describe the organization and planning of marketing innovation works at the enterprise, in the division.

We will provide a brief description of the company, its range of products, positioning features and marketing tasks facing the company in conditions of intensive market interaction. The “Millennium” chocolate factory is equipped with modern production lines, which are now able to ensure high quality products. The enterprise is undergoing an innovative transformation of chocolate production and uses only new and high-quality equipment. First of all, an important goal is the trust of the buyer, and the company “Millennium” became the first manufacturer in Ukraine, which built an innovative, high-tech chocolate factory in the Dnipro, able to satisfy the demand of both Ukrainian and foreign chocolate lovers [1]. We believe that this high-tech

chocolate factory is now successfully positioning product flows in certain market segments by successfully applying STP-Marketing.

Today, the company occupies a leading position in the Ukrainian market for the sale of chocolate bars and packaged chocolates. In Ukraine, the company operates through a system of its own branches, which cover large cities, regional centers and distributors in some regions of Ukraine [1; 2]. We think that such a built distribution system is consumer-centric, which allows us to effectively deliver streams of marketing values to target groups of buyers.

The Millennium company pays considerable attention to the art of creating chocolate. Where does chocolate begin and when does its production turn into art? Someone will say that from cocoa beans, someone will refer to the divine drink of the Aztecs “chocolatl”. The company answers that chocolate begins with a Dream, transforms into a Goal and becomes a Cause to which Soul and experience are dedicated [1].

“Millennium” is a factory where chocolate has become art. Marketing and technologists of the company created the famous chocolates “Millennium”, “Lubymov”, “Oskar le Grand”, candies “Millenium Riviera”, “Fruits in chocolate”. The only factory in Ukraine received a license and the right to officially present and produce sweets for children under the TM “Disney”. Therefore, the factory became a supplier of products produced specifically for cultural and religious organizations. The employees inspire and are inspired by chocolate art and want consumers to experience this when they buy every bar of chocolate or box of chocolates. Millennium's sweet masterpieces are perfect for beautiful memories of the most delicious moments of life [1].

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## **SOCIAL ADVERTISING IN WARTIME UKRAINE**

*Keywords: communication, communication strategy, information dissemination, social advertising*

Despite the ongoing full-scale war, Ukraine's advertising and communications market continues to live. Although in 2023 the advertising market reached half the level of 2021, the volume of social advertising in the overall structure is negligible. The share of social advertising on billboards is 5-10%, and its share of the total is only 0.5%.

Social advertising refers to the use of advertising techniques and campaigns to promote social causes, advocate for important issues, or bring about positive societal change. Unlike commercial advertising, which aims to sell products or services, social advertising is focused on raising awareness, changing behaviors, or influencing public opinion on matters of social significance. These campaigns often address issues related to public health, safety, the environment, education, human rights, and more. Key characteristics and objectives of social advertising include:

1. Social advertising aims to serve the public good and contribute to the well-being of society.
2. Many social advertising campaigns seek to bring about positive behavior change or encourage the adoption of healthier and more responsible practices.
3. Social advertising campaigns often involve creating awareness and educating the public about important issues.
4. Social advertising is a powerful tool for advocacy and activism. It helps amplify voices, mobilize support, and drive action on specific causes or concerns.
5. Campaigns are designed with specific goals and objectives, and their success is often measured in terms of outcomes, such as increased awareness, behavior change, or policy impact.
6. Creativity is a key element of social advertising. Engaging and emotionally resonant content is more likely to capture the audience's attention and leave a lasting impression [1].





It should be noted that social advertising in times of war plays a crucial role in delivering important messages, strengthening unity and providing support. The main functions of social

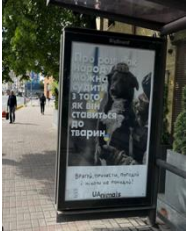

advertising during the war in Ukraine are: emergency communication, public awareness and safety, humanitarian aid and support, psychosocial support, counterpropaganda, promotion of unity and solidarity, protection of vulnerable groups, crisis management and preparedness, cultural preservation [1, 2].

The effectiveness of social advertising during wartime depends on its ability to resonate with the target audience, convey messages clearly, and contribute to positive societal outcomes. It often involves collaboration between governments, non-governmental organizations (NGOs), and other stakeholders working toward common humanitarian goals.

In accordance with the presented functions of social advertising, the following directions of advertising campaigns in Ukraine can be distinguished (table 1).

Table 1 – The social advertising campaigns in wartime Ukraine

Direction of advertising campaigns	Example	Photo
1	2	3
Humanitarian aid and mobilization	<p>“OKKO” gas station network decided not only to launch an important social video, but also to help the Armed Forces. So, at the beginning of November 2022, the company joined forces with the charitable foundation “Return Alive” and announced fundraising for the purchase of the “Shark” unmanned reconnaissance complex. In the commercial, Taras Chmut, the director of “Return Alive” and the instructor of the unmanned area of the “Gleb” foundation showed how the UAV is assembled and launched, as well as how such equipment will be useful for the Armed Forces.</p>	
Information and security	<p>An example of such advertising is a warning advertisement with the favorite of all Ukrainians, Patron, on big boards regarding the rules for handling explosive and suspicious objects: “Patron the dog warns! Do not touch! Call 101”</p>	
Combating fakes	<p>The Cyber Police Department of Ukraine created the StopRussiaChannel “Mriya” project. It unites concerned citizens in the direction of countering disinformation, as well as Russian propaganda on the Internet. The purpose of the project is depicted on the advertising posters – “We have one Mriya. STOP russia”.</p>	
Psychological support	<p>Communication campaign “How are you?” is one of the key “puzzles” of the All-Ukrainian mental health program, which is being implemented in Ukraine at the initiative of First Lady Olena Zelenska. In fact, this is a great educational work, the purpose of which is to contribute to the formation of a culture of mental health care in society.</p>	

Protection of vulnerable groups	Animal protection organization UAnimals released a social ad about the military. Its heroes became Ukrainian defenders, who right in their positions do not forget about humanity and save the lives of not only people, but also animals. The advertisement was dedicated to how, during the war, millions of Ukrainians are ready to save not only people, but also animals, when russian missiles destroy all living things in their path.	
Crisis communication	In January 2023, the information campaign “Safety at home during war” was launched in Ukraine, designed to raise the awareness of Ukrainians about the rules of safe behavior with generators, gas burners, furnace heating systems and candles in the event of a lack of electricity and heat. The initiative was implemented by the State Emergency Service of Ukraine together with the United Nations Children's Fund (UNICEF) in Ukraine.	

\* *Source:* systemized by the author [2, 3, 4]

In summary, social advertising campaigns in wartime play a pivotal role in ensuring the safety, well-being, and informed decision-making of the population while also contributing to broader efforts in conflict management and resolution.

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## **DIGITAL METHODS AS AN IMPORTANT COMPONENT OF A SUCCESSFUL BRAND PROMOTION STRATEGY**

*Keywords: virtual reality, augmented reality, digital methods, marketing*

The digitalization of society is one of the most prominent trends in the development of the modern world, which forms new views on things that are already familiar to most people. Modern marketing, it also did not ignore.

Specialists from the spheres of advertising, constantly find unfamiliar and not familiar to the social masses methods of promoting new goods and services to the markets, thereby causing a certain revolution in the marketing strategy of management.

Every day, entrepreneurs are increasingly using new digital methods to attract customers' attention with the help of tools such as Virtual Reality (VR) and Augmented Reality (AR). Every new company that plans to enter the market with its own idea or startup should know a large number of opportunities in modern marketing, to promote products and stimulate sales, and the use of new technologies can be a key factor in the success of a new brand.

VR technology is a certain illusion of reality, which allows the user to completely plunge into the virtual world with any purpose and many possibilities. This is possible thanks to the latest computer systems that provide different types of sensations of a different reality. Unlike VR, AR does not have the ability to completely transfer a person's senses to another world, but only to add certain virtual objects to the screen of your device, but it also has a number of examples of practical application in marketing by various companies.

One of the first popular companies to use augmented reality (AR) for virtual fitting of their goods was the Swedish company IKEA. In August 2017, the company released its own mobile application «IKEA Place», which allowed potential buyers to «try on» and choose furniture from the manufacturer's wide catalog, which at that time included about 2000 items [1]. Using the camera of their smartphone, users could see how any of the interior elements proposed by the company would look in their apartment.

You can't help but mention an American company like Nike with its Nike Fit. The application uses AR technology to scan the consumer's feet and provides recommendations on

shoe size (Fig. 1) [2]. This makes it possible to choose the right shoe model and get a positive experience from using the company's services.

