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MAJESTY OF MARKETING

Conference for the students
and junior reserch staff

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Department of Marketing
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Majesty of Marketing

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THE EUROPEAN UNION MARKET – EUROMARKETING CHALLENGES IN THE PROCESS OF UKRAINE'S INTEGRATION WITH THE EUROPEAN UNION

Basic theses of the problem

1. The theses of the paper present selected challenges posed to Ukraine, its economy and enterprises by the European Union market. These issues are a certain element of euromarketing, i.e. the concept of the functioning of enterprises in the common, single EU internal market [1], [2]. The intentions thus defined refer to two important premises. First of all, to the aim of the Conference, which is a scientific discussion on marketing issues important for Ukraine, Europe and the world in the perspective of sustainable development challenges. Secondly, Ukraine's aspirations and real actions aimed at integration with the EU and its common market. They are reflected in special events: the submission on 28.02.2022, already on the fourth day of Russia's aggression against Ukraine, of the application for membership in the European Union and the decision of the European Parliament on 23.06.2022 to grant Ukraine the status of candidate country [3], [4].

2. The European Parliament's decision corresponded to the geopolitical directions and aspirations of Ukraine's development, which have been formulated for over 20 years, but at the same time confirmed the openness and readiness of the European Union to accept new members, including Ukraine. The principle of EU openness was reflected in successive enlargements at the beginning of the 21st century – by 13 countries, including Poland. It has also found expression in the programmes of the EU's “Eastern Partnership or the Single Market Strategy of Europe of the XXI century” [5]. One of the important elements of this programme in 2007 was the announcement of the formation of newly qualitative relations with Ukraine and several other countries. In this context, the President of the European Commission, J. M. Barroso, said “Ukraine's future is in the EU” (10, 2005) [6]. The EU-Ukraine Association Agreement of 21.03.2014 and the establishment of a Deep Comprehensive Free Trade Agreement (DCFTA) from January 2016 [7] are an expression of the principle of openness. The essence of the free trade area is the mutual abolition of customs duties on exports and imports of goods and services. The creation of the zone was connected with the gradual

approximation of Ukraine's legal system to EU standards. The free trade area in the theory of regional integration (B. Ballasa) is the first stage of creating a common market [8]. Integration under the rules of the common market is based – politically – on the fulfilment by candidate countries of a set of political conditions, known as the Copenhagen criteria [9]. They are fundamental in themselves, but their characteristics go beyond these. The reflection presented in these theses is focused on those issues that form the essential features of the common European market and create new Euro-marketing challenges and conditions for the economy of Ukraine and its enterprises.

3. The concept of the “common market” deserves a broader terminological discussion and the definition of the relationship to the terms single market, internal market and euromarket. Without taking up broader considerations, we emphasize that these concepts are defined differently in international economics, including the theory of regional integration, and differently – in EU documents. B. Balassa defined with this term the third, subsequent, after the free trade area and customs union, form of regional cooperation of states, the essence of which is the customs union enriched with four freedoms: free movement of goods, services, persons and capital [8], [1]. These freedoms are treated as fundamental principles of the “common market”. This definition of the common market was implicitly adopted by the Treaty of Rome establishing the EEC. The objective of the EEC, according to Article 3 EC, was 'to contribute throughout the Community through the establishment of a common market ... to harmonize the development of economic activities, sustainable growth, increasing stability, accelerating the standard of living and strengthening relations between the countries that belong to it' [10]. The four principles of the common market – referred to as freedom or values – are the foundation of the single (in legal aspect) EU internal market and the mechanism for cooperation and regional integration in Europe. They have also become essential elements of the Treaty of Lisbon (2007): the Treaty on the EU and the Treaty on the Functioning of the EU [11]. The Treaty of Lisbon, in Part One, the EU Treaty, in Article 2 states that “the Union shall establish an internal market. It shall promote the sustainable development of Europe based on balanced economic growth and price stability, a highly competitive social market economy aiming at full employment and social progress, and a high level of protection and improvement of the quality of the environment” [11]. All these elements are also important for Ukraine's integration with the EU, and also significantly refer to the objectives of the Conference. All four principles that form the essence of the common market are a significant challenge for the Ukrainian legal system, for the economy of Ukraine, for every sector of the economy, for every enterprise and citizen. They create new and significant challenges for the Euromarketing strategies of Ukrainian companies, already now – within the framework of the customs union and in the

perspective of Ukraine's inclusion in the structures of the EU internal market [12]. An attempt to identify such calls is presented, among others, by I. Reshetnikova [13].

4. The EU's common market covers the territory of the 27 Member States with their social, economic and historical potential, shaped by a uniform or significantly unified sphere of regulation of the market mechanism. For the 19 Member States, this market is the cornerstone of economic and monetary union with the single currency euro (Eurogroup). Thus, the EU internal market is, on the one hand, a single market in the aspect of the formal sphere – 4 freedoms and common policies (including market protection, competition, consumer, common agricultural, industrial, transport and other policies), and on the other hand, an extremely diverse market in every cross-section, taken into account in the economic theory in the classification of the market. This situation is aptly expressed by the motto of the EU as a community of values – United in diversity [14]. The diversity of all Member States, including individual regions, is a fundamental value, and at the same time it is the foundation – based on mutual respect and tolerance, acceptance of European values, defined among others by the Charter of Fundamental Rights and the Copenhagen criteria – building the potential of the European economy and the well-being of its inhabitants, meeting the challenges of the modern world by a united Europe. These challenges concern, first of all, the end of the war and Russia's aggression in Ukraine, the reconstruction of Ukraine from the devastation of war, the construction of a new global order, geopolitics and a new shape of the EU, including the intensification of the process of Ukraine's integration with European structures. The Single European Act (1986-1987) gave a new qualitative impetus to the integration process, the core of which was to be the “single internal market”. This act provided, inter alia, that the Community would take the requisite measures aimed at the completion of the internal market for the period up to 31.12.1992. And this date is taken as the date of formal establishment of the common internal market of the EU.

5. The creation of a common, single internal market took 35 years – since the adoption of the Treaty of Rome in 1957. to the Maastricht Treaty on the EU in 1992. It took 13 years for Polish to join the EU: from 1991 (from the conclusion of the trade agreement – like Ukraine) to 2004. This information seems to be important – it may be a prerequisite for answering the questions raised about the date of Ukraine's accession, obtaining full membership in the European Union and integrating its economy into the common internal market. The future of Ukraine is in the European Union, and the future of Ukrainian companies – in a common, single internal market.

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TRANSFORMATION OF COMPANIES HR-BRAND DURING THE WAR

Key words: human resources, talent management, war, stress, brand management.

It is well studied that the human capital forms the basis of any successful and profitable business operating people`s skills and experience. In terms of stress and danger the first thing which humans need to feel well is handling the basic needs like food, water, warmth, rest and safety. With the beginning of the war the Ukrainian employers had to switch the focus of people management to fulfilling these physical needs of their employees to give them support and ability to work. Internal HR-brand overall includes managing of: corporate culture, adaptation, communications, L&D, compensations and social packages. However, after the full-scale invasion to the territory of Ukraine many of them have become secondary and saving the employees` life has been brought to the forefront. Let`s follow the changes which inhouse HR-branding have met.

1. Corporate culture. Instead of empowering it companies try to save the presence of the culture to give the team members feeling of being a part of the community where they can get support. Recently entertainment and engagement events have been replaced by volunteering, donating, social care initiatives. Moreover, the working teams had to switch to almost fully remote work and being spread over the world it is hard to keep and develop the corporate culture among the employees. Although according to the result of Employer Branding Community survey [1] 86,2% of the Ukrainian companies go on arranging corporate events for the team members one quarter of which is online with the frequency 2-3 events per month.

2. L&D. Despite the fact that studying and hard skills development might seem to be secondary, there is a real value in arranging learning events for the team members to keep the feeling of working progress. Though, now the character of these events is focusing on mental health: stress resistance, panic control, first-aid classes, art-therapy classes, leaderships during the war for managers.

3. Adaptation. According to the result of Employer Branding Community survey [1] 10-25% of the Ukrainian employees had to move abroad since February 2022. So, the employers try to make the relocation and adaption process smooth and stressless by creating refugee communities, information channels in cities or hubs. Helping locally or remotely helps to feel

themselves still a part of the organization and its team. Despite the fact that 48,3% of respondents of the survey [1] had encouraged their staff to go abroad before the war began there are employees who are staying in Ukraine. They also have to adapt to the new reality full of danger, stress, uncertainty. Taking care about their well-being companies arrange psychological sessions for the teams, supply offices with necessary equipment for stable work e.g., bomb shelters, power generators, heaters.

4. **Compensations.** Handling the first basic needs the responsible employers within the first day of the war provided unscheduled salary payments, reorganized the budget to cover unexpected expenses. In addition to it, some businesses provide employees with wider insurance packages or relocation assistance for their families as well. Moreover, the military leave has become a common practice.

5. **Internal communication.** The tone of voice has changed from professional and formal to more humanitarian one. Permanent, regular, intimate, supportive and inspiring talks give stressed people the feeling of care and stability. Among the common practice there are Q&A sessions, management meetings, news digests.

Living in times when every single word can be used against you companies used to be very brief and general in their public communications. However, during the war every Ukrainian business representative has to show its firm position otherwise will be blamed or even rejected. So, the current interaction with public includes the next compulsory topics: if the company is still working – opens new offices, hires new people, arrange L&D events; how the employer supports its teams – provides relocation assistance, insurance, supplies offices with power generators or rents coworking places; which actions the business does to support Ukraine – donating, volunteering, collaborating with government, providing humanitarian aid, representing country on the global arena and highlighting the ongoing war.

The last practices which the Ukrainian employers use to save and improve their HR-brand during the war show core transformations: for now, brand managing, first and foremost, is 100% aimed to people support rather than the company image, because human resources is the main driver. Possible positive or negative consequences for the HR-branding recede into the background, but the conclusion is that the former approach to build strategy is no longer effective and the new one is forming now.

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COLOURS IN MARKETING

Key words: marketing strategy, primary colour, target audience, company character

Colour is a symbol that can have a different meaning. Depending on religion and culture, that meaning can differ for everyone. Each colour has its influence on the psychological and emotional state of a person. The choice of shade the company wants to be associated with is a vitally important component of its marketing strategy.

People need only a few seconds to make a conclusion about a product. To avoid dissonance between the product and its physical appearance, marketers need to clearly understand what kind of impression they have to make on customers.

Due to its saturation, the red colour attracts clients' attention. Therefore, big companies such as Lego, Netflix, Coca-Cola and others use it to encourage buyers to take active actions. It has been proven that red increases appetite, so its use can be seen in the logos of McDonald's and KFC. Since this colour can arouse completely dissimilar emotions, different shades should be chosen, so as not to lead to undesirable results. Lighter shades of red are used for calmer, gentler emotions, and saturated or dark ones - for energy and determination.

By using orange shades, firms demonstrate that their brand is friendly, energetic, and creative. It is best suited for companies, related to food (Dunkin' Donuts, Reese's), beverages (Fanta, Mirinda), entertainment (Nickelodeon, SoundCloud), and technology (JBL, Firefox).

Due to its brightness, yellow primarily conveys optimism, warmth, and joy. It affects brain activity and creativity, as well as inspires the search for new ideas. This colour is recommended for companies that offer affordable products and services. Besides, it is a great option for promoting products for children. The best examples of choosing yellow as the primary shade for their products are Nesquik, Snapchat, and National Geographic.

The first association with green is nature, and so if the brand is associated with naturalness or health, this hue is an ideal choice. Green gives a feeling of peace, comfort, and stability. Thus, on the same level as environmental friendliness, it can be used in technological and economic areas. The well-known Android and Acer have green as their logo colour and are the leaders in the high-tech field.

Associated with intelligence, communications, and reliability, blue is currently considered one of the most popular colours for marketing. The blue Skype colour calms the brain, but the shade in the Facebook logo stimulates productivity. That is also the best choice for financial and transport organizations.

Historically, purple has been associated with luxury. Companies that choose purple emphasize their elegance, dignity, and sophistication. This colour lies at the far end of the visual spectrum and seldom appears in nature, so its unusualness is strongly emphasized. Purple is a good choice for agencies in the creative industry. For example, Yahoo, Hallmark, and Twitch.

The brand associated with black will look more elegant and luxurious. Due to the versatility of black, it can be applied to almost any brand and still looks appropriate. 34% of the top 100 brands in the world use black as the main colour: Apple, Nike, Versace, Tesla, and Sony are some of them.

Colours should effectively convey the brand's personality and message. The recommended steps for choosing the primary colour for the company are:

1. Determine the field of the company operation.
2. Describe the target audience.
3. Study the primary colours of competitors.
4. Outline the company character: calm and informal versus discreet and diligent.
5. Conclude what associations the company should evoke in consumers.

The Dnipro University of Technology logo is in blue. Blue is an ideal colour for businesses that want to show their reliability, confidence, and modernity. Among the top 500 universities, as reported by the QS World University Rankings 2020, it was the primary colour of 55 institutions.



After interviewing the students of Dnipro University of Technology, it was found that the first colour associated with the University is blue. It perfectly fits into the marketing strategy of Dnipro University of Technology.

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ADVANTAGES AND DISADVANTAGES OF ADVERTISING CHANNELS

Keywords: advertising, channels, print, direct mail, outdoor, TV

This abstract is devoted to the different advertising channels and its advantages and disadvantages. Print, outdoor, direct mail, TV and Internet are explored. Such information is important for producing and distribution advertising.

With direct mail companies can target a very specific segments of audience. It's easy to evaluate its effectiveness. There are lots of ways to involve people and interconnect with them. But people don't like "junk mail", so this way of advertising requires very accurate way of communication with audience [1]. It's quite expensive to collect the certain target audience, which will be really interested in your product or service.

Outdoor advertising have long period of demonstration due to which this form of advertising can reach different segments of audience [2]. Also outdoor advertising provides lots of opportunities to involve audience using not only words but creative designed banners etc. Among disadvantages can be mentioned legislative restrictions, lack of statistical data due to the long period of implementation, difficulties with analyzing the involvement of the audience.

Internet and digital have ability to reach the rich amount of audience, lots of networks and social medias where advertising can be placed, that provides lots of opportunities for promotion. Different segments of the audience use the Internet, so testing new hypotheses and attracting new clients will be relatively cheap in comparison with other methods of advertising. Due to huge amount of information it's difficult to create something new and unique, so it's extremely hard to impress the audience [1, 2]. It is important to adapt advertising to modern trends which is not always convenient and suitable for the particular brand.

Television and radio channels of advertising have the ability to reach the huge amount of audience, repeatability, which can influence the potential customer without spending additional costs. Target audience are people from 40 years old, so there will be difficulties in promoting services and products for younger audience. Due to ability of people to switch the channels, there is a need to involve and engage people in very short amount of time.

With newspaper and magazines different types of audience can be reached, easy to promote services and products which are connected to a certain location. Long durability of

advertising. A long period of building up the intervention with potential customer, difficulties with collecting and analyzing data, overcrowding by advertainments, lack of younger audience. Thus, with such information companies can promotes products effectively.

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EXPERIENCE IN USING MARKETING OPPORTUNITIES IN THE MARKET OF TOURIST SERVICES

Keywords: marketing, market, tourism, services, opportunities

In today's situation, when military operations are taking place on the territory of Ukraine, all sectors of the economy have gone through significant tests and experienced significant troubles to one degree or another. The tourism sector has not escaped the feeling of uncertainty. In order to “stay afloat”, adaptation to the current market had to take place.

The tourist market in Ukraine is represented by such well-known companies as: “ANEX Tour”, ‘JoinUP’, ‘TUI’, “Coral Travel”, “TEZ Tour”, etc. The tourism sector has suffered almost the strongest blow, taking into account the current events: the absence of traditional and well-established air connections from the territory of Ukraine; the vast majority of men aged 18-60 cannot cross the border of Ukraine; the internal market segment has almost been lost; consumers prefer spending money that is relevant to the situation, etc. In other words, there is no more excitement in the sphere of tourism.

Besides, there is interesting experience of adapting to market conditions and an example of traditional tourist services transformation regarding the arrangement of global trips into an interesting business idea based on international visa programs. Let's take a look at the Vinnytsia representative of Artinov Travel, that in peacetime organized group tourist trips, highlighted bright moments in social networks, talked about important nuances and features of certain countries, etc.

As a result of marketing opportunities study, the generation of ideas and the research of demand, “Artinov Travel” has determined for itself a new direction of activity due to the international program (since March 2022) of the Canadian government “Canada-Ukraine authorization for emergency travel” (CUAET) regarding temporary stay in the country only for citizens of Ukraine who suffered from the war. Attention is focused on the fact that CUAET is not a program for refugees, but for the support and temporary stay of Ukrainian citizens in Canada exclusively for residence and work, but which can also be used for tourist purposes.

Furthermore, the business idea is to redirect the company's activities to assist with visas under the CUAET program. At the first stage of the implementation, the online sales department was established, that advised and familiarized all interested parties with all the advantages of the program and the conditions for submitting orders, with further referral to visa managers (they became the current employees of “Artinov Travel”), who were directly involved in the registration. Over time, this new trend rapidly gained momentum and the organization began to expand. Another sales department was formed, that already worked on pages in social networks created specifically for this program (the first department functioned on the main page of “Artinov Travel” itself). Due to the increase in the volume of orders, several new visa managers were urgently hired in two stages.

The implementation of the business idea unfolded in a period of two months, and the expansion of activities at “Artinov Travel” takes place even now. Currently, 3 full-fledged directions have been formed:

- unified sales department, the activity of which unfolds on the pages on Facebook, Instagram, the chatbot in Telegram and Viber, as well as on the phone through the site;
- customer service (visa managers led by one of the first visa managers who worked in the company even before the reform);
- marketing department, which is engaged in the development and promotion of advertising for the target audience, analysis of advertising performance indicators, development and adjustment of the company's website and pages, as well as a program for sales managers' performance.