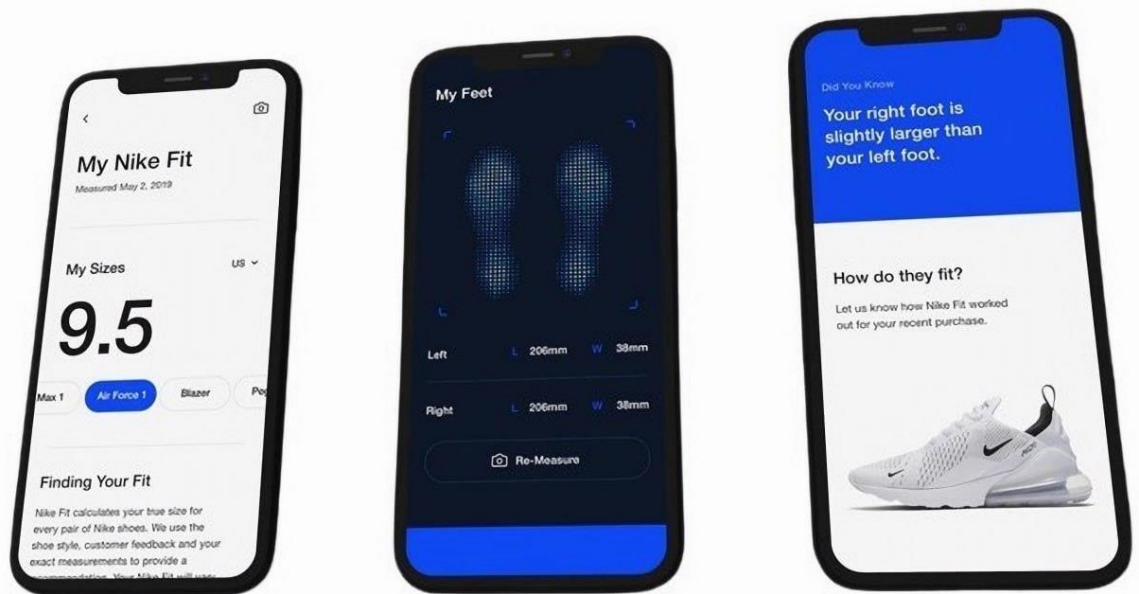


Figure 1 – Application interface «Nike Fit»

The world leader in the production of cars, namely the German company «BMW», uses modern AR capabilities to display how a certain car will look like after ordering. In the BMW Individual Visualizer app, customers can choose the external characteristics of their future car and even try it on in their garage using augmented reality.

But their American competitor, namely Ford, chose the vector of movement in the field of technology aimed at VR. Thanks to virtual reality, the company allows employees to train in car repair and designs three-dimensional models of cars to test various aspects of the design project and car construction.

Having studied the modern world of marketing, we can conclude that the use of advanced technologies has become one of the most important components of a successful brand promotion strategy. In particular, VR and AR technologies are becoming more useful and «vivid» every day due to the progress of society in the field of artificial intelligence. All of the above examples of the use of modern technologies have made a huge contribution to the development of the above companies.

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## **MODERN TRENDS IN MARKETING RESEARCH IN THE INTERNATIONAL MARKET OF PRODUCTS AND SERVICES**

*Key words: marketing research, international market, Internet technologies, digital marketing*

The role of marketing research in the case of company functioning in foreign market is crucial due to increased competition in globalized international economic environment and necessity adaptation to the requirements of foreign markets. However, some local companies still do not pay proper attention to conducting full-fledged marketing research and do not seem to realize how important they are for successfully entering foreign markets. Therefore, it is very important to find out how marketing research can affect the success of local companies on world markets and which research instruments are the most effective in today's condition.

Marketing research is important because business development into new markets usually requires significant resources and associated with significant risks. Doing marketing research, business can better understand consumer needs, cultural norms and regulatory requirements. In addition, it allows you to identify possible barriers and difficulties. Understanding economic, cultural, legal and social factors that can influence business condition and consumer behaviour is especially important for international market research. Low-quality research can lead to serious mistakes and damage the reputation of the brand [2].

In addition, when company enters the international market, properly organized marketing research can help it find right balance between brand relevance in the local market and brand continuity worldwide [1]. Therefore, it is very important to allocate time and resources for realization market research. An integral part of every business plan is marketing research. They include collection methods and analysis information about preferences, consumer behaviour, market trends. The purpose of marketing research is to provide company with information that will help it make decisions and remain competitive constantly changing market. The development of research methods and procedures in the field of marketing research is based on a theoretical and analytical foundation.

Modern world markets are developing rapidly, which determines the necessity use of new methods and instruments for their research. All marketing research is aimed at studying markets. Each operating company conducts its own market research, namely the study of the market situation, competitors, consumers, demand and supply and other components of marketing. Consequently, marketing research is a kind of diagnosis that requires timely and relevant instruments for the formation of a successful company, industry and economy as a whole [4].

Modern trends in marketing research are associated with Internet technologies. The classic mechanism of marketing research includes the following main stages: defining the problem, making a plan, choosing direction of research and analysis of modern trends in accordance with each direction. When researching the market situation, competitors, suppliers and intermediaries, research involving online databases to search for information prevails. When researching consumers, they implement the following Internet technologies such as: poll in “Google Forms”, social networks and Big data.

The study of the product is associated with the appearance of the concept of “product-market-fit” and its ability to determine the real belonging of the product to the market. It was determined that promotion is associated with the study of the components of digital marketing and viral marketing. Digital marketing includes: SMM, SMO, SEO, SEM, email marketing, teaser advertising, targeting advertising, contextual advertising, blogging, corporate website development, media advertising, advertising in online games, banner advertising. Viral marketing is suggested to be studied from the point of view of J. Barger’s six principles [3].

The choice of marketing environment indicates the need to study the internal potential taking into account external factors and in reverse. Consequently, Internet technologies have significantly changed marketing research and implemented trends in them that are rapidly developing and require constant analysis evaluation by companies for effective business.

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## **USE OF QR-CODES FOR ADVERTISEMENT DISTRIBUTION**

*Keywords: marketing, QR code, advertising, distribution, consumers*

QR codes are a modern way of information transmission, by means of data encryption into a graphic image. In fact, this is a code that can be scanned by a phone or tablet to view an advertising message or follow to a certain web page. Information transmitted in this way is very diverse, it can be URL addresses, text messages, electronic business cards, contact information, geographic coordinates and etc. Therefore, QR codes can be used for advertising because they allow you to quickly and easily transfer information about products and services.

QR codes can be placed on various media, including printed materials, vehicles, online advertising. Their small size is one of their advantages as they do not take up much space and can be easily read since all modern phones come with built-in QR code scanners. A significant advantage of using codes is their versatility across different markets and product life cycle stages. For instance, QR codes can attract the customers' attention, gather contact information, provide additional details about products and services, boost sales and attract new customers. Furthermore, the company's website popularity, customers' involvement and sales activity can be easily tracked through these codes.

Additionally, QR codes serve as valuable tools for conducting diverse marketing studies aimed at shaping and fine-tuning marketing strategies. They offer insights into consumer needs and potential reactions to new products. QR codes are effortlessly generated, accommodate substantial multilingual information, can be affixed to any surface, and remain readable even if the code sustains damage.

Drawbacks include:

1. Relying solely on phones instead of viewing familiar advertising banners might not always be convenient.
2. Due to its novelty, numerous entrepreneurs opt out of QR code usage, favoring traditional advertising methods. Concerns revolved around doubts about consumer attention and usage.

3. While most individuals possess smartphones, some lack built-in QR code reader or the know-how to utilize them effectively.

These disadvantages should not become a problem for the distribution of advertising, you should not refuse to use codes, the more they are used, the faster people will get used to using them.

These drawbacks shouldn't hinder advertising distribution. Avoiding the use of codes isn't the solution; the more they are utilized the faster people will adapt. The most effective way to normalize QR codes in advertising and promotion is to integrate them in situations where they become unavoidable. For instance, using QR codes for electronic menus in restaurants or displaying promotional information. Creating scenarios where customers must scan codes to participate in surveys for rewards or exclusive sweepstakes entries help ingrain the habit of using QR codes.

QR codes offer a cost-effective means to disseminate information about goods or services without extensive resource allocation. Their efficacy surpasses traditional banners, as they capture the attention of interested individuals beforehand, leading to more prolonged engagement with the offered content compared to fleeting glances at postcards or billboards. Beyond advertising, these codes are extending their utility into banking, facilitating operations like withdrawing funds from virtual cards. Consequently, this technology is progressively gaining traction, backed by numerous international companies that have validated its effectiveness, particularly in promoting product sales.

QR codes present a spectrum of designs, ranging from simple black patterns to intricate pictures and mascots, serving as an exceptional means to promote specific brands. They prove to be effective tools for grabbing attentions and leaving lasting impressions on customers through creative shapes, placements or content within the code. Numerous independent platforms offer code generation services, while companies dealing with diverse product ranges can opt for specialized services to create unique QR codes. These specialized code enhance reliability, aesthetics, and functionality, enabling comprehensive statistical tracking of code usage.

The use of QR codes elevates advertising to a new level, allowing marketers to unleash their creativity and craft something distinctive enough to be remembered by consumers for an extended period. This stands out amidst the vast influx of information that potential consumers encounter daily, courtesy of advanced technologies.

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## **MARKETING TRENDS IN B2B: INNOVATIONS AND CUSTOMER ENGAGEMENT**

*Keywords: marketing, B2B, trend, marketing strategies, content*

The modern dynamics of the business environment is changing rapidly, and marketers in B2B (business to business) markets have to perform difficult tasks of adapting their strategies to new conditions and fighting for their place in a competitive environment. In particular, B2B marketing is currently experiencing a new era of innovation and transformation where there is a shift from traditional methods to advanced strategies focused on results and customer engagement. This period of uncertainty requires B2B marketing professionals to be not only technically proficient, but also flexible and able to adapt quickly to changes to provide effective customer engagement and ensure success in a dynamic business environment.

The latest B2B marketing strategies are characterized by the following:

1. Personalized content-oriented approach: Modern B2B marketing is gaining momentum towards personal and individualized relationships with customers. Instead of common approaches, companies are using content personalization and interactivity to build strong relationships with their customers. The use of personalized approaches in B2B marketing helps to improve interaction and matches the specifics of customer needs. For example, companies are actively using analytics to identify individual customer needs and create personalized content strategies. This may include customized emails, personalized webinars, and other interactive materials.

2. Extensive use of AI technologies and automation: The integration of artificial intelligence and automated systems into marketing strategies allows companies to better identify and respond to customer needs. From behavior prediction to automated content delivery, these technologies improve not only the efficiency but also the accuracy of interactions. Many companies are using automation tools to provide personalized information

that is relevant to customers' interests and requests. This allows businesses to optimize the time and effort spent on interacting with each customer.

3. Openness and transparency strategies: Modern customers demand openness and transparency in all relationships with partners. B2B marketing reveals the strategic importance of providing clear information, thus contributing to trust and long-term relationships with customers. Many companies are actively implementing transparency strategies by providing open data on their activities including the entire supply and production chain. This allows companies to create a positive image and demonstrate their commitment to ethical standards.

4. Use of opinions and recommendations: Engaging real-world opinions and recommendations is becoming a key element of B2B marketing. Customers are increasingly taking into account their colleagues' and partners' opinions, so using this in marketing strategies is becoming strategically important. Marketers are actively using opinions and recommendations in their activities, integrating them into websites, presentations and other marketing materials. This helps to provide an additional level of trust and convince potential customers.

The analysis of current B2B marketing trends reveals the extreme dynamics of this area of activities. There is a shift from traditional methods to innovative strategies focused on interaction and relationships with customers. The personalized approach, technological innovations and openness are key components of success in modern B2B marketing. The ability to effectively communicate and interact with customers, taking into account their unique needs, determines the competitiveness of companies in the face of constant changes and growing competition.

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## **POSSIBLE CHALLENGES FOR ONLINE AND SOCIAL MEDIA MARKETING: RESEARCH FINDINGS**

*Keywords: social media marketing, online marketing, research, marketing challenges*

The actual research was carried out. The goal of my research was to analyze the received data and suggest what possible challenges it could bring to the profession. The participants were 60 young adults aged 18 to 30 from Europe. 80% of the asked people in this research agreed that social media decreases their productivity. Why is that relevant and important? We, young people, spend most of our time online but among my peers I see a tendency of reducing their presence online for various reasons. Since I am studying Marketing, I got curious about how many people are doing so and why.

In the first part of the research, I made a few statements and asked people to agree or disagree with them. Then I asked some “yes or no” questions. I also asked one question that was more specific and it was regarding the frequency of making purchases of what they saw in online advertisements. The last question was aimed to figure out if and why young people are trying to be less present online.

Firstly, I would like to know the behavior and attitude when it comes to social media. With “I am satisfied with the amount of time that I spent on my phone/online” 36,7% of people agreed (meaning that it is not too much), 48,3% disagreed (meaning that it is too much) and 15% neither agree nor disagree. 55% of people said that they take breaks from social media. 28,3% have a time restriction on their phone (for example, only 30 minutes on Instagram per day). To the statement “I want to delete all social media one day” 23,3% replied “yes” and 45% replied “not all, but some”. What does this information tell me? This category of people is going to use social media less so the strong reliance purely on digital marketing could be challenging and even an obstacle for businesses that want to reach them.

Next, I made a few assumptions that could also raise some problems for both consumers and companies. The first one is “Sometimes advertisements feel too personal and it makes me

feel worried about my privacy”. When discussing privacy issues with people you can often hear that they feel like they are being listened to. So, to understand how broad this feeling is, I have included this statement and the results are that 70% agree with it. The feeling of privacy and security is incredibly important for everyone, so I believe that another challenge is ensuring that people’s data is confidential, that they are safe. They should know what is being shared with other parties, what is not and how to have it under control.

My next assumption is that there is too much information online, especially with AI tools. Even though they could produce content that could compete with the human made one, it can be used to make low-quality, just filling information that brings absolutely zero usefulness. Besides that, everyone is competing for attention and thus trying to make it more appealing, more interesting which could be hard to consume. With “I am overwhelmed with the amount of content online” 61,7% of people agreed. Briefly, I believe that the way we reach an audience with content should be revised in order for it to be ethical and non-problematic.

90% agreed that “there is too much advertisement online” yet only 1,7% said that they usually make purchases of what they saw in online advertisements (other responses were 18,3% for often, 33,3% for rarely, 36,7% for almost never and 10% for never). This makes me believe that even though advertisements feel too personal and people agree that there is too much advertisement, they end up being not so effective in the end. In my opinion, the amount of advertising should decrease, and the target should be more precise. However, remembering other findings of this research, without causing people to feel that their privacy is invaded. And this is undoubtedly a very complicated task.

There is a shift in how people approach their time online. Among the reasons why they want to spend less time online/on their phone/in social media, main were productivity, mental health and focus on real life. These are factors that change the quality of life of the individuals. Since presence online is influenced by them, we should know how we can reach our target audience without disrupting their personal time and space, making them worried, annoyed and unsafe, and most likely in another, possibly even new, environment.



## **AUTOMATIZATION AND INCREASE THE EFFICIENCY OF EFFICIENCY OF MARKETING PROCESSES WITH THE HELP OF MODERN TECHNOLOGIES.**

*Keywords: marketing, automatization, modern technologies, artificial intelligence, chatbots, CRM systems, quiz marketing*

In today's world, where the information flow is growing rapidly and business competition is extremely high, the use of modern technologies to automate and systematize marketing processes is becoming an important stage in the successful operation of an enterprise. This is especially true for the use of artificial intelligence, chatbots, CRM systems, and quiz marketing. These technologies not only ensure efficiency in customer interaction, but also allow for a deeper understanding of their needs, creating personalized and effective marketing strategies.

1) Artificial intelligence in marketing

- Using artificial intelligence to analyze data and understand customers:

Artificial intelligence allows you to take into account a large amount of data and highlight key trends. Analyzing customer buying habits and interaction with various brand elements helps to identify audience needs and tailor marketing strategies to meet them.

- Personalization of advertising campaigns and content using AI:

Intelligent algorithms allow to create personalized advertising messages and content that meet the individual interests and needs of customers, increasing the effectiveness of communication and providing a higher level of satisfaction from interacting with companies.

2) Chatbots in marketing

- The role of interactive chatbots in customer support and audience interaction:

Chatbots provide instant support and interaction with customers 24/7. They answer questions, provide information about products and services, simplifying brand interaction and increasing customer satisfaction.

- Automated question processing and information provision through chatbots:

Chatbots automate the processing of questions, helping customers find the information they need and simplifying the interaction process, resulting in efficient and responsive service.

### 3) CRM systems in marketing

- Collecting and analyzing customer data to optimize marketing strategies:

CRM systems allow you to collect and analyze customer information, creating a complete customer profile. This makes it possible to build individual interaction strategies and personalized offers.

- Improving customer interaction and retaining customer loyalty:

With CRM systems, companies can effectively keep a history of interactions with each customer, which helps to create deeper and longer-lasting relationships, and allows them to accurately predict their needs.

- Automation of management and sales processes:

CRM systems automate sales processes by tracking each stage of the sales funnel. This helps to manage sales more efficiently, identify growth opportunities, and improve promotion strategies.

- Integration with other marketing tools:

CRM systems can easily integrate with other marketing tools such as email, social media, and analytics platforms, allowing you to create comprehensive campaigns and maximize the effectiveness of your audience engagement.

### 4) Quiz marketing

Quiz marketing is a marketing strategy that uses interactive tests or surveys to interact with the audience and engage them in the process of interacting with a brand or product.

- Using quiz forms on websites to attract attention and study the needs of the audience:

Quiz forms are a powerful tool for grabbing audience attention. Their attractiveness lies not only in the curiosity they arouse, but also in the opportunity to study the needs and interests of customers. This opens up the possibility of establishing deeper and more informed contacts with users.

- Personalized quizzes as an effective tool for collecting data and creating targeted campaigns:

Quizzes built on the basis of collected audience data are becoming an effective tool for collecting personal information. This opens up the possibility of developing personalized campaigns and customized offers that meet specific customer needs and expectations. This approach makes communication more individualized and provides users with a sense of personal attention.