There should be mentioned advantages and disadvantages of this new direction for the company. Firstly, services are provided remotely – this is a big plus and opportunity for both employees and clients who are located in different parts of the country or even the world. However, this advantage can be a disadvantage at the same time, since some clients do not trust such responsibility as opening a visa and transferring your personal data to virtual strangers. Secondly, competition. The market situation is represented by many companies that offer their services for assistance in obtaining visas under the “CUAET” program. Nevertheless, you need to know your strengths and be able to position yourself. Thirdly, the disadvantage of this type of activity is the limited life cycle of services. If it was simply a matter of issuing visas, it would be a different matter. But the company chose a reference point specifically for a special one, that is, limited by some short-termed program, and to look for a new vector of development all over again. However, it is probably already starting to open. Thus, the company can focus on such activities in the future. Recently “Artinov Travel” has added to its list of services, so to speak, a by-product of production - assistance in arranging in Canada, for which the company

is already cooperating with by employment specialists and created three directions- “tariffs”, starting from setting up for work to accompanying the client in Canada itself.

Thus, the advantages of “Artinov Travel”, which will contribute to consumer satisfaction, are: the optimal price on the market and possible discounts; officially registered private entrepreneur in Ukraine; cooperation under the contract-assignment for the provision of services; guarantee of correct registration or refund; the possibility of prepayment, etc. Moreover, the Artinov Travel company is an example of how to rationally use marketing opportunities, how important an individual approach to the client, communication at every stage and full support are, as well as, of course, integrity and social responsibility.

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**SUGGESTIONS FOR IMPLEMENTING A MARKETING
STRATEGY FOR AN INDUSTRIAL ENTERPRISE
(exemplified in JOINT-STOCK COMPANY YUZHNYI GOK)**

Keywords: marketing, market, enterprise, business, strategy

Joint Stock Company YUZHNYI GOK is a large industrial enterprise engaged in open pit mining of iron ore and its beneficiation to produce iron ore products (concentrate and sinter), which it sells in the domestic and foreign markets.

As a result of the study of production and economic activity of the enterprise and on the basis of the conducted strategic analysis of JSC YUZHNYI GOK, we can propose the introduction of an aggressive business strategy and formulate proposals for the implementation of marketing strategy.

JSC YUZHNYI GOK in particular needs to focus its efforts on:

1. Expansion in the direction of production and sales:

- development of iron ore raw material production and sales in the context of today's active transformation of the market mechanism;

- additional quality improvements in the production of iron ore raw materials are aimed at maximizing the competitiveness of products in the target sales markets while ensuring maximum satisfaction of the demands of key customer groups at an optimal price/quality ratio;

- expansion of the company's presence in the global iron ore market, particularly in the geographical segments of Europe and Asia, increasing its sales coverage: intensified development/expansion of the official worldwide sales network, leveraging the potential of affiliated companies, namely the capabilities of Metinvest Group (namely Metinvest International S.A.), which mediates the sales of the JSC YUZHNYI GOK;

- increase sales through the development of a sales (distribution) network of the company and affiliated companies in topical areas, according to efficient logistic schemes (large coverage of customers);

- Entering new markets for iron ore (exchange traded), expanding sales through it, developing inter-trading and/or considering the creation of an e-platform;

- development of both real and futures market trading areas (derivatives) to take advantage of counter-trading opportunities in order to hedge and increase the profitability of sales activities.

2. A price war with competitors:

- in order to implement active actions (tactical and strategic) in the field of pricing in the iron ore market (annual contracts, spot, derivatives market) in a variable environment, it is necessary to ensure pricing flexibility by introducing measures to ensure sufficient reserve (“marketing pricing space”) to overcome the barriers of the iron ore market established by the “big three” oligopolists (Vale, BHP, Rio Tinto); due to the reduction in the cost of iron ore raw materials to increase the competitiveness of prices with the consumer (most contracts of the world market of iron ore raw materials are export contracts on the terms of CFR CIF deliveries), which is expedient on the basis of reducing the most costly items of expenditure and using economies of scale. In particular, one of the priorities is to reduce freight costs, which currently account for about 50% of the price of iron ore when supplied to Chinese consumers;

- flexible system of competitive pricing and discounts in order to ensure a sustainable competitive advantage in the changing iron ore market conditions under the influence of internal and external factors and to ensure customer loyalty;

- active/aggressive marketing pricing strategies for JSC YUZHNYI GOK products and services.

3. Development of new sectors (market segments):

- entry into new segments of the market of iron ore raw materials (price, geographic, etc.) and their development by providing opportunities for deliveries to market segments that are attractive for the mining and processing plant, which have an economic and industrial potential for consuming the company's products, as well as identifying and using opportunities to ensure offers on these markets of iron ore raw materials with attractive parameters for consumers, in particular in terms of price-quality ratio, through certification of product quality, creation and development of infrastructure for supply and storage (warehouse branch network), areas for iron ore raw materials in the ports of consumer countries and the acquisition of shares (shares) in organizations that are able to meet the demand for the products of the mining and processing plant, to ensure sales volumes, as well as the accumulation of optimal volumes of foreign ore raw materials for its sale during periods of favorable market conditions;

4. Promotion of products:

- iron-ore concentrate and iron-ore sinter, focusing on iron-ore concentrate as the main product in the portfolio of the mining and processing plant, from the sale of which an average of 82.5% of income is received;

- search for sales markets that are in demand for the products of the mining and processing plant and product differentiation based on the adaptation of product parameters to a level that meets the needs of consumers and competition based on optimizing the supply of existing products in the portfolio of the mining and processing plant or achieving a new level of quality and cost, certification the quality of iron ore raw materials according to standards relevant for attractive market segments (regional international and/or global) in order to ensure effective sales;

- promotion of the company's iron ore raw materials by bringing the company's iron ore concentrate to the exchange market and ensuring the optimal quality of these products to strengthen negotiated price positions and get rid of price disparity.

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ANALYSIS OF THE STATE AND TRENDS IN THE DEVELOPMENT OF THE IT SERVICES MARKET IN UKRAINE

Keywords: IT, IT-market, development, development market, IT-services

The IT market has been a field of activity since its inception and is of great interest to companies of any size and level of profitability. This interest is due to several reasons: first, the dynamic pace of information technology development; secondly, there are many possibilities of informatization of any business processes; thirdly, the constant increase in the number of consumers of IT services and the growth of their level of education. The selection of services provided in the field is very diverse. Among them, in particular, it is possible to single out the main directions:

1. programming, informatization consulting, computer equipment management;
2. development of software and computer games;
3. provision of software services in “online” mode;
4. training (development, modification, testing and technical support of software, business analysis, interface design, system administration, project management, etc.);
5. data processing, posting of information on websites and related activities;
6. experimental developments, research in the field of information and information and communication technologies [3].

The world market of IT services is one of the main economic drivers. At the moment, the volume of the industry is estimated at approximately \$4.47 trillion. Year-on-year growth is almost 9.5%. By the end of 2022, more than half of the global economy is expected to be based on or directly influenced by digital technologies, and by 2023, up to 90% of companies worldwide will prioritize investments in digital tools to increase their sales channels and assets through the latest digital experience.

Over the last decade, the Ukrainian IT market has become one of the most powerful not only in Europe, but also in the whole world. This is caused by reforming and a sharp increase in the quality of education in the field of IT, improvement of funding in the field, an influx of

foreign investments and a general increase in the ways of improving the qualifications of specialists in Ukraine and abroad [5].

At the moment, the Ukrainian IT market is in its prime. According to DOU, in 2021 the number of individual entrepreneurs working in the field of information technologies experienced a record growth – about 50,000 new specialists were registered. The growth of the IT market in Ukraine in the proportion of 50% continued until the war itself [1]. And in February 2022, according to the NBU, the export figure of the Ukrainian IT market reached an unprecedented level - \$839 million (last year this amount was \$480 million). Even in the conditions of war, Ukraine's leading industries continue to develop – the IT market grew by 23% and continues to grow.

Despite the hostilities, about 1,300 product companies and 52 outsourcing companies continue to work in Kyiv, and according to the statistics of the freelance network, there are currently about 26,000 developers in Kyiv. Unfortunately, due to the military conflict, about 20% of specialists left the country, but the field continues to work actively.

If we talk about salary statistics, according to the results of surveys, 65% of employees did not feel changes in their work, and 77% did not feel changes in income. Despite the increase in exchange rates, average wages also continue to rise. Salaries of Seniors increased by \$100 on average (\$3,400 versus \$3,300 in December 2021), Middles – by \$200 on average, now the average salary of an employee of this level in Ukraine is \$2,600, Juniors and interns have an average wages increased by \$50 (to \$950 and \$450, respectively). Not only that the demand for qualified specialists continues to grow, after the beginning of the war, about 52% of companies managed to keep 100% of their employees, and another 32% of companies kept 90-99% of personnel [2].

There are many ways to develop the IT industry. When the war ends, there will be a huge boom in information technology services and, accordingly, specialists in this field. Even now, Ukrainian business is slowly, but digitizing; Ukrainian IT industry is highly integrated into global processes thanks to numerous partnerships and clients from all over the world. Due to the relatively low cost of services of Ukrainian specialists, Ukraine is a potentially powerful R&D hub, where foreign companies will come for new solutions. Ukrainian outsourcing is flourishing in all the most popular areas: cyber protection, automation of business management, development of cloud solutions and work with Big Data [4].

For more efficient and successful development of the industry, it is necessary, first of all, to reform the education system. At the moment, in Ukraine, you can get really high-quality IT education only at specialized courses (Projector Institute, KAMA, Skvot and similar schools) or study abroad. According to statistics, the majority of specialists in the field are educated on

courses, ignoring IT specialties at universities due to the complexity and length of studies, the irrelevance of the information taught, the large volume of general education subjects that are not related to the chosen specialty, and the lack of practice.

December 16, 2021 at the Synergy IT conference. IT Business & IT Education Minister of Digital Transformation Mykhailo Fedorov presented a roadmap for the development of IT education in Ukraine. The presented road map should contribute to changes for the better in the field of IT education at all levels - non-formal, higher and professional pre-higher, as well as general secondary education.

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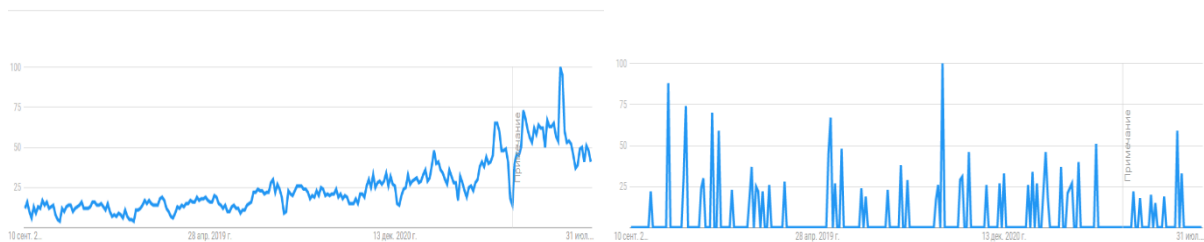
STUDYING THE IMPACT OF GREENWASHING ON GREEN PROCUREMENT

Key words: greenwashing, green procurement, public procurement, environmental marketing

The topicality of the topic is due to the need for a theoretical justification of the impact of greenwashing on green purchases in conditions of oversaturation of the market with various ecological goods.

“Greenwashing”, “green camouflage” or “whitewashing” is a form of environmental marketing that misleads consumers about the environmental friendliness of goods and is used by questionable manufacturers to create an image of an environmentally-oriented enterprise at the expense of increasing the overall benefits of the product [1, p. 228].

Despite the fact that greenwashing is not a new practice, its use is constantly increasing. According to the Google Trends analysis of the popularity of the term “greenwashing” in the world, there is an increase in interest in this term (pict. 1). The top ten requests include Luxembourg, Singapore, Mauritius, France, Denmark, Belgium, Austria, Switzerland, Germany and Hong Kong.



Picture 1 – Dynamics of the Google Trends popularity of the term "greenwashing" in the world (left) and separately in Ukraine (right) over the past 5 years [2]

Ukraine ranks 55th in this ranking, and our country is experiencing more pulsating dynamics. The consumer as a whole is increasingly questioning the reality of environmental friendliness of goods: whether it is a truly “green”, “ecological” or “homemade” product, or

whether it is a “green” marketing strategy. This is also supported by the growing demand for organic products. Doubts are also strengthened by the development of legal regulation regarding the establishment of control by the state.

So, names containing the inscription “organic”, “bio-“, “eco-“ are possible only if there is a state certificate. And it is given only when the product is produced in accordance with the requirements of the law regarding the standards of truly organic production. While the rest of the ecological characteristics of the product broadcast by the manufacturer is a “green” marketing strategy, which very often does not correspond to reality [3-5]. The rights of consumers making green purchases are protected by basic laws [3; 6; 7], but consumers very often do not orient themselves in the ecological labeling of goods and then encounter cases of use of greenwashing by marketers regarding incorrect and misleading environmental claims regarding goods.

Green public procurement is also gaining popularity, which is connected with the adoption of the Law of Ukraine “On Public Procurement” and a number of other related legal documents, the effective operation of the electronic procurement system Prozorro Marketplace, the Dozorro portal and the ESCO module for the Prozorro system. Thus, state enterprises and organizations have the right to purchase goods with a reduced impact on the environment, which is related to the European Green Deal and access to green and climate financing from donors (EU, UNEP, SlovakAid, GIZ, World Bank). Ecological and economic profit from such purchases encourages socially responsible consumers and suppliers to innovative business development.

A feature of “green” public procurement is the use of non-price criteria, which must be formulated very professionally in order to prevent the influence of greenwashing on “green” public procurement and to ensure profit during the life cycle of procurement, i.e. during use, maintenance and termination of use of the subject of procurement.

Therefore, legislative control by the state and consumer awareness will protect against the negative consequences of the activities of socially irresponsible enterprises and prevent the spread of greenwashing as a form of ecological marketing.

A prospective direction of further research is the study of the impact of greenwashing in the field of energy services.

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GREEN COLOR IN ADVERTISING

Keywords: green color, advertising, associations, how to use green in advertising.

It is well-known that colors make a great impact on consumer's mind. They look directly at the product or a person who promotes it in advertising. However, the unconscious part of brains notices more. It notices details, which people sometimes do not pay attention to. Such details are colors, shades and the atmosphere.

According to the worldwide survey of YouGov, Global Public Opinion And Data Company, green is the second-most popular color in Thailand, China, and the United States [1]. Green color has various interpretations in different cultures and has a range of things associated with. On the one hand, green color is associated with nature, environment, freshness, life, harmony, energy, fertility. On the other, with money, finance, something ambitious or even greedy. Sometimes green is shown as a color of mystics and magic creature [2].

Green has variety of shades. To find the perfect green shade for the special advertising we have to know the difference between the impact of different shades:

- dark greens are more mystical and mysterious, these shades usually are associated with the dark forest,
- light greens are tender colors associated with youth,
- the closer is green color to yellow, the more energetic it is,
- the closer is green to blue, the calmer the atmosphere,
- bright green is the color of vitality, novelty, freshness,
- soft greens are calming and soothing.

Examples of logos with the green and its shades. Let's explore "Sprite" (lime and lemon flavored carbonated soft drink) [3] and "Spotify" (streaming audio service for music and podcasts) [4] logos, as an examples of using green. As "Sprite" is named of a lemon and lime drink, the text of logo is green and there is a small lemon added under letter "i". "Spotify" logo shows two aspects of music: energy and harmony, which are associated with the green color. Although many people of different age use it, this brand shows itself more as a product for youth. All it was already mentioned, light green is associated with youth that is why the logo is light green.

Besides, we can consider the logo of “Monster Energy”, which is an energy drink [5]. The font and the pic of the logo is all amount some mystical creature, some monster. It`s logo consists of light and light, almost neon green, which shows mystics and denotes youth product.

To make the advertising better we have to consider the cultural aspect. Green clothing is not common in Indian culture; however, it is usually paired only with gold. In the cultures of East Asia, people see no difference between green and blue-green, these colors are shown as the one color, which is considered balancing and harmonizing. For Muslims, green is associated with the Gardens of Eden. That is because according to the legend, the clothes of the righteous in paradise will be green. Besides, green is a symbol of Ireland and the patron saint of this country, St. Patrick. According to legend, he expelled all the snakes from the island [2, 3].

As a nice example of well thought out “green” advertising, let`s explore British hair care brand “Sunsilk`s” advertising (6), the bottle of shampoo is designed with green shades, it shows us hijab wearing women. On the one hand, it sounds strange to promote some product without showing its main function. However, on another hand, the culture here is much more important than the function. This shampoo is oriented for Muslim girls, who are not allowed to show their hair, that is why this advertising do not show it. This helped to increase the profit and the number of clients. To be honest, this cultural aspect is highly supported by the color. As were described previously, for Muslims green color is the color of righteous, the clothes of people who live in the Gardens of Eden. Unconsciously, righteous is associated with purity. This advertising as if hinting: you`ll be clean, right with our shampoo.

Moreover, to make a good green advertising, designers and art admen have to consider how this color matches with fonts. Besides, admen should make the advertising readable. Choosing the green color, we have to somehow combine either green text, or a green picture, or together? To be readable, the background should not brighter than text. There are many unsuccessful examples of using green background. It is hard to read it, besides, the background is too bright, and the trefoil catches to itself all the attention. The goal of advertising is lost, even though green is the right color for this advertising and the trefoil is the symbol of the “Happy Saint Patrick`s day”.

Overall, green color is popular enough to be implemented in advertising. There are already lots of examples in advertising. Some of them were explored. However, be careful to choose every element of work to have great results. Producing colorful advertising, beautiful and successful can be possible by following next points: pertinency, shades, meaning in culture, fonts and readability. Just remember that color in advertising has to promote the product, not destroy it.