In conclusion, the use of modern technologies in marketing is a key success factor for businesses in a dynamic world. Artificial intelligence, chatbots, CRM systems, and quiz marketing help not only automate processes but also create deep and personalized interactions with customers, which contributes to improving the quality of service and increasing customer loyalty.

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## **TRENDS IN CONSUMER BEHAVIOR OF HOUSEHOLDS IN WAR CONDITIONS**

*Keywords: household, consumer behavior, consumer trends*

Consumer behavior of households is a complex and dynamic entity that largely depends on socio-economic conditions and other processes that take place in society. During the last decade, the consumer behavior of households has undergone significant changes that were caused by the impact of the pandemic, as well as Russian invasion of Ukraine.

During 2022, the consumer behavior of households has undergone significant changes. The main trend of this period was the reduction of household expenditures on food products. Food insecurity was largely caused by lack of access to food and low household purchasing power.

Nationally, one in five households had insufficient food intake at the time of the survey, according to the World Food Programme's survey in spring 2022. When these households were combined with households that had irregular sources of income or had lost income entirely and were using survival strategies, food insecurity rose to about one in three households nationwide.

It should be noted that during 2022 in Ukraine, the level of consumption of meat and meat products did not comply with the rational norm (80 kg per person), recommended by the Ministry of Health of Ukraine in accordance with the norms of the population's physiological needs for basic nutrients and energy [1]. For example, usually Ukrainians consumed about 20% of fish and fish products produced from domestic raw materials [4], and the rest were imported. In connection with the war and the introduction of martial law, commercial fishing was stopped or partially stopped by about 80% of the users of aquatic biological resources.

After the start of the full-scale invasion, households mostly bought food with cash (69%), consumed homegrown products (17%) and bought goods on credit (6%). At the same time, every fourth respondent noted that they already had to borrow money to meet their needs.

Although the share of food insecure households increased among both displaced and non-displaced individuals during 2022, the gap between these two groups widened markedly with the onset of the winter season. In the 4th quarter of last year, the share of households with

insufficient consumption was 26% among non-displaced individuals and 33% among displaced individuals.

Some households (15%) had to reduce their portion sizes, and 12% had to limit the consumption of adult household members in favor of children. In addition, IDP households were more likely than non-displaced households to use coping strategies, including food borrowing.

In addition, another trend in the wartime period is a change in the average number of household members. At the start of a full-scale invasion, the average household size was typically 3.5 members. This is more than the average size in 2020, which, as reported by the State Statistics Service of Ukraine, was 2.6 members. This was explained by the fact that 19% of the surveyed population hosted internally displaced relatives and friends [5].

The results of a survey conducted by the Gradus Research Company on the study of the consumer behavior of Ukrainians during the 10 months of the full-scale invasion made it possible to distinguish slightly different consumer trends [3]: 1. rationalization of demand caused by lack of jobs and lower income levels; 2. consumers pay attention to the brands when making purchases; 3. growing demand for Ukrainian brands, as consumers want to support Ukrainian manufacturers. Analyzing the key changes in the behavior of Ukrainian consumers, their conscious intention to support the country's economy by choosing goods of local brands is clearly visible.

In addition, consumers plan purchases because they want to get the maximum benefit from the purchase of goods, sparingly spending time and their own money [2].

Thus, the consumer behavior of households changes according to the processes taking place in society. At the same time, consumer trends and consumption practices of households that meet the requirements and social changes are formed.

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## **MARKETING ANALYSIS FOR BUSINESS RECOVERY AND DEVELOPMENT IN UKRAINE**

*Keywords: business, marketing analytics, critical thinking, change, development*

The impact of military aggression against Ukraine turned out to be so powerful that at the beginning of hostilities, more than half of business entities ceased their activities. Adaptation to the new reality took place in real time, management decisions had to be made quickly, often intuitively. If it was successful, it contributed to maintaining the business, ensuring its functioning in extremely difficult conditions. Currently, people and business are already getting used to the conditions of the new reality, which is characterized by an extremely high level of risk, danger and uncertainty, when business development requires quick adoption of not just tactical or operational, but balanced strategic decisions and the choice of a vector of further development.

According to the results of the 2022 "Business in the conditions of war" study with the participation of more than 2,300 Ukrainian small and medium-sized businesses (SMEs), it was established that 56% are trying to maintain business, but at the same time, 30% of enterprises, despite the war, plan to scale and develop their business in 2023 r. A rather insignificant share of businesses strives for a breakthrough, in particular, 4% plan to introduce innovations and use new products and services; 2% – research, search, enter new markets; 8% are willing to partner to move forward [1]. In order to realize the ambitious goals of development, expansion, scaling, business entry into new markets, special marketing analytics are needed, which will allow forming a new strategic vision of the business in accordance with new challenges and shocks.

Taking into account all the processes and phenomena currently taking place in Ukraine requires the development of critical thinking and the use of marketing analytics when making decisions about business management. The events of 2020-2023 have caused unprecedented

tasks in business management, which put forward new requirements and tasks of marketing analytics to maintain the business now and its post-war recovery and development.

Destructive events, unexpected circumstances, quick response have become decisive for the preservation of business in Ukraine.

Because of this, a new challenge in business has become managing uncertainty and focusing efforts on predicting and even modeling the future. This approach will allow you to focus on innovative development and initiate actions and measures to implement changes in the company that will ensure the survival/development of business in new conditions based on innovative ideas or technologies.

Then the key tasks of marketing analytics to ensure survival, post-war recovery and business development in Ukraine will be the following [2]:

- diagnosis of current processes and phenomena in the marketing environment;
- establishment of causal relationships, identification of current and/or future drivers and restraints, changes and challenges; assessment of the impact and consequences of processes and phenomena occurring in the marketing environment on the functioning of the enterprise;
- determination of effectiveness and achievement of planned (expected results) and control of implementation of marketing and/or management decisions;
- identifying weaknesses and marketing problems, finding ways to eliminate them and/or solve them; identification of potential, reserves, search for new opportunities for further business development; development of analytical tools for solving general and specific marketing problems and tasks.

The implementation of the specified tasks will make it possible to form analytical support for management decisions for the maintenance/development of business during the war and its post-war development, the adoption of which will make it possible to determine the necessary/desired changes in the company that will lead to positive transformations, as a result of which breakthrough, revolutionary, progressive, that is, radically new transformations in the business model, business processes, organization, technologies, processes, goods, services, etc.

Marketing analytics and critical thinking become a basis that provides an informational basis for developing, justifying, making marketing and/or management decisions. To obtain objective, reliable information, capable of meeting information needs in the conditions of its significant flow and dynamic changes, marketers-analysts are needed who are able to solve the following tasks [2]:

- carry out a systematic search for sources and data collection, their accumulation;
- choose or develop specific data processing and analysis technologies;

- prepare data for analysis by systematizing, grouping and using other statistical methods;
- to ensure adequate interpretation of data and preparation of analytical conclusions to substantiate management decisions;
  - to develop reasoned and substantiated proposals, recommendations in accordance with the received analysis results;
  - establish regularities, correlation, cause-and-effect relationships in the data and identify the impact of processes and phenomena on the changes they cause;
  - to search the data for ways to solve the company's current problems, new opportunities and innovative ideas for their further development;
  - use modern digital technologies – big data, artificial intelligence (AI) and machine learning; develop forecasts, predict the future and make decisions based on these data, which will allow the company to make a breakthrough, dictate market conditions, form new trends and strengthen its leadership positions.

The basis of the strategy and tactics of behavior in the market of small enterprises and modern startups is entrepreneurial marketing [1,2], while critical analytical thinking, proactivity and openness to change become the main schools of business management during the war. Modern marketing also requires creativity, the ability to search for new ideas and create innovations, as well as optimism and positive thinking, which together form the energy of creation. Always, even in difficult situations, there is something new to see, learn, try to use it in business and reformat your approaches to it. Constant movement and changes in business processes, products, and marketing are a response to global transformations that occur at high speed. Undoubtedly, business needs qualitative positive changes in approaches, selection and use of marketing tools and technologies, which should be based on evolutionary development.

Therefore, global transformations caused by negative processes and events, on the one hand, cause a crisis, and on the other, incentives and drivers for further development. In any case, all events, including crisis processes, should be viewed through the prism of new opportunities, using new marketing analytics for this.

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## **PROMOTION MANAGEMENT IN SOCIAL MEDIA FOR A COMPANY IN THE PUBLIC CATERING MARKET**

*Keywords: social media, promotion management, public catering*

In the modern world, where social networks determine the way of communication and consumer behavior, managing promotion in this digital space becomes a strategically important task for companies in the field of public catering. The question of how to effectively use social networks in sphere of sustainable development goals to increase awareness and receive new customers becomes a key challenge for businesses. In this we will discuss the main aspects of promotion sustainable marketing for companies in the public catering sector on social networks [1]. Modern consumers conduct their search for new establishments and gastronomic experiences through social networks, which is important in the growing fast food markets. They discuss, recommend, and share their impressions online. Therefore, understanding this influence becomes the key to successful promotion management. Defining and implementing strategies focused on interacting with consumers through platforms such as Instagram and Facebook. Creating excellent visual content that captures attention and stimulates appetite, and employing marketing campaigns [1-3].