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PROMOTING UKRAINIAN BRANDS ON THE INTERNATIONAL MARKET

Keywords: promoting, Ukrainian brands, the international market.

For the world Ukraine is a modern country suffering from the full-scale Russian aggression. The war has given impetus to the development of Ukrainian brands independent of Russian patronage. Today in Ukraine it has become fashionable to consume domestically produced goods. It is possible for Ukrainian brands to enter the world market and successfully promote our products.

With the help of Google Trends, we can find out how often a certain term is requested in Google. For our research, we entered the term “Ukrainian brands” to see the statistics of requests for it. As we can see from the line graph, for the first time since the beginning of the full-scale war, people became interested in Ukrainian brands in April, and positive dynamics of inquiries was also seen in May, at the end of July - mid-August and at the beginning of October.



Figure 1 – The frequency of requests for the term “Ukrainian brands” from 02/24/22 to 11/30/22 [1].

We also considered the countries which users asked Google about Ukrainian products. Generalized statistics show that the main audience are citizens of the United States of America.

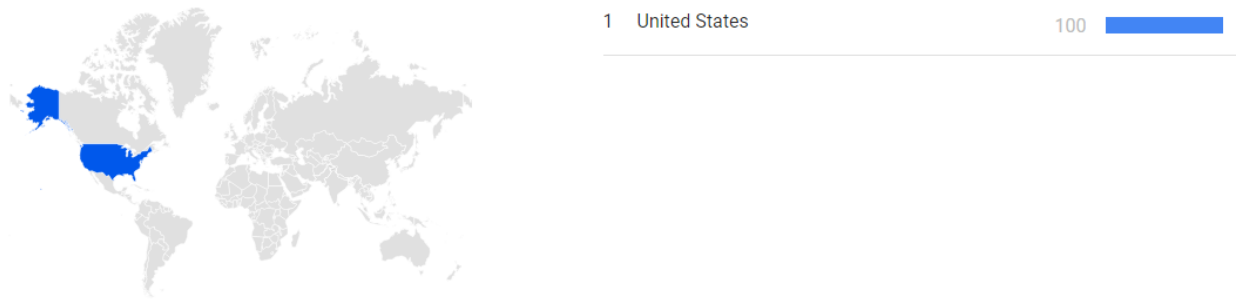


Figure 2 – The geography of the frequency of requests for the term “Ukrainian brands” [1].

This is a good result for Ukrainian brands, but we should continue to promote our products to the world. Italian companies are a good example of promotion on the world market. The statistics on the queries of users of the phrase "Italian brands" is shown below.

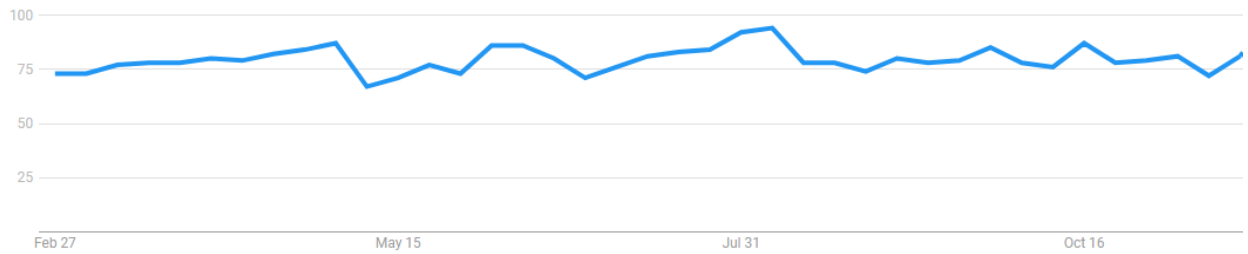


Figure 3 – The frequency of requests for the term " Italian brands" from 02/24/22 to 11/30/22 [2].

On this line graph, we see the level of interest in goods of Italian origin that is constantly high. The main regions where requests came from are Singapore, Lebanon, the United Arab Emirates, Ireland and Italy.

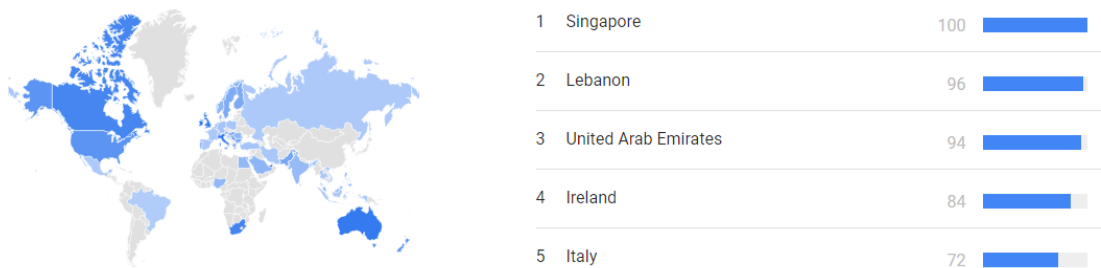


Figure 4 – The geography of the frequency of requests for the term “Italian brands” [2].

Italian goods are more successful on the market because they are the popular brands of luxury products, such as Emporio Armani, Prada, Moschino, Versace, etc. They have been producing high-quality products for a long time and have already established a reputation for the exquisite products around the world. Ukrainian brands are no worse than Italian brands in the level of quality, but they are much less well-known. Since the demand for Ukrainian brands

has increased, platforms have appeared for the foreign consumers who want to see quality Ukrainian brands.

The first example is PALIANYTSIA. The goal of PALIANYTSIA is to support the Ukrainian economy. Due to the war in our country, a lot of companies have been ruined and some of them can no longer financially support their employees. The purchasing power of our population has greatly decreased. The needs of Ukrainians have changed radically. PALIANYTSIA platform wants to present Ukrainian talents to people all over the world. Buying Ukrainian clothes helps people not to lose their jobs. They will be able to pay taxes to the state budget. Part of the profit goes to humanitarian aid and protection of Ukraine [3].

The second platform is SPEND WITH UKRAINE. It is a non-profit organization that curates a web platform with a list of 200+ Ukrainian companies. Its mission is to support the Ukrainian economy by promoting world-class Ukrainian products and services and helping to find customers. On expandwithukraine.com, a directory of Ukrainian companies operating on the international market can be found. The businesses on the platform are divided into the following categories: Gadgets, Fashion, Productivity, Education, Creativity, Lifestyle, Home & Accessories, Services, and Agencies [4].

Summarizing all of the above, we can say that even in such difficult conditions, Ukraine is able to promote itself on the international market as a producer of quality goods for consumers.

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BRAND TACTICS FOR INTERACTING WITH HATERS

Key words: haters, social media marketing, brand, communication, consumer behaviour.

Once your company has become widely known you should expect hate from the audience. This is especially common in social networks and SMM specialists don't know how to react and how to interact with haters. First, it is necessary to understand the terminology. A hater is a user who actively expresses his hatred for a company or product and writes negative comments and posts [1]. Hate is often mistaken for criticism. How to distinguish between these two phenomena? Hate is different from criticism. The purpose of hate is to prove yourself right, to boast and to get a reaction from brand representatives. Criticism is a reasoned logical discussion of shortcomings, such as content or product. Criticism is always based on some kind of analysis and information gathering. Therefore, the presence of reasonable arguments in support of the expressed opinion is approved.

If the author of the comment is motivated solely by some personal emotions, then this is a classic “hate”. Therefore, it is impossible to talk about constructive criticism here. Mostly it is anger, irritation, powerlessness, impunity, bad mood, etc. A person wants to say something nasty rather than criticise. People are driven by emotions that have nothing to do with their activity. Why does the subscriber start hating the company in the comments? There are some reasons for hate.

The question that torments all marketers is “What makes people become haters?”. It also worries scientists. Psychologists from the University of Wroclaw in Poland researched the motivation of people to write malicious messages by contacting users who left hateful comments about athletes during the Winter Olympics in Pyeongchang (2018) [2].

They were asked to fill out a questionnaire that allowed them to assess life satisfaction, the tendency to feel envy towards others, as well as the presence of the “dark triad” traits – psychopathy, narcissism and Machiavellianism. Authors of neutral comments were contacted as well to get a representative selection of respondents.

The most characteristic feature of haters was psychopathy. They are also often familiar with the feeling of envy. Interestingly, gender, age, disappointment and dissatisfaction with life were less significant factors. However, SMM professionals notice not only this type of haters of a brand or blogger.

A person who had an experience of negative interactions with the company can also express hatred for it. However, this is not the most obvious example of hate, and in this case the customer's dissatisfaction can be worked with – by apologizing, by offering adequate compensation. These measures will reduce the dissatisfaction of a particular customer and increase the loyalty of others – a company that knows how to admit its mistakes is trustworthy.

The reasons for hate can be related to the psychological problems of the commentator. The main ones are lack of education and feeling of inferiority. An ethical and satisfied person will not waste time on empty arguments. Usually, a hater is a cowardly person. He does not feel responsible for his words on the Internet, especially if he writes from a fake page or anonymously, as is often the case. There are different motives for hateful behaviour [3]:

1. Envy. If a person has not achieved their goals, they will try to denigrate those who have succeeded.
2. Personal hostility. When the hatred for someone is strong, the hater directs his efforts not to improve his life, but to destroy someone else's.
3. Boredom, bad mood. A person who does not know how to fight boredom with creative methods will throw out negativity on others.
4. Thirst for attention. Those people who are lonely in real life try to be heard online with the help of hate.
5. Self-assertion. Some users are looking for other people's shortcomings not only to humiliate others but also to emphasise their own superiority.

For each specific situation, it is necessary to conduct a mini research to identify the portrait of your hater (to identify motives, points of contact, etc.). Then you need to decide which of the proposed options is suitable for a particular case. There are several options for interacting with haters:

1. Ignore. It is better to ignore unreasonable negativity. You will not prove anything to the hater but will be imprisoned in a useless dialogue.
2. Block. Sometimes you have to choose between freedom of thought and public safety. If a user spreads dangerous information, insults and harasses you or your subscribers, block their access to the page.
3. Restrict actions. The hater's comments will become invisible to subscribers. He will be able to leave comments, but they will not be available to anyone except the page owner.
4. Fight back. If you are confident in your rhetorical skills, reply to the hater briefly and concisely. Make it clear that you welcome criticism but do not tolerate unreasonable insults – to you or your audience. This way you will gain credibility in the eyes of your subscribers and expose the hater.

The most important thing is not to give in to emotions and not to justify yourself to haters. They seek your reaction and try to look favourable against your background. Remember that it is impossible to please every person, and keep in mind that your reaction to haters affects your image. Is it possible to love haters? It is quite possible from a marketing point of view. Because they often increase your reach with their reactions. Instagram and many other social media and networks essentially do not care whether a negative comment is left for you or not. Any feedback is an interest that becomes a reason to raise your post up.

The picture below is a screenshot of the statistics of the Dnipro University of Technology Instagram profile. The “Debunking myths n.5” video gathered a large number of negative comments, but also boosted the page's overall activity.

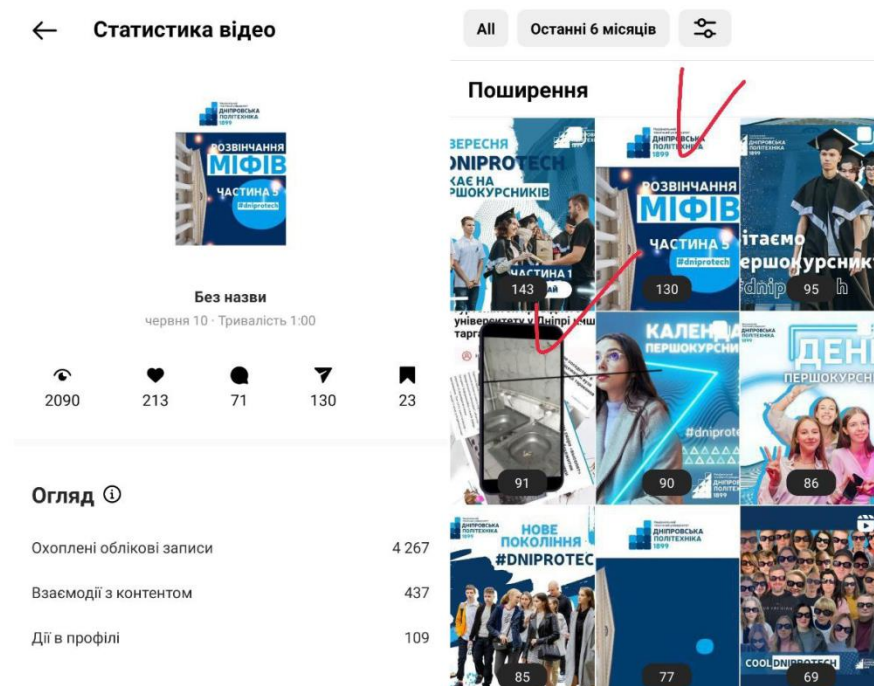


Figure 1 – The statistics of the Dnipro University of Technology Instagram profile

So, you need to be very careful with haters. There is a risk of entering into a discussion and ruining the brand's reputation. It makes no sense to argue with haters, do not blame them – this will only lead to problems for the brand and very long correspondence. You need to try to understand the problem, find out the reason for the hater's dissatisfaction and find a solution.

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APPLICANT BEHAVIOUR IN THE CONTEXT OF MARKETING INTERACTIONS

The current stage of development of the educational services market in the context of market economy and globalization is characterized by significant transformations and instability of the external environment. Higher education institutions (HEIs) have created an environment of perfect competition. This «red ocean» has almost destroyed the distinction between public and private HEIs, which, in turn, leads to the need to intensify marketing activities.

An applicant is exposed to both external and internal factors of influence when choosing a higher education institution. Under the influence of these factors, the applicant forms the perception of a particular alternative. The best way to interact with an applicant is to understand what affects them and to what extent. Therefore, a decision-making model for the applicant has been developed. In a broad sense, consumer behaviour in the educational services market can be divided into three stages that consumers go through as participants: applicant-student-graduate.

Consider the first stage in more detail. At the first stage (figure 1), an applicant realizes the need for higher education, guided by his or her motives, the importance of which differs from person to person. The next stage is the search for information, which in turn is divided into external (using external sources of information) and internal (learning experience, motivation, availability of necessary knowledge, intuition, prejudice, etc.). The evaluation of alternatives takes place in two directions: the speciality (based on the factors that determine its choice) and the university itself (the evaluation also depends on the importance and priority of the attributes of the university for the applicant).

Even though the figure shows generalized factors influencing an applicant's choice of a university, many years of experience indicate that each of them needs to be handled differently. Therefore, in 2022, marketing research was conducted to identify identical types of applicant behaviour as a consumer.

The research identified 5 types of applicants' behaviour (school and college graduates), which received their respective names – «Child with a vocation» (graduates of GSE institutions

who have chosen a speciality but have not chosen a university), «Unrepentant souls» (graduates of GSE institutions who have not decided on either a speciality or a higher education institution to enter), «Ideal child» (applicants have decided on both), «Two-stage education» (entering the same speciality as previously obtained in a PHEI), «Researcher» (choosing a speciality different from the one obtained in a PHEI). The sixth type of applicant behaviour is «Conscious». These applicants have received a bachelor's degree and work in their speciality, motivated to improve their skills and career growth.

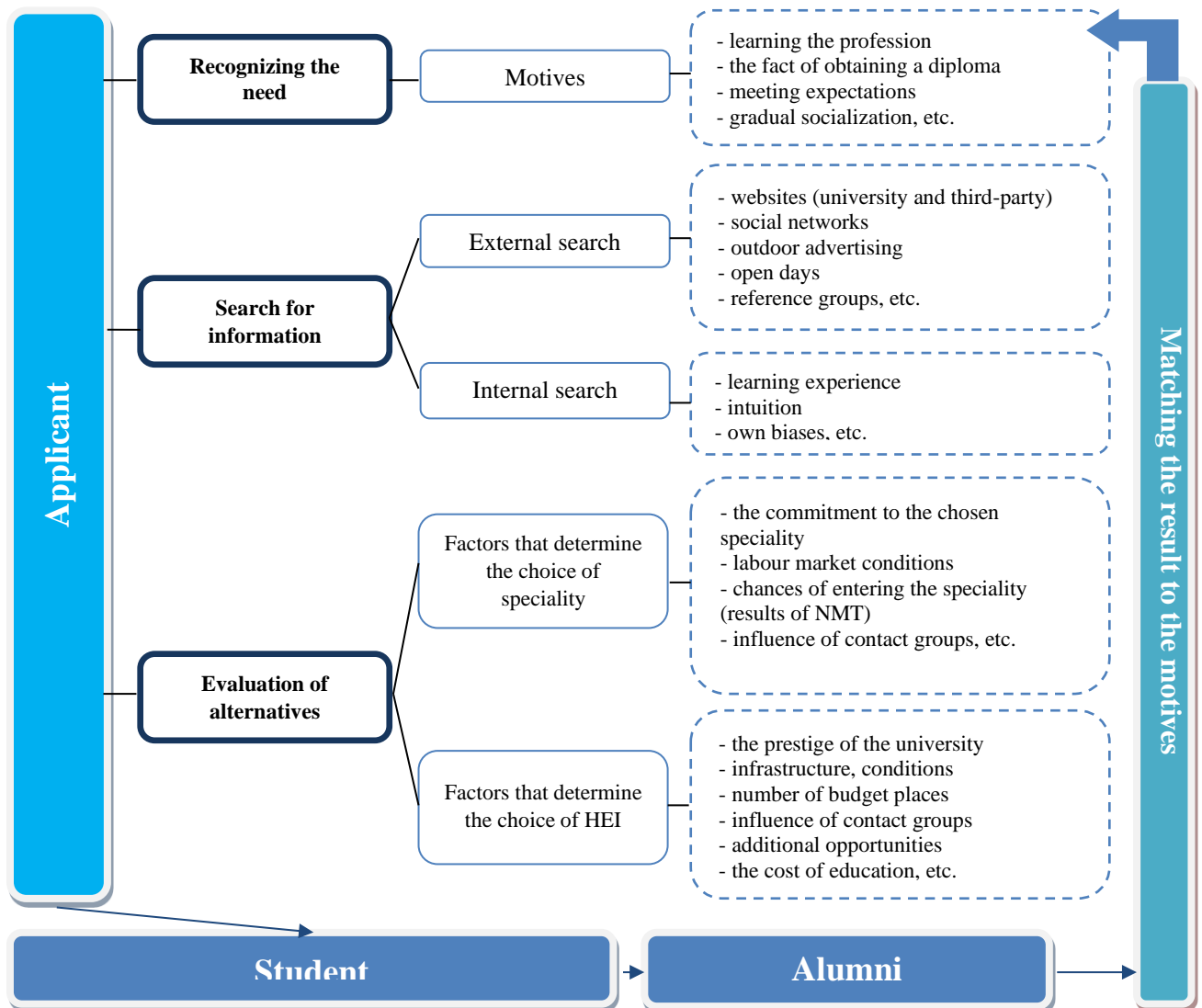


Figure 1 – Decision-making model for the applicant

As regards the applicants who chose Dnipro University of Technology, the most common types of behaviour are «Child with a vocation» (34.85%) and «Unrepentant souls» (28.03%) – figure 2.