Active interaction with customers is crucial-responding to their comments and creating a positive image. Utilizing platforms for the publication of the establishment's stories, recipes, and culinary secrets to enhance loyalty. Proper planning and implementation of advertising campaigns that go beyond regular ad posts with the aim of engaging consumers and increasing sales. Development of metrics and performance indicators to measure the success of promotion strategies. Application of analytical tools to assess the impact of promotion on social media for improving financial indicators [4].

Managing promotion on social media is an essential skill for modern businesses in the field of public catering. Understanding consumer psychology, effective use of visual content, and interaction with the audience are key components of a successful strategy. Analyzing results and continuous improvement in the process allow adaptation to changes in tastes and customer demands [2-3]. In a world where impressions of food are no less important than the dish itself,

managing promotion on social media can become a decisive factor for success in the field of public catering.

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## **PROSPECTS OF LLC EMTP ENGINEERING CENTER REAGENT ON THE CHEMICAL MARKET**

*Keywords: diversification, segment of chemical products, imports, foreign contractor, competitive letter, leasing*

The negative foreign trade balance in the segment of chemical products resumed its growth in 2021 against the background of the dominance of imports of chemical products in the foreign trade balance (almost 80%). The imbalance in the volumes of import and export supplies of chemical products has significantly increased its irreversibility and has spread to almost all the main product segments of the chemical market. Tariff and non-tariff protection measures (anti-dumping, compensatory and special measures) of national producers and the domestic market against balance distortions in the structure of consumption of certain types of chemical products in favor of imported products are applied. The competitive “landscape” of the domestic commodity market of chemical products does not fundamentally change in favor of the national product, or the changes occur rather slowly [1].

Therefore, LLC EMTP ENGINEERING CENTER REAGENT [2], which is engaged in the import and supply of chemical reagents and raw materials to the Ukrainian market, to increase turnover and reduce dependence on one assortment group and strengthen relations with existing buyers of fertilizers, offers diversification of the product assortment, and namely the purchase of machines that are intended for the application of fertilizers, with the subsequent leasing of them to its regular customers.

The economic justification of the choice by the importer of the machine supplier LLC EMTP ENGINEERING CENTER REAGENT was made on the basis of the developed procedure for testing competitive materials to determine the best partner for the future agreement and the optimal level of the price of the imported product using the proposed amendments to the prices of competitive materials that take into account their difference from base. The proposals of the following enterprises were considered: JOSKIN (Belgium), Sinan Tanker (Turkey), Shandong Bei Yuan Machinery Equipment (China), Zavod Kobzarenko (Ukraine). In order to determine the optimal level of prices, competitive materials have been

reduced to a base, which, when imported, represents the characteristics and terms of delivery contained in the most attractive commercial offer of sellers. The prices were compiled according to commercial conditions and technical indicators, and it was established that the Turkish company has the best conditions. According to the forecast, in advance, LLC EMTP ENGINEERING CENTER REAGENT may receive 20 applications for leasing approval and receive an additional 35 million net income.

In this way, the proposed prospective direction of development of LLC EMTP ENGINEERING CENTER REAGENT on the basis of diversification will be expedient, since it determines the provision of the appropriate level of competitiveness, financial stability of obtaining additional profit.

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## EVALUATION OF THE EFFECTIVENESS OF THE COMPANY'S COMMUNICATION POLICY

*Keywords: communication policy, performance indicators*

DP “Kamin-Kashirske Lisove gospodarstvo” of the Volyn Regional Administration of the Forest Gospodarstvo of the State Committee of the Forest Gospodarstvo of Ukraine is located at the Pivnichno-Zakhidniy part of the Volyn region on the territory of the Kamin-Kashirsky administrative district.

An assessment of the effectiveness of the enterprise's communication policy has been carried out. On the basis of these indicators, it is possible to determine the trend of effectiveness of the implementation of marketing tools on the Internet, as well as, if necessary, to make appropriate changes to the marketing policy of the branch “Stone - Kashirske forestry” of the SE “Forests of Ukraine”.

Table 1 – Waste on the marketing of DP “Lisi Ukrainy” in 2020 - 2022

Marketing Communication Tools	Year			Relative deviation %	
	2020	2021	2022	2022 до 2020	2022 до 2021
Advertisement	548,0	583,0	765,0	39,59	31,22
Public Relations	305,0	145,8	306	0,33	6,25
Sales promotion	660	813,0	485,0	49,24	21,15
Total Expenses	1513	1684	2056	35,89	22,09

You can be seen from table.1. As shown in Table 1, the highest growth rate was spent on the stimulation of the product – by 21.15%, for the period of analysis and advertising – by 31.22% for the additional period. In 2022, it was practical to lose the role at the 2020 y., increased compared to 2021.

Table 2 – Comparative analysis of the activity of the State Enterprise “Lisi Ukrainy”

Indicators	Facebook	Instagram
Number of posts	3762	1138
Number of subscribers	28600	6275
Watching	35377	81

Table 3 shows the following indicators: K1 – the coefficient of a certain correspondence of the profile of the advertising medium to the main occupation of the audience to which the enterprise orients its activities; K2 is the coefficient of correspondence of the publication's profile to a certain product group or commodity market.

Table 3. – Results of evaluation of the effectiveness of marketing communications DP “Lisi Ukrainy”

West	Coefficients Ee								Determined based on
	K1	K2	K3	K4	K5	K6	K7	K8%	
Advertising in the magazine	1,000	1,000	0,055	0,70	0,75	0,25	21,6	1,78	Circulation 3000
Advertising on city lights	0,083	0,083	0,016	0,30	0,50	0,23	0,19	0,01	Target Audience 1000
Radio advertising	0,1428	0,1428	0,0333	0,30	0,80	0,50	0,81	0,37	Target Audience 10000
Advertising on the TV channel	0,0769	0,0769	0,0045	0,30	0,80	0,50	0,34	0,02	Target Audience 10000
Participation in the exhibition	1,0000	1,0000	0,0250				75,0	7,8	Target Audience 3000
Participation in the exhibition	0,8000	0,8000	0,0200				51,2	1,69	Target Audience 4000
Direct Mail	1,0000	1,0000	0,2000	0,6000			132	5,8	Target Audience 1100
Just							281,9	17,5	

K3 – a section of the Third Marketing Communication Branch of the concerning Singing Enterprise and the Sung Brand in the Field of Marketing Communications; K4 – Cabinet of Foldability of the Basic Material; K5 is a part of the main material in the general area of the name; K6 is the ability to switch the audience from the main advertising material to the material of the company. In this way, the main method of managing marketing activities at enterprises is the achievement of stable positive dynamics of demonstrations, which characterizes the effectiveness of logical organization. The possibility of practical implementation of the management of advertising activities is responsible for the formation of singing mechanisms and the provision of effective functioning.

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## AFFILIATE MARKETING

*Key words: affiliate, marketing, web*

Affiliate marketing is very popular nowadays. By 2022, the volume of affiliate marketing reached 8 billion dollars. Affiliate Marketing or partner marketing is a process where a business seeks the help of partners (affiliates) to sell their products or services in exchange for compensation. As a rule, companies encourage affiliates to promote their product by giving them a percentage of the sales that come from their personal affiliate link [1].

Research of the popularity on the Internet of the request “Affiliate marketing” on a 100-point scale shows the period from 2015 to 2018. The greatest interest in affiliate marketing was in 2018, and this popularity is stable to these days (Figure 1).

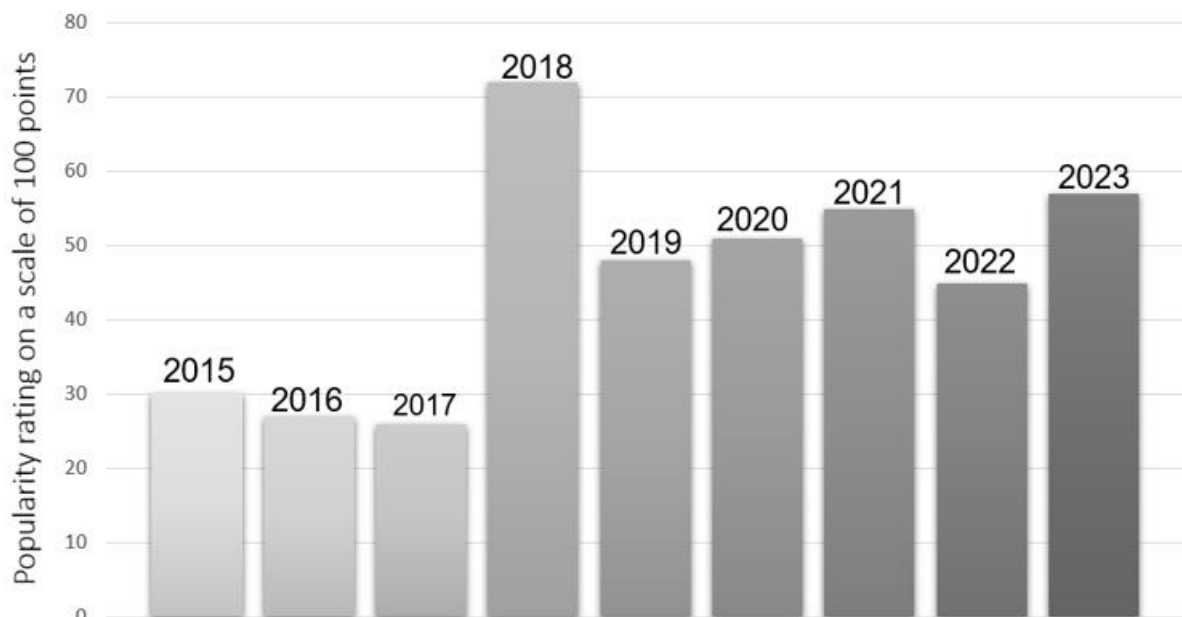


Figure 1 – Affiliate marketing popularity on the Internet from 2015 to 2023

Affiliates only make money when their efforts force clients to follow the link. This is usually stated in the contract.