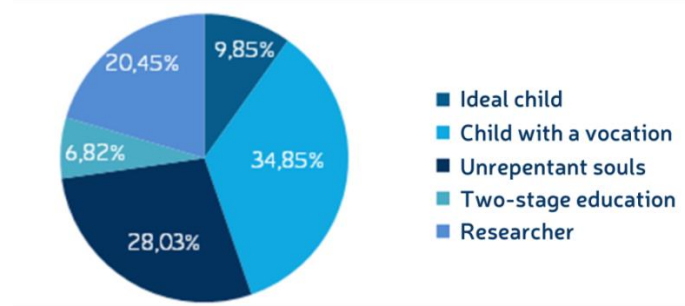


Figure 2 – Types of the behaviour of applicants who choose Dnipro University of Technology

But this does not mean that other types of applicant behaviour should not be taken into account, including «Conscious». This is why the power of marketing influence has been studied, and influencing attributes have been identified (table 1).

Table 1 – Factors that influence applicants by the type of their behaviour

	Reference groups	Cooperation between GSE institutions and HEIs	Additional opportunities	Infrastructure	Study conditions	The prestige of the	Preliminary department	Feedback from third parties online	Competitive assessment for entry	Communication with HEIs	Cost of education	The degree of marketing influence
Ideal child	+	+	+	+								Weak
Child with a vocation	+		+		+	+	+				+	Strong
Unrepentant souls	+			+	+			+	+	+	+	Strong
Two-stage education			+		+						+	Medium
Researcher	+			+	+			+	+		+	Strong
Conscious	+		+	+		+						Medium

It is worth noting that representatives of the «Two-stage education» group in 77.7% of cases choose the HEI to which their IPD belonged as a structural unit, while the «Researcher» group does the opposite (in 81.5% of cases choose a HEI to which their IPD did not belong as a structural unit). The most demanding type of behaviour is «Conscious». Applicants of this type have specific requirements for a HEI based on their previous study and work experience.

Unfortunately, the marketing department cannot influence all the factors mentioned above. Therefore, the following measures were proposed and implemented during the admission campaign:

- open day in the online format;
- offline university tours (conducted by students);
- express courses to prepare for the NMT;
- creating an applicant's guide;
- launch of targeted advertising in social networks;
- involve students in publishing reviews, including in video format;

- appoint a person responsible for relations with third-party sites;
- create a section in social networks «Your opportunities»;
- FAQ chatbot for applicants in Telegram with answers to the most frequently asked questions about admission and education;
- an anonymous chatbot to improve the quality of student feedback.

It is almost impossible to measure the effectiveness of a single activity. Because, as mentioned earlier, all factors affect in combination and there is variation within the applicant group. If we measure the enrolment statistics, in 2022 Dnipro University of Technology had a record number of 2,656 applicants (for a Bachelor's degree), previously this number did not exceed 2,100.

In conclusion, it can be said that the effectiveness of the activities proposed was high. That is why it is important to include market research in the activities of universities.

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ASSESSMENT OF DIGITAL COMMUNICATIONS EFFICIENCY AND DEVELOPMENT OF MARKETING STRATEGIES FOR B2B COMPANIES

Keywords: marketing, market, strategy, target, communication, media

The main problem of creating an effective digital strategy marketing communication is the choice of optimal digital marketing tools in terms of both reaching the users (target consumers) and contact costs. In marketing, media planning is used to implement this strategy.

A clear and understandable performance measurement indicator helps successful media planning. Assessment of marketing communications efficiency is the most relevant among marketers. Approaches to assessing digital communications efficiency are constantly improving, which contributes to the development of modern software, which somewhat simplifies the problem of performance evaluation.

On the other hand, the quantitative data obtained by the marketer regarding the quantity of visits, links, etc., may not always display the real picture. The reason is that they often require a qualitative interpretation of visitors' behavior and, ultimately, a better estimate of ROI. CTR indicator can be considered a criterion for the performance efficiency in a digital environment, which is interpreted as "click through rate" – ratio of link clicks to the number of links. However, this indicator can be interpreted from different points: on the one hand, visitors' interest in advertisements demonstrated; on the other hand – advertising quality and creativity. But the main disadvantage of CTR is the lack of potential buyer's awareness data, memorability of advertising, customer loyalty or the customer's intention to make a purchase. That is, to really evaluate the effectiveness of advertising according to this indicator, is quite difficult. It can only be used as a characteristic of how to attract the attention of advertisement users.

In addition, a popular approach to assessing digital communications efficiency is the assessment of visits to the company's website, the transition of the target audience to the most important sections of the site and improvement of social actions, such as: buying a product, sharing personal information, comments on quantity, etc. This approach also reflects

communicative efficiency, because the visitor's actions do not always result in purchase, but may lead to it in the future (delayed effect of communications).

Obviously, practitioners want specific tools for evaluating the economic efficiency of digital communications, that is, an approach which relates communicative effectiveness to the sale of goods. However, there is a risk to lose a number of the Internet users who are not company's customers, but who can create a positive atmosphere around the brand in the web environment, if a company focuses only on the cost effectiveness of digital communications. There must be communication between the company and the end user through active recommendations of products and services.

An important issue in evaluating digital communications efficiency is the possibility of evaluating their various types to optimize the allocation of budget funds.

In addition, measuring the effectiveness of various digital media tools allows a person to assess what is happening at different stages of making decision on a purchase. Experts state that the performance in the digital environment is evaluated by the following performance indicators, which are used depending on the goals of the project:

- engagement – interaction of the audience with the content (number of subscribers, comments, replies, short links and other social actions);
- a number of target audience switches to the target web page;
- sales forecasts in units (or margin);
- PR-effect (the number of links and the reach of readers of the 1st and 2nd circles);
- user's worth (the worth of a user who joined groups, interaction or reducing the cost of user support);
- dynamics of changing the tone of statements about the company;
- a number of positive reviews of a company relative to the analogical indexes of competitors.

Thus, among the suggestions on improving the digital communications strategy on an international market should be applying the new technologies that were developed and implemented in a product; creating new products; following market trends; enhancing the system of creating and advertising video-content on YouTube. Such advertisement will be of great use not only for advancement to content locally, but also will become important in general marketing strategy of a company.

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FEATURES OF SMM COMMUNICATIONS IN THE REALITIES OF MODERN UKRAINE

Keywords: marketing, SMM, communication, content, strategy

Despite the current situation in the country, business cannot leave its own way of development and work for the future. But of course, there is often a situation when 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 strategy of communications with customers and continue to move in the direction of improving their own business.

The main issues for business today are: “Should we continue to spend money on developing customer interaction?”, “How content should look like in wartime? “What threatens the companies that “took a break?”. It is possible to highlight a number of behavioural peculiarities, content marketing tasks, directions to focus on, and suggestions on how to interact with customers in new conditions during martial law.

1. Variety of content during the wartime. In general, the situation is made by a decrease in demand (due to a partial departure of consumers abroad, a decrease in solvency, a change in priorities). Clients have become more demanding of business. Now it is evaluated not only by the quality of services and goods, but also by its socio-political position and non-business activity. At the same time, for many people, social networks have become a new source of quick access to information, a way of learning and communication.

The new conditions indicate that there is an inevitable process of decreasing the number of competitors. Someone will temporarily cease activity, change the field of employment or stop contacting consumers. New companies are not being created now, unlike it was peacetime. That's why now future success depends on current activity in social networks and correct communication with the target audience.

Focusing on a long-term promotion strategy is the best solution. It does not require significant immediate investments, but allows you to gradually expand the audience loyal to the product and brand. The duration of martial law is difficult to predict. It is also impossible

to accurately predict the recovery of the economy and consumer demand. A long-term strategy will show results just in time when economic stability is restored and society returns to normal life. You will have a competitive site, while your competitors are just starting almost from scratch.

Companies whose owners decide to temporarily cut back on SMM spending are actually missing out on future opportunities. It is today that the loyalty of potential customers is formed, who pay more and more attention to business messages and begins to choose sellers more carefully. Brand positioning and specific actions that characterize it come to the fore. If you take a break or do not update the mechanisms of interaction with the audience, responsible customers can switch to competitors whose attitude to events is more transparent and understandable.

2. Specifics of content marketing during the war. When building a communication strategy, you should realize that lots of people, in addition to military and patriotic topics, are concerned about their ordinary life. That is why it is not necessary to build communication only around the coverage of the war situation or the attitude of the company's management towards it. It is worth thinking about your potential customers and their future needs and based on this:

- update the portrait of the target audience;
- evaluate how your business looks in modern realities;
- demonstrate one's own civic position.

Sincerity and openness are qualities that are most valued in wartime. Therefore, if the goal is long and successful business existence, it is important to take a responsible approach to building communications with readers and subscribers. Smartly published reports on collected funds, provide feedback to those who join projects, monitor the reactions of users of networks.

3. Content changes during the war. With the advent of war, customers have changed, the business portrait has been updated, so it is time to modernize the content. In new conditions, it is important to worry about the feelings of readers, to share emotions with them and to help in every possible way. One should avoid publishing content related to subjective assessments, topics that cause strong feelings and emotions, politics. It is also worth giving up:

- importunate promotion of one's own business; excessive humor;
- quizzes and contests (instead, publish useful life hacks, tips, important news, etc.).

Considering the variability of the situation, the constant updating of information and the impossibility of accurate forecasting, it is worth applying a flexible promotion strategy. One needs to be ready to do regular reviews and adjusting of the content plan in accordance with new circumstances and not disappear from the sight of subscribers, to remain relevant and interesting, to help customers survive difficult times, to support and to inspire.

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FACTORS INFLUENCING THE DEFINITION OF THE CONCEPT OF “LIBRARY CONSUMER SATISFACTION”

Keywords: consumer satisfaction, marketing, library marketing, book collecting, marketing communications.

The purpose of the activity of various enterprises operating in market conditions is to satisfy the customer's consumer needs. The views of the consumer influence the current market requirements for enterprises and shape supply and demand. We agree with the opinion that the consumer experience is a necessary factor, the study of which allows us to better understand the needs of the target audience. Customer experience management is a complex and little-studied practice that is carried out with the help of marketing tools.

The purpose of this publication is to single out factors influencing the definition of the concept of “library consumer satisfaction”, as well as specifying the principles of library marketing in the context of modern library services. Many scientists consider the concept of “satisfaction” in different ways. The most common definition of consumer satisfaction is the feeling that arises after evaluating a product or service.

The analysis of literary sources showed that there are many definitions of the concept of “consumer satisfaction” in scientific literature. According to Friedemana V. Nerding, satisfaction is “a feeling that arises after a positive evaluation of a product or service”, N. Butenko believes that “a feeling of satisfaction arises in a consumer who compares previous expectations with the real qualities of the purchased product”, N. Hill is sure , that this is an indicator of how much the “aggregate product” of the organization correlates with the set of requirements (wishes) of the client.

Thus, after considering all the components provided by scientists, we defined “consumer satisfaction” as a relationship to a product or service, which is based on feelings and emotions that influence a positive evaluation, which determines their further behavior in relation to a given product or service.

The fundamental principles of library marketing in the context of the modern library were proposed by a representative of the European marketing school, Professor Jean-Jacques

Lamben of the University of Milan. The first principle is based on the satisfaction of individual interests and determines the well-being of the entire society. We agree with this principle, because by receiving information in the library, using library services and participating in library events, readers satisfy their needs for education, communication and raising the cultural level. The second principle emerges from the definition regarding the nature of reader needs, which is characterized by personal views of readers based on different priorities, cultural level and value system. The third principle confirms our opinion that it is through free and competitive exchange that the user and the library with which he interacts best achieve their goals. The fourth principle is formed as the principle of consumer priority and means that the user himself chooses the desired library and literature, and the means of library marketing communication direct and correct this choice.

So, in our opinion, the social basis of marketing is orientation to the consumer, satisfaction of his requests and needs, taking into account the proposed principles of marketing, has the highest value for book collections.

We consider the development of the marketing communications system to be a decisive condition for the effective functioning of the modern library industry in Ukraine. Their powerful toolkit will contribute to the maximum satisfaction of users' information requests, increasing the profitability of the Ukrainian book market.

The above-grounded principles of library marketing should be taken into account when developing measures to increase the level of satisfaction and improve the management system of library users' experience.

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LIST OF DAVID OGYLVY'S UP-TO-DAY ADVISES ON ADVERTISING

Keywords: advertising, D. Ogilvy on advertising.

First of all let's establish who David Ogilvy is. David Ogilvy is a British advertising executive and the creator of the world famous advertising agency Ogilvy & Mather. He is renowned for emphasizing innovative text and campaign ideas. Ogilvy's legacy includes the idea of "branding", a marketing tactic that closely associates a product name with a product in the hopes of inspiring "brand" loyalty in the consumer, and a distinctive style that bore his personal stamp. Among his notable ads were those for Rolls-Royce and Hathaway shirts, which featured a distinguished-looking man with an eye-patch [1].

He was the author of two influential advertising books: "Confessions of an Advertising Man" and "Ogilvy on Advertising". This abstract is devoted to his book "Confessions of an Advertising Man" [2].

In 1963, fourteen years after launching his wildly successful advertising agency, David Ogilvy wrote this iconic book. Confessions quickly became a worldwide best-seller. I can make a list of David Ogilvy's advices on how to create excellent advertisements that sell and influence the mind from this book.

1. The most crucial decision. I have discovered that the impact of advertising on sales is determined more by this decision than by any other: how should the product be positioned? Is "Schweppes" better positioned as a soft drink or a mixer? Should Dove be marketed as a product for dry skin or as one that cleans hands thoroughly? The success of a campaign is determined less by how we write advertising and more by how the product is positioned. As a result, positioning should be determined before creating advertising.

2. Significant promise. A promise is not a claim, a theme, or a catchphrase. It is advantageous to the consumer. It pays to promise a unique and competitive benefit, and the product must deliver on that promise. Most advertisements make no promises. In the marketplace, it is doomed to fail.

3. Image of the brand. Every advertisement should add to the complicated symbol that is the brand image. 95% of all advertising is created on the spur of the moment. The

manufacturer who devotes his advertising to creating the most clearly defined personality for his brand wins the most market share.

4. Big thoughts. It takes a big idea to shake the consumer out of his stupor – to make him notice, remember, and act on advertising. Big ideas are almost always simple ideas.

5. Innovate. Instead of following trends, start your own. It pays to be innovative and to break new ground. However, innovation is risky unless it is pre-tested with consumers.

6. Psychological classification. Any good agency understands how to position products for market demographic segments (for men, for young children, for farmers in the south, etc). However, Ogilvy and Mather has discovered that positioning for psychological segments of the market often pays off.

7. Don't bury breaking news. When a product is new, it is easier to pique the consumer's interest than at any other time in its life. Many copywriters have a fatal tendency to bury breaking news. As a result, most advertising for new products fails to capitalize on the opportunity that genuine news presents.

These findings apply to the majority of product categories. But not to everyone. Ogilvy & Mather has developed a distinct and specialized body of knowledge on what constitutes success in advertising food products, tourist destinations, proprietary medicines, children's products, and other categories.

Thus, these tips for creating an effective advertisement can also help promotions stand out from the crowd. Marketers will be able to create eye-catching advertisements that will pique people's interest in offers. This will aid in the conversion of prospects into paying customers.

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PECULIARITIES OF ARTIFICIAL INTELLIGENCE MARKETING

Keywords: artificial intelligence marketing, digital marketing, marketing data

Artificial intelligence (AI) makes automated judgments based on data collection, analysis, and further observations of audience or economic trends that may influence marketing activities. AI marketing solutions employ data and consumer profiles to learn how to engage with clients and offer personalised messages at the perfect moment. Many digital marketers now use AI to supplement marketing teams or handle more tactical activities that require less human finesse [1].

Data analysis is collecting and filtering through vast volumes of marketing data from numerous campaigns and initiatives that would otherwise have to be manually processed. Natural language processing creates a human-like language for content production, customer support bots, experience personalisation, and other applications. Automated decision-making: AI marketing solutions assist businesses in determining which marketing or business growth plan to employ based on historical data or outside data inputs [2].

Material generation refers to creating short and lengthy content for a marketing plan, such as video subtitles, email subject lines, online text, blogs, and more.

Modern marketing relies on a thorough grasp of client's wants and preferences. AI marketing solutions have risen to prominence due to their ability to make real-time, data-driven choices. Companies must exercise caution while considering integrating AI into their marketing campaigns and processes. AI marketing solutions are still in their early phases of development. When using AI in your digital marketing approach, there are a few issues to consider.

A solid plan is critical when implementing AI in marketing campaigns and operations. This will guarantee that marketing teams avoid costly difficulties and get the most out of their AI investment in the shortest period.

AI marketing is employed in various digital marketing campaigns across multiple sectors. Financial services, government, entertainment, healthcare, retail, and other industries utilise AI marketing and optimisation capabilities. Each AI marketing use case yields diverse outcomes, ranging from increased customer retention to improved campaign success, enhanced customer experience, and increased marketing operations efficiency [3].

Whether your marketing team is large or small, AI marketing technologies and machine learning programmes may enhance productivity and efficiency while also processing mounds of data that your team might not have time to deal with otherwise.

Even if your first step in AI marketing is as simple as using a machine learning programme to help you write email subject lines for your next digital marketing campaign, every small step toward an AI-powered future can help keep your brand ahead of the competition and crushing revenue targets all year.

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EDUCATIONAL MARKETING – RESPONSE OF THE ACADEMIC ENVIRONMENT TO CHALLENGES

Key words: educational marketing, applicant, recruiting, competition

Marketing is a general and common feature of business entities. Like other kinds of activities supporting entrepreneurship and business orientation in non-commercial sphere, it penetrates into various public activity sectors. We can assert the existence of special marketing forms and ways in different public activity spheres. We can generally call it sectoral marketing.

A special and original system of supporting and ensuring educational institutions activity by marketing has recently formed in Ukraine. It is clear, that this fact is most exactly reflected in higher school. It is due to the fact that in higher school: 1) autonomous subjects of educational process functioning on the basis of combined financing and self-support are formed; 2) there is a significant segment of the so-called “private education”. Multi-level competition for an applicant is a considerable factor of increasing attention to sectoral marketing in higher education sphere. In fact, entities providing educational services (universities) work in competitive market surrounding not only at the stage of recruiting applicants, but while providing educational services and during further professional career of graduates.

Educational marketing is most vividly displayed at the stage of entrance campaign – recruiting applicants. Even the most successful universities (POP-20) with the remaining elements of selecting applicants conduct intensive advertising and information activities. However, most universities, deprived of selection chance, compete for every, sometimes – any applicant. It is due to economic rationalism – an increasing dependence of university financing on extra-budget resources forces to strengthen commercial motives. Moreover, the competition among applicants doesn't concern only the competition among universities. It covers: 1) the competition among specialities on the regional and national level; 2) the competition between specialities and departments within universities.

Educational marketing, in all manifestations and consequences, is the reaction of educational surrounding to commercialization and institutional changes in education. Educational marketing toolkit and methods are an interesting and versatile field for theoretical

and applied research. Even in wartime conditions educational marketing continues to modernize and develop. Behind these manifestations the growing determinants of profound changes in institutional provision of educational activity can be seen.

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CONSUMER LOYALTY AND SATISFACTION AS A COMPETITIVE ADVANTAGE IN THE BANKING SERVICES MARKET

Keywords: innovative banking services, online services, banking service market, digital technologies, loyalty, banking facilities

Last two decades the world experienced an enormous amount of life-changing and ground-breaking events, which led to different collapses on one hand and developments on the other in all of the economic fields. Globalization in the world economy, strike of the COVID-19 and war made the consumer requests shift quickly, so the traditional means of marketing based on price competition are no longer effective or sufficient. All of the events listed above resulted in desperate need of making the existing customers satisfied with the product/service through the consumer loyalty formation rather than aggressively attracting new ones. Competition today is not only about the quality, price or even marketing campaigns, it's about surviving and adapting to new patterns of customer behaviour.

It can be stated that "loyalty" is a customer habit that emerges from the complete satisfaction of a consumer's need by the company and is demonstrated when customer is willing to the goods of the chosen company and maintain long-term relations with it [1]. There is a necessity in building customer loyalty for the company because it helps the company remain stable and survive difficult moments associated with negative market dynamics at all times, it helps with the decrease of customer outflow and reduction of costs for attracting new customers [5].

In the new realities, consumer loyalty management practices based on the concept of customer relationship management, which involves the use of information technologies to collect and analyse heterogeneous information from customer databases for further use in order to increase their loyalty and optimize corporate management, are gaining more and more popularity. Low results in this direction of Ukrainian banks are most often associated with the lack of a single methodological approach, a single algorithm for managing consumer loyalty.

Now banking service market in Ukraine has survived the pandemic and is trying to survive the ongoing war and still manages to implement new digital innovations and developments which are emerging from new customer needs and are responding to the current

tendencies in the world. Today the banking facilities are under influence of inflationary processes, the state of the country's economy, the global digitalization and, as it was mentioned before, the ongoing war [2]. These factors dictate new rules and regulations for the activity of banks.

The most successful, as before, remains PrivatBank, which in the first half of the year earned more than UAH 6.2 billion, which is 63% of the net profit of all profitable banks [6]. To thrive during the pandemic in 2019 Privat Bank, for example, introduced an ATM with the function of facial recognition, the first in the world to launch a unique card design through the application, one of the first in the region – biometric payment using FacePay24 facial recognition.

The following innovative products of the bank have received recognition in Ukraine and the world: P2P lending, mini-payment terminal, entry into Internet banking via QR code, online collection, digitized payment cards, as well as dozens of various mobile applications [4]. At the beginning of the war PrivatBank made the most generous offer, which allowed not to pay the debt percentages for three months – until June 1. Clients can deposit funds on cards during the holidays at their own request.

These and many more regulations inside the bank led to loyal customers staying with the bank and as a result: it being the most successful, which in the first half of the year earned more than UAH 6.2 billion, which is 63% of the net profit of all profitable banks [6]. It can be said that the new digitalised implementations and all of the new regulations came from a new customer need and it has been successful.

Another great example is what Monobank (part of Universal Bank) did on their first day of war – the Joint Jar for every donation gathering possible. The Monobank piggy bank is a convenient function that allows you to quickly accumulate money for buying expensive things or for other purposes in the format of a simple game. All accumulations are carried out through the mobile application, the user can always monitor the status of the bonus account [3]. This led to customers using the service and transferring enormous amounts of money through because they trusted the process and trusted the bank.

At the end it can be stated that these examples of successful bank is what customer loyalty is all about: hearing what customers have to say, adapting to their needs and wants and being the best just by being there for each and every consumer there is.

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INTERNATIONAL MARKETING STRATEGIES OF TNC

Key words: TNC, marketing strategies, globalization, world economy, competitiveness

Today, no significant process in the world economy takes place without the participation of TNCs. Transnational companies determine the dynamics and structure of the world market, the level of competitiveness on it, as well as the international movement of capital and technology transfer. Transnational companies play an important role in globalization, contributing to the strengthening of industrial relations between companies of different countries. These companies account for the majority of direct international investment and international trade. Therefore, on the one hand, they are a product of the rapid development of international relations, and on the other – a powerful mechanism of influence on international relations.

One of the manifestations of the process of globalization in the world economy is the emergence of global financial markets, where transnational corporations play a major role. This process is carried out with the help of the currency and financial liberalization mechanism, which makes new demands on the state in the sphere of regulation, economy and financial sphere [1].

In general, according to UNCTAD, there are about 78,000 transnational corporations with 777,000 foreign divisions in the world. At the same time, more than 80% of parent companies and about 33% of affiliated companies are located on the territory of industrialized countries. The most powerful TNCs are located in the USA, the European Union and Japan. However, the TNCs of such newly industrialized countries as South Korea, Brazil, Mexico, Hong Kong and China are becoming more and more developed, which is due to the implementation by these countries of the strategy of applying competitive advantages.

Transnational corporations have an impact on both base countries and host countries. Most of the countries that have branches of TNCs on their territory approve their activities and even compete with each other, as this ensures the inflow of direct foreign investments, the creation of additional jobs, the strengthening of internal trade, the introduction of innovations and the liberalization of new types of products [3].

The main competitive advantages, which are the basis of the effective operation of transnational corporations, include: unhindered ownership and access to natural resources, capital and the results of research and development works around the world; horizontal diversification or vertical integration; savings on the scale of the enterprise; low cost of financial

resources due to wider possibilities of their attraction; the opportunity to overcome various barriers on the way to increasing the volume of exports of one's works to the market of one or another country at the expense of direct investment [2].

In the conditions of globalization of world development, the need for the development of international activities is becoming more urgent for enterprises of different countries, which allows to expand sales markets, increase competitiveness, establish business ties, and find new business partners. The international marketing strategy contributes to increasing the efficiency of international activities based on a thorough analysis of foreign markets, systematization of information about suppliers, competitors and consumers.

Transnational corporations have unique experience in developing and implementing an international marketing strategy. These strategies are implemented with a high level of efficiency, which provides corporations with increased competitiveness in the global market. When developing a marketing strategy, one should take into account internal and external factors of influence, such as the goal, tasks, financial resources, level of competition, product policy, etc. Also important is the company's approach to developing a marketing strategy and the level of its application [4]. The success of a TNC's strategy largely depends on whether the company can identify its core competencies and competitive advantages.

The following types of marketing strategies are distinguished: low cost strategy, differentiation strategy and concentration strategy. When applying a low-cost strategy, the company uses the advantages that arise from low production costs, saving material, labor and financial resources, as well as due to the improvement of production technology and effective management. The concentration strategy consists in determining a certain market segment on which the company focuses its attention in order to better meet the needs of the target audience, and the differentiation strategy allows to differentiate the company's products from similar products of competitors.

The specificity of the use of marketing strategies is closely related to the division of TNCs into global and multinational companies. According to M. Porter, multinational firms exist in industries where competitive advantages are not significant outside the national market. Global companies operate in industries with similar price levels and competitive conditions in different national markets, such as the production of automobiles, televisions, computers, copiers, watches, home appliances, etc.

A multinational marketing strategy is chosen in the presence of significant socio-cultural, political, economic conditions that distinguish one national market from another. Each market is considered as a separate segment; products created by TNC branches are adapted to the demand characteristics of a specific country. The main advantage of implementing this strategy is the compliance of the company's proposed programs with the conditions of a specific country through adaptation to consumer requirements [5].

The global marketing strategy involves a unified approach to marketing solutions that are centrally developed and distributed in all key areas of TNC activity: research and development, commercial policy, coordination of logistics policy, optimization of international production organization. An obvious advantage of the global marketing strategy is the effect of savings on the scale of production, compensation of costs for research and development, reduction of costs for the development of a complex of promotion of goods to various markets.

Whatever strategy the company chooses, TNC makes changes to its strategic approach in different countries depending on competitive conditions and consumer needs. At the same time, the implementation of the company's strategy will be different in different countries, primarily due to the different customers of the company. Each specific business strategy is aimed at adapting the strategy to local market conditions. In this case, the production strategy is adapted to local needs, and the suppliers are local manufacturers, realizing the goal of the greatest satisfaction of the needs of the local market.

The development of an international marketing strategy is carried out at several levels. At the corporate level, the main directions of TNC development are formed, and at the level of individual departments of the enterprise, functional strategies are recognized.

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IMPROVING THE STRATEGY OF PROMOTING FLOWS OF COMPANY'S GOODS IN THE “PROSTOR” CHAIN OF STORES

Key words: strategy of promoting, performance marketing, advertising channels, marketing communications, communication effectiveness, loyalty to the brand

In the field of marketing specialists single out the next ways of improving the strategy of promoting flows of company's goods:

- relevant using of advanced technological and marketing ideas and developments;
- continuous researching of markets` fundamentals: calculation of capacity, concentration of consumers, measurement of their behavioral reactions, analysis of competitive positioning`s characteristics and flows of substitute goods;
- construction the methods and procedures of social media marketing in the plane of marketing promotion`s concept, which rightly involves the formation of brand communities in social media, communication interaction within the blogosphere, personal branding.

In the course of strategy`s building and tactics of company's integrated marketing communications, the information noise and the level of competition in information channels should be comprehensively taken into account. The chain of stores “Prostor” actively uses advertising in social networks and Viber to advertise the goods, as well as a standard set of “Performance marketing” tools. The effectiveness of advertising channels is determined using Google Analytics through the evaluation of traffic and sales [1; 3].

Marketing communication strategy is based on the client's request. The most popular shows were chosen – “Bachelor”, “MasterChef” and “Dancing with the Stars” on Ukrainian television in 2019. In 2020 “Voice of the Country” was chosen because it was quite popular content at that time. And chain 's customers watched it both on television and on Youtube. Sure it is very logical to integrate the “message” from the brand into favorite projects with many views, which helps to improve the communication effectiveness of the promotion.

Since 2014 the Nielsen Company has been an operator of TV panel in Ukraine, providing research into the preferences of TV viewers. The data obtained from the research panel of Nielsen together with the data of the Communication Alliance are the basis for the determination by Industrial Television Committee (ITK) of TV ratings in Ukraine, which it

provides to the market [3]. Using Nielsen research market analysts of “Prostor” found positive dynamics in the growth of knowledge and loyalty to the brand after implementation these communication measures [2; 3].

In order to find directions for the development of competitive business advantages and to improve the economic and communication effectiveness of “Prostor” chain of stores it was conducted a research of consumer preferences. They are an online survey and a personal interview regarding the attitude consumers to the chain. Taking to attention the information needs should investigate the attitude of consumers to “Prostor” and compare to other chains. In addition it needs to outline the level of chain’s recognition [1; 3].

In our opinion the main problems of “Prostor” are staff, similar assortment and prices. Despite the fact that prices in “Prostor” stores and competitors are almost the same, many consumers believe that Prostor's prices are too high. Classic events such as weekly promotions, “unexpected” bonuses on the loyalty card and daily reminders via Viber about these “unused” bonuses are no news, especially since they have been practiced for a long time in the “Prostor” chain of stores. Therefore we propose to develop recommendations that include updated measures.

Among the recommendations for improving the attitude of customers, their loyalty to “Prostor” and for improving the promotion of goods we can be highlighted:

1. Conducting a mass survey among chain buyers regarding their attitude to the chain and find out their opinions, recommendations, wishes, etc.

2. To analyze answers of respondents or to conduct a separate marketing research regarding to popular goods for self-care or cosmetics and to include them into assortment of “Prostor”.

3. To check stores with low ratings using “The mystery shopping” method for the attitude of service personnel to customers, to the performance of their duties and to compliance the appearance of personnel and the trading hall in general.

4. The creative promotion in the company with gifts. To motivate and relax the personnel you can hold a creative competition. It provides grouping up to three people.

In addition to this measures we can propose a method such as differentiation of goods. In marketing specialists define differentiation as the ability the product and the service offer in content and structure to reach significant uniqueness and valuable features through the offer of new goods that have superior consumer properties.

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PECULIARITIES OF BUSINESS MANAGEMENT DURING THE WAR

Key words: business, entrepreneurs, destructions, logistics, relocation, the war

The war of Russia against Ukraine has a significant impact on many areas, especially the economy. The normal functioning is hampered by the violation of the logistic chains, shortage and uncoordinated supply of resources and many new risks. As a result, all sectors of business were forced to reorganize their operations in order to preserve existing capacities and resources, and to form new, appropriate areas of work.

The focus of attention in the analysis of entrepreneurial moods and the assessment of key parameters of the environment of Ukrainian economic entities should be paid to analytical studies, which are actively conducted in Ukraine based on statistically significant estimates of respondents. The largest one is the monthly survey of enterprises “Ukrainian Business during the War” conducted by the Institute for Economic Research and Policy Consulting within the framework of the “for Fair and transparent Customs” project, funded by the European Union and co-financed by the International Renaissance Foundation and THE Atlas Network Foundation (USA) [1]. The study was attended by 327 enterprises from different branches and sizes from April 28 to May 7, 2022.

Nowadays entrepreneurs face new problems, such as rising prices, lack of fuel, difficulties with logistics and the usual way of export (import) to (for) foreign partners. According to another study on the assessment of the financial and economic situation, we can note that 47,4% assessed the current financial and economic situation at the enterprise as bad; 44,4% of respondents described it as acceptable and only 8,2% of respondents positively assessed the current situation at their enterprise.

The shares of enterprises that stopped their activity during the military conditions are pictured on the graph.

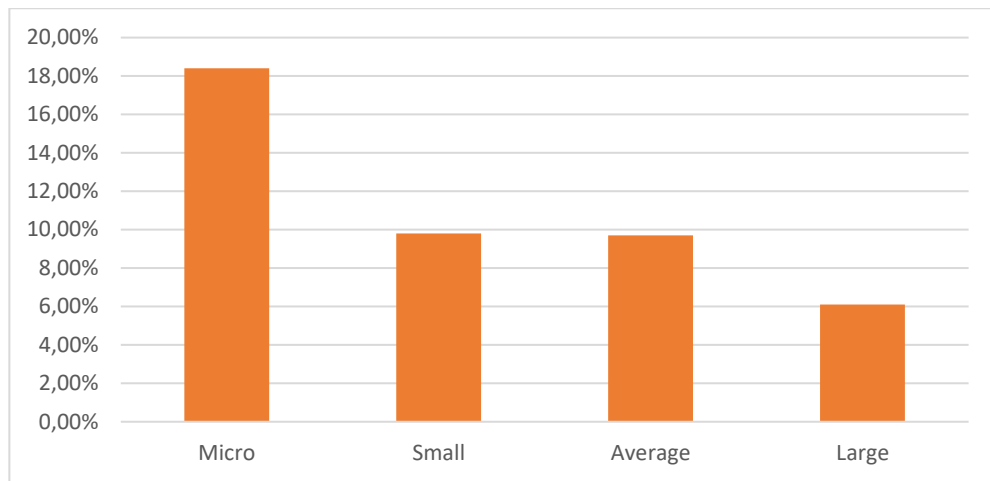


Figure 1 – The shares of enterprises that stopped their activity during the War

It should be noticed that business in Chernihiv region of Ukraine suffered the most (40% of enterprises in this region stopped working completely). The next positions are taken by Odesa and Kyiv (32 and 22% respectively). Among the enterprises that continue to work, 74% say that the volume of their revenue has decreased or has not been received at all. Such changes in the business environment of Ukraine are extremely dangerous in view of the existence of horizontal and vertical links between enterprises, which need time and resources for readjustment.