Internet media, personal web sites, blogs, and individuals using social media profile attract users to the product and as a result receive financial compensation [2].

Affiliate marketing participants include sponsors (people who offer goods or services on the Internet and carry risks when working with partners), affiliates (those who perform a number of actions to attract traffic and promote the product), and customers (individuals who visit the affiliate website and if they like the advertisement click on it).

Network affiliate program is one of the examples of affiliate marketing. Large companies create their own affiliate programs that allow other organizations and entrepreneurs to promote their products and receive a commission for successful sales.

Amazon web service offers affiliates unique links to products that they can post on their websites, blogs, or social media. The range of products available for promotion is very wide, and allows the sponsors not to limit themselves [3].

The Ukrainian Booking.com service uses affiliate programs too. People just create a partner link for a selected product, add it to their blog, site or company and earn a commission from each product reservation.

Another popular way to use affiliate marketing is social networks. When a popular blogger, artist or influencer mentions a product on their page, people who are interested in the product can follow the link and learn more about the brand.

There are a lot of advantages of affiliate marketing. It helps to attract a new audience to the product and spread information about it, reduces the cost of product promotion, and helps to increase the brand awareness. There is a wide range of affiliate programs on the Internet. They are beneficial to literally everyone (the client, the network, the seller and the partner).

However, there is a great risk of encountering scams or unreliable affiliate programs. A sudden change in conditions or the closure of the program can significantly affect income. High cost of many partners is also a disadvantage of the affiliate marketing.

Affiliate marketing is a very relevant and effective strategy these days. It helps attract people to the product through social networks, websites and services. Large companies create affiliate programs with millions of products and in this way another advantage of affiliate marketing emerges: interaction with other companies can lead to long-term partnerships and cooperation, which increases business stability. In general, marketing can be a profitable strategic approach for many companies, helping them to increase sales, expand their audience and reduce partner marketing costs.

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## **PRODUCT POLICY, DIGITAL TECHNOLOGIES & INTERNATIONAL MARKETING COMMUNICATIONS OF COMPANIES**

*Keywords: digital technologies, product policy, competitiveness, digital marketing*

Today, leading innovative methods and digital information support are widely used in marketing product policy. The product policy is crucial for the company's marketing, impacting all aspects of its operations amid increasing competition and market expansion. Marketing strategy, along with segmentation and positioning, shapes a product's image and consumer characteristics. Expediently thanks to system increasing logistics service to develop wind power and to support construction of solar power stations in Poland and Ukraine, using the leading innovative technologies of energy saving. It is expedient to begin the international cooperation in the sphere of logistic energy saving at the international fairs and exhibitions in Poland and in Ukraine.

Presently, digital technologies are extensively integrated into marketing, mainly within communication and sales functions during digital transformation. However, for comprehensive success, all enterprise activities, including research, development, production, sales, and communication, should align with evolving consumer demands. In the modern virtualized and globalized economy use of synergy effects at resource management of the industrial enterprise is very importance. The synergy as the scientific tool generalizing and aiming the movement of economic processes is important in e-economy [2; 3].

Conjoint analysis stands out as a reliable marketing research method, focusing on understanding consumer preferences and predicting the reception of new products in the market. It aids in selecting optimal product configurations and packaging, assessing the importance of product attributes, and segmenting the market based on consumer preferences [0].

During the international integration of education, science and business, the optimum logistic strategy of the enterprises in the Euromarkets thanks to synergy of efforts of experts,

market and social agents and enthusiasts are formed. Information from market research is essential for product development, which encompasses product design, preliminary research, development work, and the creation of a marketing program. Competitiveness heavily relies on product and process design. Digital transformation plays a key role in enhancing quality and reducing time in decision-making, project implementation, and the launch of new products. Currently, digital design and additive technologies like 3D printing are widely utilized in manufacturing industries [1; 3].

In our opinion, in the course of ensuring high level of the international logistics service and creation of an effective system of the international marketing communications it is expedient to provide tolerant and effective communication interaction in organization. Such internal communications have to consider the main marketing, psychological and social regularities and to be directed to achievement of an organization mission in the course of international positioning of commodity and service offer.

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## **STRATEGIC ANALYSIS OF MARKETING POTENTIAL ENTERPRISES**

*Keywords: strategic analysis, market economy, marketing potential, development, management, enterprise, competitiveness*

Most of the strategic decisions which accepted by any company, lie in the field of marketing. Creation of a new business, merger and acquisition, development of a new market niches, dealer policy, narrowing or expanding the grocery store lines, the choice of suppliers and partners - all these and many other decisions are made as part of the marketing strategy. From the correct choice of the company's marketing strategy depends the success of the entire enterprise, its competitiveness.

The marketing potential of the enterprise is determined by its real opportunities in one or another sphere of socio-economic activity, and not only realized, but also unrealized for certain reasons. Together, they form the overall opportunity of the enterprise, which largely determines the level of its competitiveness [3].

Marketing factors that shape the company's potential are shown in fig. 1. Indirectly, marketing opportunities for development can be characterized through the dynamics of sales volumes, which causes a change in the final financial results of the enterprise and depends on two interrelated components - the market potential and the internal potential of the enterprise, which must correspond to the market conditions of activity. The market potential is determined by the ability of consumers to buy goods of a specific product category and is unmanageable by the enterprise, therefore, in the context of management, the main attention should be paid to the internal opportunities for the formation of marketing potential [2].

The elements of the company's potential can include everything related to the operation and development of the company. It is a set of humans (valuable knowledge and skills that employees have, as well as their abilities and willingness to work together with other members of the organization), material (assets that are reflected in the company's balance sheet: fixed and current assets, investments) and intangible resources. The main part of marketing potential belongs to intangible resources [1].

Usually they are not sufficiently reflected in financial documents, but today their importance in the formation of the value of the firm is increasing. They include three groups:

- ✓ reputational assets – trademarks, the presence of which contributes to the strengthening of consumer confidence in the company and its products, which are manifested in increased sales volumes and, often, in price premiums;
- ✓ own technologies - patents, copyrights and production secrets that allow the company to use unique knowledge to its advantage;
- ✓ strategic assets are the available advantages of the firm, thanks to which it occupies a monopolistic position or serves a unique market.

A target market may be good today in terms of size and ROI but is it going to be rising in future as well. Hence the growth rate and trends are very important for determining the market potential (Fig.1)



Figure 1 – Factors for calculating market potential

Strategic resources are a set of capabilities (skills and capabilities) of the production system, in particular [4]:

- 1) ability to timely identify actual needs and requests of potential buyers;
- 2) the ability to analysed the economic situation of the markets of goods and services, which allow effectively, timely and qualitatively satisfy identified needs and requests;
- 3) abilities to analysed areas of strategic resources, as well as to analysed the activities of groups strategic influence;

4) the ability to put forward competitive ideas in the field of design, technology and organizations for the production of goods and services that are in demand on commodity markets;

5) the ability to implement competitive ideas during the production of goods and services, promoting them to the market, organizing their after-sales service;

6) the ability to maintain the competitive status of firms at the expense of management strategic sets of management zones;

7) the ability to constantly improve the company's production potential, that is, to expand it limit possibilities.

The importance of strategic behaviour that allows the firm to survive in long-term competition has increased dramatically in recent decades. All companies in conditions of fierce competition and a changing market situation should not only focus on the internal state of affairs in the company, but also develop a long-term survival strategy that would allow them to keep up with the changes taking place in their environment. Important becomes the implementation of such management, which ensures the adaptation of the firm to the dynamic market environment.

Application of the latest strategic areas of marketing activity enterprises are expedient in those types as well economic activities that currently exist not successful enough, but they have high development potential and are significant for Ukrainian society.