The most important problems were identified by the enterprises that participated in the study are the lack of labor force, apart from inflationary and logistical ones, since the migration of February-May 2022 is forced and unbalanced.

The most serious problems due to the war are demonstrated on the graph (figure 2).

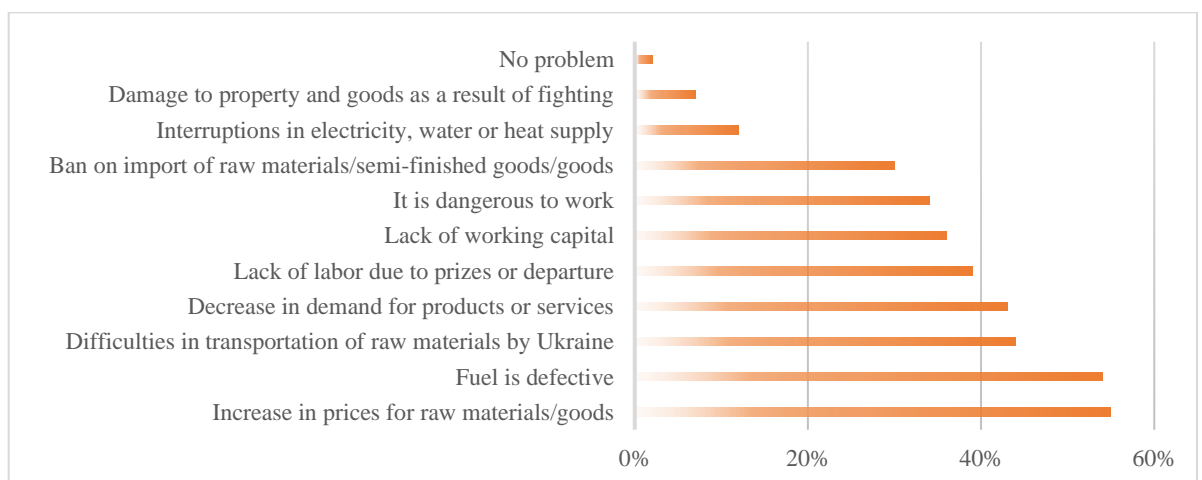


Figure 2 – The types of problems of business due to the War

According to the National Bank's statistics, Ukraine's economy loses 50% of its "undeveloped" GDP during the war. In fact, each week costs the national economy more than 50 billion UAH. And it is without loss of destruction. The IMF estimates Ukraine's losses due to the military invasion of Russian invaders by 35 percent of GDP. The key issue is occurs – what about a relocation of business? The graph below shows the shares of enterprises that consider reasonableness and scale of the relocation.

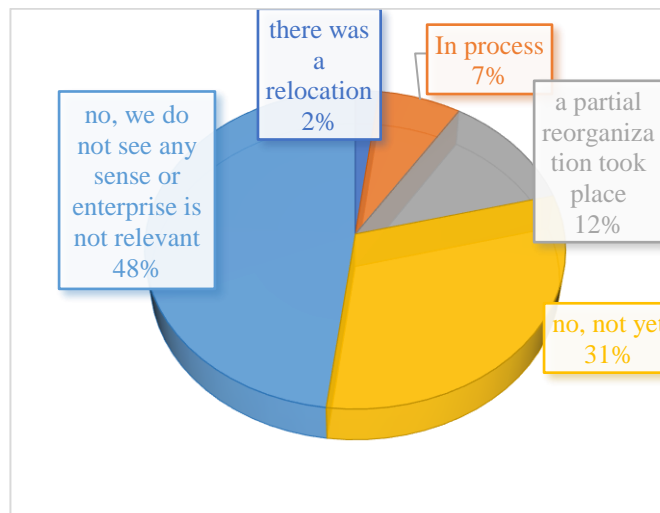


Figure 3 – The types of decisions about relocating business in Ukraine

The study of the opportunities for operational activity at enterprises and their implementation of the plans by June 2022 was conducted by Institute for Economic Research and Policy Consulting [1]. Its results show that the share of enterprises which are completely closed – 8%; operates less than 25% – 14%; operates at 25-49% – 17%; operates at 50-74% – 19%; operates at 75-99% – 30%; works on 100% or off-standard – 12%.

In conclusion it should be noticed, that Ukrainian economy has suffered enough due to the War. Such problems as logistics, commodity price rises and creation of new risks have reduced profitability and led to the reorganization of the most enterprises. Ukraine has a huge potential that can be realized in the presence of highly qualified business analysts who will organize optimization of enterprises in hard times.

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MODERN PECULIARITIES OF THE FORMATION OF THE MARKETING PRODUCT POLICY OF THE ENTERPRISE

Key words: marketing, marketing strategy, product; marketing product policy, consumer behavior

The current economic and market environment is characterized by changes. These changes are reflected primarily in higher demands, expectations and changing customer needs. Companies are burdened with unpredictable customer requirements and are affected by global competition [1]. Customers are one of the most important entities for a company, because without them, the business itself would not make sense. At the current stage, the problem of strengthening the competitiveness of enterprises and their products is becoming vital. Competition is a measured step towards a civilized market, which requires the correspondence of such categories as the consumer's need for a certain product and the product itself. Marketing product policy occupies a central place in management, as it affects the coordination of producer and consumer interests. The final result of product policy is a proposal for a product strategy that will help solve marketing problems and achieve set goals.

A product is everything that a company offers on the market for purchase or consumption, which can satisfy the desires, wishes or needs of customers. It can be considered as a product not only any physical goods, but also various services, information, ideas, experiences and their combinations. It is important to remember, that every customer has certain ideas and expectations about the characteristics and quality of products and services, that the company strives to meet [2]. Marketing product policy is a marketing activity related to the planning and implementation of a set of measures and strategies for the formation of competitive advantages and the creation of such characteristics of the product, that make it constantly valuable for consumers and thereby satisfy one or another need, that provides the appropriate profit for the enterprise.

The last trends in consumption and the flow of people`s life allow to define the following two characteristics, that companies should try to implement when considering their product strategies.

First to mention, green product concept. According to Forbes` article, based on a recent report produced by First Insight and the Baker Retailing Center at the Wharton School of the University of Pennsylvania, Gen X consumers` preference to shop sustainable brands increased by nearly 25% and their willingness to pay more for sustainable products increased by 42%. In fact, consumers across all generations – from Baby Boomers to Gen Z – are now willing to spend more for sustainable products [3]. Just two years ago, only 58% of consumers across all generations were willing to spend more for sustainable options. Today, nearly 90% of Gen X consumers said that they would be willing to spend an extra 10% or more for sustainable products, compared to just over 34% two years ago. It means, that brands should take into consideration characteristics, related to the ecological and social influence of the material product itself and characteristics related to production processes, policies and practices of the producer.

The second one is about innovations. Despite massive investments of management time and money, innovation remains a frustrating pursuit in many companies. A good example of how a tight connection between business strategy and innovation can drive long-term innovation leadership is found in Corning, a leading manufacturer of specialty components used in electronic displays, telecommunications systems, environmental products, and life sciences instruments [4]. When viewed through a strategic lens, Corning`s approach to innovation makes perfect sense. The company`s business strategy focuses on selling “keystone components” that significantly improve the performance of customers` complex system products. Executing this strategy requires Corning to be at the leading edge of glass and materials science so that it can solve exceptionally challenging problems for customers and discover new applications for its technologies.

As a conclusion it can be said, that, given the current situation and changes in the global economy, it is essential, that companies constantly monitor the ongoing conditions and changes in the market environment. It is therefore important to carry out surveys focusing on the products on offer as well as on consumer behavior. Based on these surveys, companies can then implement their marketing activities with an emphasis on product policy and its tools, as well as other tools of the marketing mix. The product is the element of marketing mix through which company provides value to its consumer. If we add the fact, that it is precisely the decisions, related to product design, that determine the types of resources, production processes and the nature and type of future flows of waste, it is clear, that product policy management is a key issue for sustainable marketing strategy.

Marketing managers in the modern marketing environment must consider all of these issues because soon embedding the elements of sustainability into business processes will no

longer represent the source of competitive advantage, but the precondition of competitive parity. It is vital to also remember, that product innovation helps companies stay relevant in their market and continue growing and improving over time. A company's ability to innovate is considered essential for its long-term viability.

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ADVANTAGES AND DISADVANTAGES OF DIFFERENT TYPES OF ADVERTISING

Keywords: advertising, print, direct mail, outdoor, TV

This abstract is devoted to the advantages and disadvantages of different types of advertising: print, outdoor and TV. This information is important for producing advertising [1]. Advertising is a component of marketing communications and are part of a company's marketing strategy. Companies use advertising to share information about their products or services through various media with customers and target groups. The advertising landscape has changed with technology, with print and broadcast advertising serving as the traditional format and digital advertising serving as a more modern option. With technology, companies gain new ways of targeting consumers and tracking the effectiveness of their advertising campaigns.

Print advertising refers to advertisements, often seen in newspapers and magazines. However, this category also includes printed materials, POS, such as brochures, directories and flyers. Companies can place advertisements in local newspapers whether throughout the paper or within the classifieds section to target consumers within a geolocation. Among advantages of print advertising are: target local audiences, high return on investment, reach multiple age groups, stand out from the competition. There are also a list of disadvantages as limited advertising placement control, scheduling difficulties, potentially higher costs [3].

Direct mail advertising is a type of print advertising that sends advertisements to customers through the mail. Such mails may include brochures, catalogs and flyers. This approach enables companies to identify an even more targeted market than other print advertising formats because it distributes ads via a direct mailing list. Among its advantages are brand retention, response rates vs email, household reach, open rates are through the roof, insane impact, personalisation, highly targeted. Among its advantages are costs, traditionally time consuming, not-instantaneous and requires address data.

Television advertising is a type of broadcast advertising where companies advertise their products or services through 20-, 30- or 60-second TV commercials. It can be costly but enables companies to repeat their advertisements regularly [2]. The costs to air television

commercials can vary due to the following factors: the commercial length, the time of day, the television show, frequency of airing, the geographic reach, the number of networks. Among TV advertising advantages are wider reach. reaches the audience at the time they are most attentive, offers high credibility, gives brand a visual personality, simplicity to analyze. But there is no guarantee of the audience watching TV shows and advertising. TV advertising is costly. TV advertisements are difficult to change.

Outdoor advertising refers to advertisements that consumers see outside their homes. As a result, this type of advertising is sometimes called out-of-home advertising. Examples include billboards and advertisements seen in public places or transit vehicles, such as on the sides of buses or inside subway cars. There are list of advantages of outdoor advertising. They are cost-effective, immediate impact, encourages impulse buying. But you cannot guarantee success, it is not targeted and it is difficult to remember contact information of the company.

Thus, with such information it will be easy to underline the benefits of product or services in advertising. As we have knowledge about main advantages and disadvantages of each type of advertising.

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MARKETING AND LOGISTICS TOOLS FOR THE SUSTAINABLE DEVELOPMENT OF THE CIRCULAR ECONOMY

Keywords: circular economy, sustainable development, marketing tools, logistics tools

The relevance of the study is due to the fact that under conditions of uncertainty caused by the COVID-19 pandemic, new challenges and tasks come up, in particular, green transformation in the context of environmental and technological security of sustainable development of the socio-economic system has become a global trend in Europe. To achieve long-term goals of sustainable development of the socio-economic system in competitive conditions, the widespread introduction of “green” innovative technologies in the real sector of the economy is needed.

Implementation of the model of sustainable development of socio-economic environment in the circular transformation of business involves focusing primarily on maintaining social welfare, as well as radical changes in the mechanisms of society, economic production, job creation, and finally replacing the model of life.

The concept of circular transformation involves the relationship “ecology-economy” and is the foundation for the implementation of the concept of sustainable development of socio-economic environment, provides balanced development through energy and environmentally friendly food, focusing on land use and optimal resource management, transition to more efficient, environmentally and resource-saving technologies aimed at reducing pollutant emissions, stopping resource depletion, and mitigating climate change. To determine the specific goals and objectives of promoting the principles of green growth, it is important to understand the current state and trends in the main areas related to green growth.

A comprehensive indicator of quantitative assessment and comparative analysis of environmental policy of states and their individual entities is the Environmental Performance Index, which allows determining the country's place in accordance with the environmental health and viability of the system. Thus, according to the GGEI rating of 2020, which reflects the development of the green economy in 130 countries, the leading position is occupied by Sweden. The top five also includes Switzerland, Iceland, Norway, Finland, i.e the Scandinavian countries, which indicates their interest in applying a circular business transformation.

The dynamics of global CO₂ emissions show that the world economy has reached a critical level of carbon saturation. But recently, the growth of carbon dioxide emissions in the world in some years ahead of GDP growth (primarily due to China, India, Russia, Japan). This process is becoming more and more widespread every year, creating a threat to socio-economic development for a number of countries.

The results of forecasting the change in the general trend of reduction of carbon dioxide emissions show optimistic indicators. However, no forecast is able to take into account unforeseen circumstances that could dramatically change the balance of power and performance of the socio-economic system.

Reduction of carbon dioxide emissions indicates that a green innovation, technology and investment will contribute to the sustainable development of the socio-economic environment and the transition to a carbon-neutral economy. Such a transition should be accompanied by a change in public policy, the search for additional sources of funding for “green” technologies through cooperation and cross-sectoral integration. To monitor the effectiveness of the circular transformation of business and monitor the process of sustainable development of the socio-economic environment, it is necessary to develop a system of quality macroeconomic indicators.

Circular business transformation is a driver of sustainable development of the socio-economic environment, where industrial systems are regenerated and restored. In this direction it is necessary to reform the state environmental control and control of industrial pollution, support projects for eco-modernization of industry on the basis of public-private partnership, use of alternative fuels including biomass, reform of waste management and implementation of circular economy, etc. The transition to a green economy will provide the transition of economies to sustainable trajectories through the creation of new green employment; promotion of renewable energy sources; improving waste management; minimizing risks and developing appropriate public policies to establish cooperation within and between countries.

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DEALING WITH AN OMNICHANNEL WORLD

Key words: omnichannel approach, marketing, 360 marketing strategy, company, customer.

The major problem in the Marketing Industry is dealing with an omnichannel world. Omnichannel is a multichannel approach to sales that seeks to provide customers with a seamless shopping experience, whether they are shopping online from a desktop or mobile device, by telephone, or in a brick-and-mortar store. So marketers are presently tasked with incorporating omnichannel methods in strategies and tactics. Firms need new capabilities to get advantage of the omnichannel world. Focus isn't on how to maximize one channel but on how to link between channels.

We discover that retailers are frequently swayed by new technologies that sound promising, but too often don't deliver. Many also have a murky understanding of how omnichannel creates value. That's why we see these three common issues:

1. Unclear understanding of what parts of omnichannel to prioritize. Too few retailers have established alignment across their organization on the omnichannel agenda, including the long-term vision and the current status.

2. Focus on tech rather than on customer value. Without a proper grounding in customer needs or determining how these investments will create and sustain cost at scale, retailers sometimes finish up with what quantity to shiny objects that drain capital expenditures.

3. Failure to sequence investments in line with strategy. Pressure to hold pace with competitors or eagerness to keep a compelling idea into action can prompt some companies to plunge in headfirst. But without clearly sequencing the "crawl, walk, run" approach and investing in the right fundamentals, retailers frequently finish up with fragmented investments that destroy value [1].

That's why it's tough for companies to do this omnichannel approach but it is necessary to do it because the implementation of it can solve these problems:

1. Adapting the marketing strategy to the changing reality.
2. Gaining new generation of customers.
3. Standing out competition.
4. Managing various marketing channels to widen brand.

5. Struggling to hold up with the changing marketing needs.

The example of successful implementation of omnichannel approach is the Ukrainian service Grammarly, which improves and simplifies work with texts in English. Grammarly's incredible success and growth over the years is due to two main factors: unquestionably – its user-friendly interface and its powerful 360 marketing strategy.

This company says that if you use three or more channels you have an 18.96 percent engagement rate, as compared to 5.4 percent on a single channel.

They also found the purchase frequency to be 250% higher and the average order cost to be 13% more.

That's why companies like Grammarly don't rely on a single marketing channel to acquire, engage, and maintain customers to their platform. They realize that omnichannel marketing is critical to the growth of their business.

But only 74% of the companies identify omnichannel marketing to be crucial to their business [2].

How to create a 360 marketing strategy?

An outstanding business plan needs to deliver a solid 360-degree marketing view of customer's perspective. With that said, here are some of the marketing resources and tactics (beyond company's website) that can be used:

1. Social media. This is one of the most necessary resources for marketing in the modern age. Social media networks authorize company to be engaged in direct contact with current and potential customers at any time.

2. Direct mail. What may have fallen out of favor is once again new. This tactic, frequently referred to as snail mail, is still extremely relevant. There is not much in the mailbox any longer, which is why you should consider being there with pamphlets, flyers, etc. Company can even define how effective this tactic is by including tracking URLs or QR codes on the materials it mails out [3].

3. Live events. Attending industry trade shows, pop-up shops, local events and local markets is really excellent for marketing.

4. Blogging. It's necessary to consistently create quality content through a blog and set up business as being an expert in the given field. This builds not only authority but also trust with those in target audience.

5. Apps. Both web applications and mobile applications are always grand for enhancing the customer experience and staying in touch.