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## THE IMPORTANCE OF BRAND MANAGEMENT AND MARKETING STRATEGY FOR SALES

*Keywords: brand management, sales, marketing strategy*

Brand management and marketing strategy are pivotal factors in the success of any enterprise. They enable the creation of a distinctive brand image in the minds of consumers, forming the foundation for successful product sales. Well-designed and executed marketing strategies not only ensure sales growth but also position the brand as a leader in its industry. Consumer characteristics play a crucial role in influencing consumer behavior. Companies can utilize marketing strategies to shape specific behaviors in consumers, such as enhancing brand loyalty or motivating them to make a purchase [1].

The marketing plan of any major company will involve multiple campaigns across various channels simultaneously. It is precisely this approach that provides advantages in brand management.

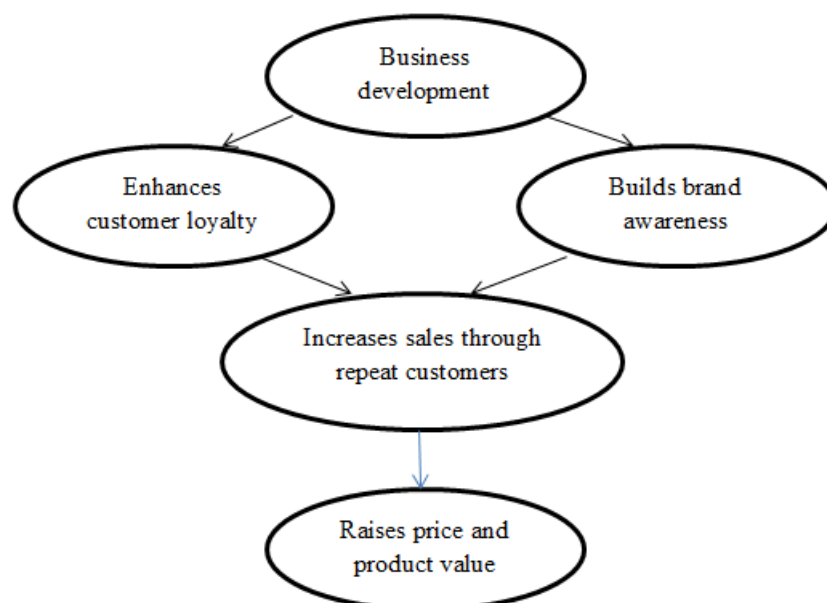


Figure 1 – The scheme of interaction of marketing campaign functions

**Business development:** this function signifies that the primary objective of a marketing campaign is to contribute to the overall growth of the business. Marketing efforts attract new potential customers and increase market share. This growth can result from expanding the customer base, entering new markets, or introducing new products/services.

**Enhances customer loyalty:** developing customer loyalty is a crucial aspect of long-term business success. Marketing campaigns can focus on creating a positive customer experience, personalized communication, and loyalty programs.

**Builds brand awareness:** effective marketing campaigns aim to make the brand easily identifiable and memorable. This can be achieved through cohesive branding elements such as logos, slogans, and visual aesthetics.

**Increases sales through repeat customers:** marketing campaigns can utilize strategies to attract and retain existing customers, such as loyalty programs, exclusive offers, and personalized marketing communications.

**Raises price and product value:** this function anticipates that the marketing campaign is directed towards positioning the product or service as having higher value, justifying potential price increases. Successful execution can lead to improved profit margins and perceived value by consumers.

In conclusion, this interaction scheme underscores the interdependence of various marketing functions and their collective impact on the overall success of a business. Effective brand management and marketing strategies are pivotal in sales. Branding forms the foundation for trust and sets the product or service apart, while marketing strategies actively promote them, capturing the attention of potential customers. The collaborative efforts of these components are crucial for establishing customer relations and achieving success in the company's sales.

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## **USING NEUROMARKETING IN HEALTHCARE**

*Keywords: health system, marketing, neuromarketing, neuroscience, neuroethics, healthcare management, consumer behavior, advertising*

Although healthcare and education are topics that people care about most throughout their lives, they are not much different from other areas of business today, making efficiency a strategic priority for healthcare managers and professionals.

The increased competitive environment, in turn, has pushed businesses (including those in the medical field) to develop new marketing strategies and led to the emergence of modern marketing methods, one of which is neuromarketing.

Neuromarketing is a new field in marketing that uses medical techniques to understand how the human central nervous system responds to marketing stimuli. Its main goal is to better understand and predict consumer behavior [1]. Using neuromarketing methods, specialists can detect emotions, feelings, expectations and even hidden limitations of the consumer. This approach is based on measuring three critical parameters: attention, emotional commitment and retention.

Healthcare management has had to learn to capitalize on marketing science for a combination of reasons:

- increased competition and costs in the healthcare sector;
- emergence of more informed patients;
- rapid development of health technologies;
- difficulties with patient satisfaction;
- increasing pressure to use health care resources more economically [2].

Therefore, the ability to study human relationships, feelings, thoughts and behavior properly is as valuable to health care management as it is to other sciences. In the healthcare sector, neuromarketing can be used in areas such as health tourism, hospital promotion, patient relationship management, etc.

Although neuromarketing is used in the pharmaceutical industry, there is little information about it: from an ethical point of view, many companies prefer not to disclose



details of such activities. For example, in Turkey, an analysis of advertising in the pharmacy sector was carried out. Using electroencephalography and eye tracking devices, 16 women were examined in a laboratory environment designed like a living room. While they were watching the ad, it has been observed that although the emotional impact and their attention were initially high, the child's movements in later parts of the ad caused the women's attention curve to decline as they recalled their experiences of raising children during this time. Based on this, it was concluded that the product is liked, but the advertising message should be delivered when the attention curve is at a high level [3].

Neuromarketing tools are used not only by private companies, but also by large national organizations, such as the National Cancer Institute (USA). Back in 2012, a study was conducted using fMRI technology among smokers who were planning to quit. The 16 men and 15 women who took part in the experiment had to watch a series of 16 videos, 10 of which ended with a National Cancer Institute's hotline number (these were the subject of the study). The case studies were divided into three advertising campaigns: A, B & C.

Based on previous studies, the ventral subregion of medial prefrontal cortex in Brodmann's area was chosen as the study area. According to fMRI results, in terms of degree of success (number of new calls received), campaign C should have been in first place, then B and finally A. Self-report indicators obtained on the basis of questionnaires that participants filled out suggested a different, but no less unambiguous prediction: campaign B, A and C were in first, second and third place respectively.

Further implementation of advertising campaigns fully confirmed the results obtained using fMRI [4].

These few examples well illustrate the importance and practical value of using neuromarketing tools and techniques in the healthcare industry. It is important, however, to remember one of the main problems existing in this area, namely the ethical aspect of its use. This is especially true for the healthcare sector, which deals with human life and health. Actually, the term "neuroethics", which in this case means the totality of moral aspects of neurobiological research, arose precisely in the medical environment, initially implying medical ethics in neurology [5].

It is in order to protect consumers, especially those belonging to vulnerable populations, that The Neuromarketing Science & Business Association (NMSBA) has created The Code of Ethics [6], which is a condition of membership in the NMSBA, and in the future may become the basis for international standards for the use of neurobiological methods. On its basis, an appropriate document regulating this area of activity in the healthcare system can also be created.

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**PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF  
MARKETING COMMUNICATIONS IN FINANCIAL INSTITUTIONS  
IN THE WAKE OF DIGITALIZATION IN THE MINDS OF THE  
RUSSIAN-UKRAINIAN WAR**

*Keywords: digitalization, commercial banks, marketing communications, russian-Ukrainian war, financial institutions*

The influx of the russian-Ukrainian war on financial institutions is creating new trends for marketing communications, resulting in the adaptation of strategies to the changing political situation. Digitalization processes in financial institutions open prospects for more effective interaction with clients, but at the same time create risks in the context of the military conflict, requiring special respect for cyber be safe. For those who do not care about digital technology, old and over-extended methods of communication, such as personal service and consultation, lose importance in the minds of insignificance and instability.

Developing marketing strategies in times of conflict will require sensitivity to sociocultural aspects and national characteristics to avoid potential conflicts of interest. Financial institutions can use their resources for social impact, supporting projects and initiatives aimed at mitigating the legacy of the military conflict.

Optimization of marketing communications in the minds of a crisis includes adaptation to new realities, review of strategy and constant monitoring of the public mind. In the minds of digitalization, it is important to ensure the accessibility and viability of digital financial products, especially in the light of possible changes in economic policy. The integration of ethical principles in marketing communications is a key factor for success in the minds of geopolitical tensions, combined with the sovereign stability of the financial establishment.

Regular monitoring and analysis of client feedback data allows financial institutions to quickly respond to the needs and interests of the client audience that are changing. The creation

of crisis communications within the framework of marketing strategies is an invisible part of the activity of financial institutions, which helps to maintain stability and trust. The mastery of innovative technologies, such as blockchain and piece intelligence, can significantly improve the efficiency of financial services and ensure competitive advantage.

Compliance with government bodies and non-routine organizations allows financial institutions to take a more active role in the most important social and economic problems. In conditions of geopolitical instability, financial institutions should strive to strengthen their image as a reliable and responsible partner capable of ensuring stability in the financial sector. Effective use of marketing tools, such as personalized strategies and data analysis, leads to more accurate forecasting of the future and effective response to changes in the economic environment.

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## **MARKETING FOR THE IGENERATION: VALUES AND NEEDS**

*Keywords: marketing, iGen, social, campaign*

To achieve success, understanding and engaging with an increasingly significant consumer segment, namely the iGeneration (iGen), is crucial. This cohort comprises individuals born between 1997 and 2012, raised entirely in the digital realm. They exhibit a greater inclination toward digital engagement, social responsibility, and conscious consumption compared to preceding generations. Consequently, these factors significantly influence their interactions with brands and products, underscoring the necessity of developing strategies that cater to their distinct values and needs.

Several characteristics define the iGen:

- They crave modern, live, and personalized content for attention.
- They have more limited financial capabilities and specific preferences.
- They closely follow fashion trends and modern technologies.
- If dissatisfied, they readily explore alternative options due to the myriad available online.
- They prioritize a healthy lifestyle, display heightened concern for global issues, and are prepared to support or boycott companies based on their social and political stances.

The generation demonstrates a heightened awareness and expertise in consumption. They actively leverage Internet resources and social networks for information, product comparison, and through scrutiny of authentic review to discern the best market offers. Their attitude toward advertising and marketing tends to be skeptical. Companies aiming to attract this demographic must establish a robust digital presence and leverage digital marketing channels.

iGeneration uses technology and social networks as a key means of obtaining information and interacting with the surrounding world. Marketers need to understand this context to successfully engage with their audience. When creating marketing campaigns, it is worth considering that iGen are used to the fast pace of life and the flow of information, so they quickly lose interest in something new. This means that marketing messages must be short,

clear and informative to capture the interest of a potential customer, as well as adapted to different platforms and devices. To win the trust of this audience, it is worth publishing content based on the opinions of real people, not celebrities, because for these people, the opinion of friends and peers is a more valuable influence on making a purchase decision.

Special attention is also paid to innovations and digital technologies used by the company:

- Eco-production and development technologies as well as products made from eco-materials or from materials subject to recycling receive a positive reception;
- Brands employing advanced technologies in their products can captivate consumers interest and admiration;
- Ensuring convenient and secure online purchases, requires systems that adapt to individual preferences and purchase history offering personalized deals;
- Engaging with consumers and influencing their behavior is easier for companies through social network interactions, allowing effective communication and product presentation.
- Simplistic yet intriguing, unconventional, personalized websites and mobile applications facilitate round-the-clock shopping, saving time—an essential aspect for the iGen.
- Utilizing interactive technologies like Augmented Reality (AR) or Virtual Reality (VR) can enhance engagement and create a positive impression within advertisements or websites.

The iGeneration is deeply concerned about social and environmental issues, recognizing the adverse impact of consumption on the environment. Seeking to minimize their footprint, they favor brands that exhibit social responsibility, actively participate in addressing these issues, and offer eco-conscious products. Promoting social and environmental values can be achieved through awareness campaigns spotlighting social issues or by providing products and services that positively impact the environment or society. To attract customers and promote products, creating social videos is effective as they often go viral, significantly expanding the reach and informing more people about the company.

Therefore, iGen will become one of the largest segments of the consumer market in the near future, so it is necessary to focus business marketing efforts on them. Those brands that win the hearts of this generation can secure loyal customers for decades to come. The main task of marketers is the effective adaptation of marketing strategies in accordance with the set of values and needs of people of this generation. For marketing campaigns, it is necessary to take into account the uniqueness and individuality of consumers, social responsibility, commitment to innovation and technology, creativity and a non-standard approach.

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## **THE PROCESS OF CONDUCTING A CRO AUDIT FOR A WEBSITE**

*Keywords: conversion rate optimization, CRO audit, increase website conversion*

A relevant challenge for a growing online business is how to optimize a website to increase conversion rates, acquire real customers, and boost profits. However, such optimization is rarely successful if chaotic decisions are made without a Conversion Rate Optimization (CRO) audit. This audit helps identify explicit and implicit issues on target pages and form a strategy for overall website improvement. Omniconvert agency's blog author, Duraid Shaihub, compared conversion optimization without an audit to a situation where a doctor operates on a patient without knowing the problem [3]. Therefore, recognizing the importance of a CRO audit, we have outlined its key stages.

Stage 1. Express Website Assessment involves identifying obvious global issues on the site, determining the current conversion rate, traffic levels, and position removal. Stage 2. Performing a hybrid competitive analysis includes studying the niche, analyzing the structure of competitors' websites, and examining their target pages. Stage 3. Traffic audit involves evaluating the channels through which visitors can be attracted to the site in terms of their effectiveness for conversion. Stage 4. Tree testing assesses the website's structure and navigation, asking, "Can users find what they're looking for?" [4]. The alignment of the site structure with search query clusters is analyzed.

Stage 5. UI analysis (User Interface Analysis) entails auditing the visual design of the site, its alignment with the niche, and the logo. Stage 6. Usability, or UX audit (User Experience audit), focuses more on analyzing the convenience and structure of target pages. Stage 7. Audit of commercial and conversion attributes includes assessing the offer, descriptor, unique selling proposition (USP), lead forms, buttons, calls to action (CTA), price tables, calculators, commercial proposals, tariff plan presentation, payment and delivery pages, cart convenience, and more. Stage 8. Content analysis using the EEAT (Experience, Expertise, Authoritativeness,

and Trustworthiness) technology aims to evaluate the quality and usefulness of content for consumers as well as the company's positioning.

Stage 9. Conversion analytics involves determining the conversion percentage for each goal, understanding how much conversion each traffic channel brings, and analyzing attribution and associated conversions. Stage 10. Cross-cutting analytics involves gathering data on conversion value, average order value, cost per lead (CPL), cost per action (CPA), customer acquisition cost (CAC), cost per order (CPO), and return on marketing investment (ROMI). The main task is to determine how to increase the average order value and reduce lead acquisition costs. Stage 11. Heatmap analysis allows for identifying which blocks of target pages have the most views and clicks and which ones are not beneficial. Good heatmap tools include Heatmap for WordPress, Plerdy, Hotjar, and Microsoft Clarity.

Stage 12. Session recording research involves analyzing consumer behavior and determining implicit reasons for failed conversions, high bounce rates, or why a consumer, after adding a product to the cart, didn't make a purchase (CAR – Cart Abandonment Rate).

Stage 13. Five Second Test conducts a quick usability test based on the first 5-second impression of the website interface [1]. Test participants are shown a screenshot of the page for five seconds and then must answer questions about whether they liked the design, which blocks they remembered, which product was presented, etc. This research simulates a real-live situation where consumers visit a page, and the first few seconds become crucial in deciding whether the consumer will stay on the site.

Stage 14. Hallway testing involves experts or regular consumers evaluating web resources [4] (the name comes from a situation where a developer creates a website and asks people in the office hallway how well it works). Guerrilla research has a similar nature but involves secretly observing people on the analyzed site.

Stage 15. Idea Conference Survey 635 involves engaging 6 expert respondents. Each participant has 5 minutes to write 3 proposals on improving the website on a sheet. Then, the sheets are passed around, and each expert generates 3 ideas that were not described by their neighbor. This process is repeated until each participant has worked on each sheet. In 30 minutes (6 rounds x 5 minutes), you can gather 108 proposals (6 experts x 6 rounds x 3 proposals per round).

Stage 16. When deciding to change the page, block, or entire site structure, it is advisable to start with prototyping. To mitigate subjectivity, follow the parallel design methodology [2], where both the marketing auditor and an external web designer create the prototype. Balsamiq is a good tool for prototyping.



Stage 17. It is worthwhile to conduct hallway or A/B testing of finished prototypes right away. However, complex iterations and a complete check of UX or flows are impossible since it is not a real website. Stage 18. The next stage, not part of the audit itself but closely intertwined, involves website design, development (front-end and back-end), and basic SEO settings. Stage 19. Regardless of the quality of the website, poor positioning, or product quality, irrational pricing can decrease conversion. Therefore, a comprehensive marketing analysis should be conducted.

Stage 20. CRO auditors should also assess the effectiveness and professionalism of managers by approaching them as a potential client. This technique is called Secret Shopper. Stage 21. After implementing recommendations from previous stages, it is essential to perform a reanalysis after some time when traffic accumulates. If problems persist, corrections should be made. Stage 22. If there is uncertainty, you should draw up hypotheses and conduct A/B testing, that is, a statistical analysis of the preference for one or another variant of changes in real time. Stage 23. The final stage of conducting a CRO audit has no conclusion; as for sustaining the results achieved and finding new growth points, constant monitoring of the website and niche is necessary.

In conclusion, for successful optimization, it's crucial to conduct periodic audits and continually analyze market changes, competitors, and consumer behaviors. The CRO audit should culminate in recommendations that will serve as vectors for improving the website's conversion rate.

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