6. Email. It's a excellent method of spreading the news about sales or special deals company has going on, as well as for making announcements related to business.

7. Video. Video marketing continues to be one of the most favorite and effective forms of advertising. Having a presence on YouTube and posting videos to website can help with engaging of potential customers.

8. Employees. Team is the most valuable asset. Nobody represents a business better than highly trained and passionate employees.

9. Grassroots Marketing. Grassroots marketing means getting face to face with people and having conversation. Nothing is more valuable to your business than developing one-on-one rapport.

10. Co-Branding/Brand-to-Brand. Between the stories and products you can together, this is an incredible way for you to exchange followers and leverage each other's communities.

11. Public Relations. There are millions of bloggers throughout different markets whose job is to write reviews and speak about businesses and products.

12. Networking. Nothing beats excellent old-fashioned networking.

The retail industry is constantly changing. Major retailers are recognizing that the industry has become very competitive, partly due to technological disruptions, demanding customers, and changing shopping behavior. Retailers that are unable to adapt and respond to these challenges now find it challenging to thrive and survive in the industry [4].

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DEVELOPMENT OF FITNESS SERVICES MARKET IN UKRAINE

Keywords: market, fitness, fitness club, fitness services, development, fitness trends.

Fitness as a phenomenon came to Ukraine in the 90s of the 20th century. Since then, fitness services have been rapidly gaining popularity. The first clubs were opened in places inherited from Soviet sports clubs and schools. Also were often used and not quite adapted for this premises – warehouses, basements, etc. Initially, two types of fitness clubs were distinguished: high-class for wealthy consumers, which provided the entire range of fitness services and certain additional services; and public gyms, which were considered a more budget option. Both types provided a fairly high level of profitability.

However, for 7-8 years since the early 2000s, a considerable number of players have come to the market – both single and chain of fitness clubs. The niche of premium clubs, which were offered mainly by chain establishments, began to develop rapidly. The chain business model even then proved to be quite profitable and reliable.

Ukraine continues to develop in the field of fitness services, but at a rather slow pace. At the beginning of 2019, about 1765 fitness industry facilities were counted in Ukraine, which is almost 200 more than in 2018 (1569 fitness facilities in 2018) [1]. Fitness clubs are mainly located in large cities: Kyiv, Kharkiv, Odesa, Dnipro, Lviv. Based on the distribution structure of fitness clubs, Kyiv has the largest share of the area of all clubs in Ukraine – 42%, with an average area of 1513 m². However, if at the beginning of 2018 fitness clubs in Kyiv occupied 26% of the total market, in 2019 the share was 23%. It means that fitness infrastructure is beginning to develop in smaller cities in terms of area and population, but gradually, with rather low investments. One of the factors that hinder the development of the fitness services market in the regions is the lack of suitable for technical parameters areas, and most importantly – the lack of promotion of a healthy lifestyle. The level of income and availability of professional staff also have a significant impact on the market. But in general, capital investments of enterprises in the development of sports infrastructure in Ukraine have been actively growing since 2017. Thus, the volume of investments in 2021 increased by 48.1% and amounted to 2.3 billion UAH compared to the previous year (1.55 billion UAH) [2].

The pricing policy of the fitness industry is quite diverse, it all depends on the population of the city, on the income level of its residents. The average price of an annual visit in Kyiv is about 8.4 thousand UAH, but in cities with a population of less than 250 thousand – 4.9 thousand UAH, which is almost twice less than the capital's prices. More than 81% of the price segment of the fitness services market falls within the range of average annual prices from 3.5 thousand UAH to 15 thousand UAH. And 4% of the market is in the range of more than 27 thousand UAH.

The international report European Health & Fitness Market showed that 64.8 million people are engaged in fitness in Europe as of 2020, including about 1.2 million Ukrainians [3]. The total coverage of fitness services in Ukraine is 2.9%. This is quite low, and Ukraine aims to increase it by at least 3% in 5-6 years.

According to the study by Thompson W. “Worldwide Survey of Fitness Trends for 2022” and based on our own observations, the following trends in the development of the fitness services market in Ukraine can be identified: automation, digitalization, spacious premises with functional and free weight zones, fitness communities in clubs, popularization of CrossFit training, personal and group training (both online and offline), rehabilitation after injuries [4].

The fitness services market is in constant development and has space to grow. Every year the needs and preferences of consumers change. Most processes are duplicated, or even completely transferred to phones or other devices. Large-scale digitalization is taking place. The largest chain of fitness clubs “Sport Life” decided to test the automated format in 2020 by opening such a club in Kharkiv under the “Gymmy” brand. And in September 2021, “Sport Life” launched a training app and opened an automated club in Zhytomyr. Although this process requires a lot of investment, research and effort, it will reduce the cost of season tickets and make sports more accessible and convenient for Ukrainians.

There is also a trend to move from the traditional gyms with conventional block training machines to spacious premises with free weight zones. Fewer training machines – more space for concentrated training with selective equipment. In such premises it is much more convenient to conduct group training, the demand for which is constantly growing.

Fitness clubs are no longer just “gyms” – a place where there is nothing else to do but lift iron dumbbells. Each fitness club tries to be creative in developing workouts, to diversify it so that people do not get bored of doing the same thing several times a week. Almost every club has chill out zones and a fitness bar where customer can relax and drink a healthy drink or taste protein bars. The management and coaches of the clubs try to create a community around their club so that people can come not only to the gym, but also to meet new friends with whom it is interesting to train and just spend free time.

In summary, the fitness services market in Ukraine continues to develop, adopt the trends of Western countries and create its own trends, and grow, as evidenced by the growth of investment in sports activities. The market research conducted by Fitness Connect UA in 2019 showed that in some cities with a population of more than one million people the number of clubs remained almost unchanged or even decreased over the year [1]. This indicates that in large cities the fitness market is quite competitive and small single clubs can not withstand this competition. Instead, in cities with a population of less than 250 thousand people, the competition is still insignificant. Therefore, the potential growth of the fitness services market is contained in the development of sports infrastructure in small cities with a population of less than 500 thousand people.

Although the coverage of fitness services in Ukraine is less than 3% and is one of the lowest in Europe, Ukraine still has everything ahead. After all, fitness was born here 20 years later than in most European countries. So, having experience in the development of fitness, sports and healthy lifestyle of Europeans, Ukraine can significantly shorten the way to achieve good results.

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IT-BASED MANAGEMENT OF INDUSTRIAL COMPANY MARKETING

Keywords: marketing, management, IT-technologies, mining company

Enhancement of the IT-based management of an industrial company should be considered from two perspectives: development of internal information technology systems designed to increase efficiency of internal business processes, and external information technology systems intended to help optimize product sales and communication with customers.

For mining companies, e.g. the PJSC Northern GZK, internal information technology systems are equally and sometimes even more important than external ones as they create long-term competitive advantages by optimizing production processes and reducing costs.

The PJSC Northern GZK has implemented quite many internal information technology systems, the most significant of which are: an automated dispatch system for mining transport; a system of grade control in the ore stream at the crushing plant; a computer system for geological survey support, design and planning of open-pit mining operations; loading and fuel control systems on open pit trucks of the GZK; ACS for technological processes at the GZK facilities.

The cost-effectiveness analysis of the automated control system for mining transport shows the following benefits of its implementation: reduction of production losses due to reduction of downtimes and increase of pit transport productivity; reduction in the cost of production and increase in production profitability through significant diesel savings, full accounting and control of the pit transport and the transported rock mass.

The largest internal information system is the company management system based on the industrial solution for ore mining and processing enterprises "SAP for Mining", the cost of the software is about 23 million UAH. "SAP for Mining" is an integrated system for business management of a large mining company; it provides support in making current and critical management decisions and integrates all data on procurement, production and supplies, thereby providing timely and high-quality information for managerial decisions.

Advantages of using “SAP for Mining” in mining consist in the fact that it allows analyzing, planning, controlling and managing production quickly. In addition, it optimizes and integrates production planning data; provides management of product safety, control of harmful substances, industrial hygiene, as well as management of raw material disposal; optimizes the sales and distribution system and the re-treatment system; provides direct access to information related to products and services; makes it possible to manage activities of strategically important suppliers; manages the company’s assets, the supply chain, the product life cycle; implements customer relationship management.

It is quite difficult to estimate efficiency of such a complex system as SAP. According to “Gartner Group” experts, efficiency of implementing, for example, a “SAP R/3” level system depends entirely on the scale of a company applying it. Efficiency of implementation of “SAP for mining” at the Northern GZK over the recent years can be estimated as reaching 100 to 150%.

Enhancement of the external IT systems based management of the PJSC Northern GZK involves improving the communication policy and sales activities of the company. As since 2005 the Northern GZK has been part of the vertically integrated profile “Metinvest Holding”, the sales policy of the company is determined by the management of this holding within the framework of the entire structure. Therefore, external information technology systems aimed at potential consumers are the prerogative of the management of the “Metinvest Holding”. It is advisable to apply economic and mathematical modeling to improve external information technology systems in relation to optimization of the holding's sales policy.

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STRATEGIC PERSPECTIVES OF SMALL BUSINESS DEVELOPMENT IN UKRAINE AND EU COUNTRIES

Keywords: small business, strategy, strategic development

Small business plays a rather large role in the economy of any country. It is an integral part of the socio-economic system of the country, ensuring the stability of market relations, involving most of the country's citizens in the system of economic relations by opening their own business, ensuring high efficiency in the form of deep specialization and cooperation of production, which favorably affects the economic growth of the national economy.

Small and medium-sized businesses in Ukraine account for 55% of GDP. At the same time, small business accounts for only 16% of GDP, while in Europe this indicator is twice as high [3]. It is especially important for Ukraine to focus on the development of small and micro-enterprises in order to make domestic products more competitive.

It is obvious that the development of small business is hindered by a number of problems. For example, small businesses in Ukraine, unlike EU countries, are forced to pay disproportionately high taxes, and business owners consider this a major problem. There are not many state support programs and often they are generally ineffective.

The experience of small business development in EU countries shows that an important condition for success is state support, which is expressed in various forms: by stimulating the production of strategic types of products, providing tax holidays, affordable bank lending, etc. A colossal role is played by current legislation, the development and implementation of specific and high-quality comprehensive support programs.

In Ukraine, a difficult condition can be the legislative field, which restrains representatives of small businesses of Ukraine in forecasts and behavior on the market. According to the UN, in general, small and medium-sized enterprises employ 50% of the world's labor population and produce from 30 to 60% of the national product, depending on the country, and the problem of employment is very acute in Ukraine [1]. The working-age population chooses labor migration, which has a negative impact on the economy, but

paradoxically, the number of unfilled vacancies is growing against the background of the level of unemployment, which has frozen. It is obvious that small business, as very flexible, adaptable, open to many changes, can contribute to solving this problem in our country.

Investments in market infrastructure and development of venture entrepreneurship should become long-term projects. For the implementation of these programs, not so much state budget funds should be involved, but the opportunities of private capital with the support of the state. To successfully run a small business, it is important to correctly choose and apply a business management strategy. Choosing an effective enterprise development strategy is one of the most important in any enterprise. The following strategies can be recommended for running a small business in Ukraine:

- the strategy of concentrated growth – the strategy of strengthening market positions, the strategy of market development, the strategy of the development of production products. This strategy involves changing or refining the products produced by the business, expanding and even some market changes. If a small business decides to follow this strategy, it plans to improve its own products or start producing a new, higher quality one that is demanded by the market. This strategy involves improving the position of the business in the market. For a small business, this is the simplest, most convenient and least risky course of action. It is chosen by most enterprises;

- growth strategy is a strategy that involves dynamic business development, development of new technologies, structural changes in business, creation or acquisition of new factories and divisions;

- reduction strategy is a purposeful and regulated reduction of business associated with changes in the market, in the economy of the region or the country. This strategy is used when the business needs to be restarted, for example, after a long period of growth, in case of oversaturation, to increase the efficiency of the business during downturns in the economy [2].

Civilized development of small business is possible only if there is a long-term development strategy focused on economic, social, informational, educational and other types of support for small business. Small business is most prone to crises and negative consequences of changes, and in Ukraine, due to the long war in the east, these factors naturally have a negative impact on the development of small business.

Priority opportunities for Ukrainian enterprises from European integration include: harmonization of domestic and international standards, quality of production and products, entry into the EU market, lower prices for equipment for modernization, reduction of customs tariffs and duty-free quotas, possible expansion of cooperation with foreign partners [4].

Small and medium-sized companies start a number of short-term projects to implement technologies related to [5]: robotization of business processes; implementation of chatbots for customer service; analytics in operational processes.

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THE CORPORATE IMAGE AND ITS SUSTAINABLE DEVELOPMENT APPROACH

Keywords: corporate image, sustainable development, brand

In times when the world is rushing relentlessly, sustainable development seems to be an opportunity thanks to which many natural (and not only) resources have a chance to survive for future generations. Organizations that take this approach into account in their strategies and when making decisions will certainly feel the approval of their recipients.

Corporate image and sustainability definitions. Based on various sources, different definitions of a corporate image can be found. Corporate image generally, according to the Cambridge Dictionary is “the way in which a company appears to the public, and the opinion that people have about it” (<https://dictionary.cambridge.org/dictionary/english/corporate-image>, accessed December 6th, 2022). Unfortunately, the AMA (American Marketing Association) does not provide its definition of this phrase. However, looking into the literature, one can come across the twin term “brand image” which was defined by marketing pioneers. A list of definitions is presented in Table 1.

Table 1 – Brand image definitions

Source	Definition of brand image
K. L. Keller, 1993	”perceptions about a brand as reflected by the brand associations held in consumer memory”
P. Kotler, 2001	”the set of beliefs, ideas and impression” in a person’s mind about an object
M. H. Hsieh, S. L. Pan, R. Setiono, 2004	”a successful brand image enables consumers to identify the needs that the brand satisfies and to differentiate the brand from its competitors, and consequently increases the likelihood that consumers will purchase the brand”

Source: Author’s preparation based on aforementioned sources.

Taking all of the above into consideration, it can be concluded that brand image includes the audience's perception of the object and allows it to differentiate itself from the competition.

When it comes to sustainability, this is a concept that the Cambridge Dictionary defines as “the quality of causing little or no damage to the environment and therefore able to continue for a long time” (<https://dictionary.cambridge.org/dictionary/english/sustainability>, accessed 6th December 2022). Another definition says that it is “the development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs” (Brundtland World Commission Report, 1987). Both of these example definitions refer to acting in such a way as not to cause harm and damage, allowing the use of resources for a long time.

According to United Nations, there are 17 Sustainable Development Goals (SDGs) (<https://sustainability.biologists.com/blog/sustainable-development-and-the-concept-of-sustainability/>, accessed December 6th, 2022):

- no poverty;
- zero hunger;
- good health and well-being;
- quality education;
- gender equality;
- clean water and sanitation;
- affordable and clean energy;
- decent work and economic growth;
- industry, innovation, and infrastructure;
- reduced inequalities;
- sustainable cities and communities;
- responsible consumption and production;
- climate action;
- life below water;
- life on land;
- peace, justice, and strong institutions;
- partnerships for the goals.

Based on the goals and the definition of sustainability, it can be summarized that the concept of sustainability is a combination of three pillars: economic, environmental, and social. While it used to be claimed that sustainability was strictly a business issue, today no one is surprised by the approach in which the individual is also of great importance. (<https://sustainability.biologists.com/blog/sustainable-development-and-the-concept-of-sustainability/>, accessed December 6th, 2022).

Practical examples. Some examples of companies are presented in Table 2. It contains descriptions of their sustainability ventures and images they have in the eyes of customers according to existing surveys.

Table 2 – Sustainable development and corporate image of selected organizations

Organization	Sustainable operations	Corporate image
IKEA	<ul style="list-style-type: none"> – phasing out disposable alkaline batteries in favor of new ones with LADDA rechargeable batteries. This significantly reduces customer waste while saving money in the long run; – design all products to use only renewable or recycled materials by 2030; – 99.5% of the wood used to make IKEA products is Forest Stewardship Council (FSC) certified or recycled; – the IWAY system: a code that defines expectations and ways of working towards environmental, social, and working conditions, as well as animal welfare, and is mandatory for all suppliers and service providers cooperating with IKEA; – clear ambitions: – inspire and empower over a billion people to live a better everyday life within the limits of the planet; – go circular and climate-positive and regenerate resources while growing IKEA's business; – play a full role in contributing to a fair and equal society by respecting human rights, having a positive impact on people across our value chain, and contributing to resilient societies <p style="text-align: center;">EXAMPLES</p> <ul style="list-style-type: none"> – all our showers and taps have a built-in water-efficient regulator that delivers optimal flow no matter the pressure in the water system. In FY21, we launched several new showers and taps with this function, including BROGRUND tap and shower; – offering circular ways to enable customers to extend the product life of IKEA products, including refurbishment, product repurchase activities, and supplying more than 18 million spare parts. 	<p>- IKEA is recognized as an ambitious, achievement-oriented, hard-working, as well as leading and corporate, friendly, kind, open, concerned, friendly, and trustworthy company (Maťová, H., et al. 2015)</p>
Unilever	<ul style="list-style-type: none"> – clear goals have been set for the reformulation of products to reduce salt, sugar, and calories, and we aim to ensure that 70% of the range meets the nutritional standards set by the World Health Organization. Increasingly, plant-based alternatives to meat and dairy are being provided. Caring about the important issues of food loss and waste; 	<ul style="list-style-type: none"> — Unilever has achieved the image of a green company that is viewed positively by the community; — It is a trustworthy company (Widyastuti, S., et al., 2019).

	<ul style="list-style-type: none"> – the new packaging strategy includes three options: use less plastic, use recycled plastics or even eliminate plastic in some areas; – the amount of waste generated by consumers of the company's products has decreased by 31% since 2011. – the Unilever compass: a strategy for achieving growth that is consistent, competitive, profitable, and responsible: – 67% of Unilever's agricultural raw materials come from sustainable sources; – they maintain a gender balance across their management team; – their products are available in over 190 countries; <p style="text-align: center;">EXAMPLES:</p> <ul style="list-style-type: none"> – Unilever constantly promotes behaviors aimed at reducing water consumption among its customers. An example is the innovative Domestos Flush Less toilet spray, which disinfects and eliminates unpleasant odors without rinsing. The new product will help you save about 9 liters of water with each cleaning. This novel and simple solution could have a major impact on water-constrained regions; – Kenya: The Jaza Duka initiative is helping to digitize the processes of buying, delivering, and selling goods while making it easier to obtain bank loans. This gives vendors better control over inventory and allows them to respond to customer needs. 	
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Source: Author's preparation based on: www.ikea.com, Mařová, H., et al., 2015, www.unilever.com, Widyastuti, S., et al., 2019.

According to EY's research, the most common determinants for companies to engage in sustainability activities are:

- the expectations of consumers and customers (71% of indications);
- the expectations of business partners (59% of indications);
- the expectations of investors (36% of indications);
- the expectations of financial institutions (22% of indications).

Moreover, 86% of surveyed companies admitted that national and EU laws are the main motivator for sustainability (https://www.ey.com/pl_pl/news/2022/05/ey-biznes-zrownowazony-rozwoj, accessed December 7th, 2022). Thus, it can be stated that the environment and partners have a strong influence on the activities of companies, especially the part related to sustainable development. Their expectations motivate organizations to take

certain actions, which in turn contribute to the functioning of the entire environment and future generations.

In contrast to the above, it is worth considering the example of SHEIN. SHEIN is a Chinese clothing brand that has been accused by customers and consumers of acting against human rights. The brand has about 1,000 subcontractors who do not meet basic safety standards and do not respect labor laws. Their employees work 11 hours a day with only one day off per month. The real image crisis of the brand was reported after customers began to publish photos and videos of parcels received from SHEIN, on which there were calls for help written by employees. The brand referred to the case, stating that these are only slander and false information.

However, in addition to questionable work ethics, the brand is also accused of destroying the natural environment. Most of its clothes are made of environmentally unfriendly materials, and in addition, it is a fast fashion brand – thousands of new models appear on its website every day at very low prices. These facts, which every consumer can verify for themselves, have convinced many people to believe the mistreatment of SHEIN employees. Consumers began to declare on social media that they would never buy the brand's products again, and additionally urged others to do the same. So far, the brand has not recovered from the image crisis (<https://noizz.pl/fashion/pracowni-shein-pisza-na-paczki-z-ubraniami-prosby-o-pomoc/1bd5be1> accessed December 7th, 2022). This proves that customers seriously consider sustainability to be a very important issue. They not just declare it in questionnaires and scientific interviews, but engage in certain behaviors that translate into purchasing decisions.

Conclusion. Large companies can significantly affect the environment and the world around them. Examples are IKEA and Unilever, which, using their international reach, undertake a huge number of projects aimed at ensuring sustainable development. The motivators for such action are both regulations imposed from above and company stakeholders. Such behavior results in many positives even for the companies themselves. Thereby, they are perceived by the public as trustworthy. Customers willingly support their actions and will choose their products more often. Otherwise, when the company does not respect the principles of sustainable development, treats employees badly, and destroys the environment, consumers willingly boycott the brand and discourage others from making purchases.

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FEATURES AND PROSPECTS OF THE LAUNCH AND MARKETING PROMOTION OF THE START-UP PROJECT “TENSIHELP” IN THE MARKET OF MEDICAL SERVICES OF UKRAINE

Key words: Internet, promotion, market of medical services, startup project, mobile application

In the conditions of accelerating the implementation of high-tech developments in target markets, it is advisable to pay research attention to the creation, scaling and promotion of startup projects. Such innovative projects are especially relevant in the markets of medical services of Ukraine, the EU and the world [1; 2].

It is appropriate to analyze the launch and promotion of the startup project “Mobile application “TensiHelp”. The project is currently at the stage of modeling and project analysis. The startup project “TensiHelp” is a mobile application for the category of people who suffer from hypertension and hypotension, cardiovascular diseases and need careful control of blood pressure, doctors and relatives of people belonging to various risk groups.

The content of the analyzed and proposed startup project is as follows. The TensiHelp mobile application collects, processes and analyzes the received information flows. Such streams are data on human blood pressure numbers. The innovative development notifies the user in advance of changes in atmospheric pressure and weather, has a function of reminding about the time of pressure measurements. Among the advantages of the start-up is that, if necessary, it facilitates communication with the doctor and patient's relatives, and has the function of calling an ambulance in critical situations.

It is also appropriate to describe the functioning mechanism of the startup project. The application keeps a log of the received blood pressure measurement data of the user and analyzes the received data. If the received data exceeds the norm, the application offers to repeat the measurement. If it receives increased marks again, the application transmits the information to the user's doctor and relatives. The doctor and relatives receive messages with information about the patient's condition and possible threats. If the user did not measure the pressure in time, the application reminds of the need to do it with a sound signal or a voice message. In critical cases, the application has a function to call a quick mechanism of operation. In our

opinion, such a development mechanism has the necessary competitive advantages, which allows it to be successfully positioned in the target markets and their sub-segments.

The startup is designed for use on the territory of Ukraine. The mobile application is designed for people suffering from hypertension and hypotension, as well as for cancer patients. The development will be useful for people suffering from cardiovascular diseases and those who simply control their blood pressure. Also, the application can be in demand among doctors who serve patients suffering from cardiovascular diseases, cancer patients, and elderly people. Using the application will allow you to consult the patient on time and at any time and provide assistance remotely. The application will also be useful for relatives of the elderly or those suffering from cardiovascular diseases who live separately. We believe that this high-tech start-up project will have a predictable long-term demand in the market of medical services of Ukraine.

UAH 150,000 is needed for the development and creation of the “TensiHelp” application. The marketing component is coverage of the development in leading medical publications, promotion on the Internet (contextual and banner advertising). Marketing promotion in the network of sales of measuring devices (tonometers), network of pharmacies at the expense of printing products can be promising. It will be appropriate to promote the application among doctors of narrow specialization and family doctors, offer to sell the application together with a measuring device (tonometer).

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FUNCTIONING OF SALES ACTIVITIES AT THE ENTERPRISE

Key words: sales, sales activity, marketing sales strategy, industrial enterprise, realization

Increasing competition and saturation of markets with products force enterprises to spend a lot of money and effort on product promotion. Competent marketing management should help the organization survive in tough competition, helping to promote products, stimulating and increasing the volume of sales.

Sales is a key link of the marketing system in the activity of an industrial enterprise for the creation, production and delivery of products to the consumer or buyer. The main task of sales is the return of invested funds in production and obtaining profit.

The company's sales policy is also aimed at improving the company's efficiency, because all marketing efforts to increase profitability are finally revealed in the sales area. By adapting the sales network to the buyer, the company has more chances to survive in the competition.

Sales activity is the final stage of production relations and is closely related to the elements of product realization, marketing and promotion complex, logistics, which provides transportation, storage, packaging and provision of services.

A complex product sales system has its advantages in certain situations. For example, when an enterprise is introduced to the market when its own sales system has not been created, or when entering a new market, if the sales network on it is represented by companies that can create strong competition with sales units due to their good mastery of the market, the presence of strong contacts with consumers and due to their financial power.

Establishing relations with independent intermediaries can also help push out from the market competing industrial enterprises that cooperate with the same commercial organizations, but on less favorable terms [1].

The company's sales strategy is an important part of any marketing strategy. The sales strategy helps to manage such indicators as the level of distribution of products in the market, the breadth of the company's assortment at points of sale, the quality and level of products.

In global practice, the growth of product distribution is considered as one of the simple and important sources of growth for an enterprise.

The development and implementation of a sales strategy involves solving the following issues:

- selection of sales channels;
- choosing the optimal sales method;
- selection of intermediaries;
- service organization.

An important stage of the marketing sales strategy is the setting of long-term and short-term goals for distribution. Long-term are set for 3-5 years and are an important reference point for making strategic decisions in the area of product distribution. Short-term are set for a quarter, half year, year. For the purpose, it is desirable to reflect the ambitions in terms of the level of distribution of products on the market, the breadth of the assortment, the presence of a mandatory assortment, the basic rules of layout and the occupied share of the shelf in key sales channels [2].

The result of any sales strategy should be an approved plan of tactical marketing measures to improve the distribution and quality of product representation in the industry.

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CHANGES IN THE CONSUMER BEHAVIOR OF UKRAINIANS DURING THE WAR

Keywords: consumer behavior, change in consumer behavior, war.

The company's profit directly depends on the satisfaction of consumers. It is the customers, their loyalty and purchasing habits that determine which brands will continue to exist and which will enter the phase of the life cycle – decline. Over the past 3 years, customer behavior around the world has been affected by COVID-19. To adapt to today's market demands, many companies have gone online or arranged for delivery. This is just one aspect of many, because it is known that only companies that are able to adapt to new conditions survive.

After the full-scale invasion of Russia on the territory of Ukraine, business faced a new problem, which also required future adaptation. So how did consumer behavior change during the war? Let's consider further.

E. Bliznyuk notes that “The main driver of changes in purchasing habits among Ukrainians is the financial difficulties that most had to face against the background of the full-scale invasion of Russia into Ukraine. Because of this, people began to approach meeting their needs more carefully and calculate their budget” [1]. The author also says that after the start of the war, 42% of respondents began to strictly plan purchases, as opposed to 24% last year during the time of COVID-19.

“It is quite natural that people switch to cheaper brands or substitute goods (36%), and compared to May 2021, this indicator has slightly increased – 31% of respondents did so then. However, the main method of saving now, as last year, remains the reduction of the volume and quantity of goods in general – this was confirmed by 40% of Ukrainians.

When buying everyday goods, the majority (64%) currently prefer ordinary (non-premium) manufacturers. 16% of respondents can afford to buy premium class goods” [1].

Research firm Gradus Research has also compiled the “Top 7 Wartime Shopping Categories (as of March 2022):

– food products (58%, the percentage of respondents who indicated that they plan to buy products of this category is indicated here and on);

- medicines (33%);
- clothing and footwear (31%);
- hygiene and care products (29%);
- household chemicals (17%);
- products for pets (17%);
- goods for children (14%)" [2].

Therefore, in the conditions of war, people give preference to goods of basic necessity. Another study showed that “60% of respondents completely or partially refused to buy products of international brands that continue to operate in russia”. Also, on average, 75% of respondents noted that their attitude towards such brands has worsened [3]. The political attitudes of the population have a significant impact on loyalty to brands and, accordingly, on the ability of the latter to remain profitable on the territory of Ukraine.

Another interesting change in consumer behavior has become the factors of brand choice. In addition to the price and availability in the store, according to statistics, 44% pay attention to brands that support the Armed Forces, and 34% to whether the company continues to do business in russia. In third place in terms of importance is volunteering with a share of 21%, while young people aged 18-24 attach much more importance to this parameter (32%) than other age groups. In 4th place is the presence of a clear political position with a share of 18% (for young people, this factor is also more important – 28%). In 5th place is the language in which the brand communicates with an average share of 16%. This characteristic is especially important for people of pre-retirement age 45-60 (11%) [4]. Other factors related to helping animals, the environment, or supporting educational programs are much less important to Ukrainians during the war.

In summary, the following changes in the consumer behavior of Ukrainians during the war can be singled out:

1. More careful attitude to personal needs and purchase planning;
2. Switching to cheaper brands or substitute goods;
3. Buying mostly essential goods and creating their stocks;
4. Increasing the importance of the political position and actions of brands when choosing certain products.

Companies should take into account these trends of changes in the consumer behavior of Ukrainians for further functioning in this market.

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THE IMPORTANCE OF STRATEGY IN SOCIAL MEDIA MARKETING

Keywords: strategy, social, media, marketing

Following the 2020-2021 tremendous increase in social media, in this year Social Media Marketing has reached new heights and now doesn't only entertain half of the world but also has come up with new strategies uses and how to influence our buyer self even more. Social media as a whole has become an important part of our life and some even claim it to overwhelm our free time and shorten our attention span even more. Anyway, there is a lot to reap from such a massive amount of people who are hungry for content and instant gratification. In 2022 marketers came up with new strategies how to entertain clients and grab their attention from the first seconds [1; 2].

What Is a Social Media Strategy? A social media strategy is the framework your team uses to market your business on social media. A good strategy typically clarifies:

- goals you intend to accomplish via social media marketing;
- metrics and key performance indicators (KPIs) you'll use to track progress;
- social media channels you'll use to reach your target audience;
- types of content you will publish and campaigns you will create [1].

1) First step is of course an analysis of buyers and frequent clients. Considering that information, the exact needs media needs of consumers are satisfied. Besides, the analysis is the foundation of the strategy as it is mostly based on it and the effectiveness of the strategy depends on it.

2) Social Media Calendar is used to plan everything starting with marketing campaigns and using it as a consistent publishing schedule. Besides content calendar is a perfect fit for those who want to use one app throughout different work spheres and even companies.

3) Social Media schedule. It is the next step of the planning and scheduling and should be done only after thorough analysis of content needed to be released. It consists of all the social media types and posts that should be done.

4) Set up of Target Audiences. The target audiences chosen should be based on the analysis and the type of Social Media content that is created. For example it might be the people that saved any post or an ad or someone who even engaged with it.

5) Production of Social Media content. This is the most important step as the amount and quality of content is mainly what draws clients attention. It should be creative and innovative but does not annoy or inconvenience the client too much. A tip could be to prioritise short-form video as it is the rising trend of 2022 Social Media and there are a lot of platforms that can be used for that such as: TikTok, Instagram, Youtube and Facebook.

6) Track of Social Media Analytics. In almost every social media today there is a function that allows business accounts to gather data on their products and it should not be overlooked as it not only shows the effectiveness of your marketing but also allows to build an entirely new Social Media Marketing strategy based on it [1; 2].

In conclusion, whether the company is going to use Social Media Marketing or not is surely worth it to design a successful and effective marketing strategy as it allows navigating through content, marketing and tracking metrics, rapidly changing company social and paid landscape.

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CONSUMER ASSESSMENTS OF BOOK MARKET OFFERS

Keywords: paper book, e-book, consumer needs, intensification of demand.

Ukrainians increasingly choose electronic books instead of paper ones, and are also used to free and pirated content on the Internet. The availability and distribution of e-books prompts the Ukrainian consumer to increasingly search for texts on the Internet [1].

From 14.10.2022 to 03.11.2022, a survey was conducted at Rivne state university of humanities, the purpose of which was to study the opinions of respondents regarding the place of paper books in their lives. The survey was conducted by: placing the survey in social networks, in student and school groups; distribution of the questionnaire among acquaintances and relatives. During the survey period, 63 responses were received, of which 72,6% were women and 27,4% were men. The structure of the respondents was represented by different age groups. The leaders of the survey were students – 49,2 % and working people – 42,9 %.

69,8 % of respondents actively read books, the other 17,5 % read more than six months ago, and 9,5 % do not remember the last time they picked up a book. The majority of respondents (82,5 %) said that they choose a book as a means of relaxation, and 17,5 % have other methods of relaxation.

According to the results of the survey, it was established that books on psychology and self-development are most popular among the respondents (50,8%). Romance novels (44,3%) and fiction (42,6%) are also equally popular. Detectives take 4th place in the rating – 36,1%, fantasy 5th – 27,9%. Business literature (26,2%), scientific and popular science publications (24,6%), classics and horror (18,0%) close the rating.

The purpose of reading books is: enriching one's lexicon (1st place), self-development (2nd place), learn something new (3rd place), save yourself from boredom (4th place), relax, get pleasure (5th place), relax, switch thoughts (6th place), change the opinion of oneself and others (7th place), become better (8th place), spend time with benefit (9th place), plunge into another reality (10th place). Most respondents choose watching a movie as an alternative to reading paper books (60,7%). 80,6% of respondents are ready to buy books.

To the question “Do you prefer e-books?” 25 answers were received “No, it spoils the vision”, and 22 respondents chose the option “Yes, it is convenient”. In addition, it was possible

to write your own version of the answer to this question in order to create maximum comfort for the respondent and expand the limits of answers. The following single answers were additionally received: “No”, “I like the smell of paper books”, “I have no experience with electronic media”, “Yes, but not fully”, “No, I am not comfortable with the format”, “I like audio books”, “I like both paper and electronic formats equally”. These answers are fully consistent with the data of general statistics, according to which the percentage of supporters of the electronic format is growing year by year, but rather slowly: about 90% of readers are still on the side of paper books [2].

According to the results of the survey, it was determined that the majority of respondents, namely 90,3%, want to see paper books in the future. Recommendations were received on how to extend the life of printed books: produce more quality and interesting literature, teach children to love books, encourage reading from early childhood, hold book fairs, invite modern authors to schools, tell people more about the advantages of books in print format, use such books yourself – if you want to change something, start with yourself, treat books with care, keep them in their covers, promote new books in social networks.

Thus, we can conclude that paper books definitely have a future. To intensify the demand for such a product as a book, it is worth conducting marketing activities aimed at popularizing books, modernizing the channels of information dissemination about books and their sales methods.

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MARKETING STRATEGIES OF MODERN BUSINESS

Keywords: marketing, market, strategy, business, UMO

A marketing strategy is necessary for a company to grow successfully, to increase sales and profits, and to have a clear understanding of which direction to go.

Marketing strategy – is a comprehensive plan of action to promote the product and increase the company's profits. A marketing strategy is necessary for companies in case of market entry, new product launch, market expansion and other major changes.

Furthermore, increasing competitiveness is an important aspect of any marketing strategy. This involves identifying and uncovering a firm's competitive advantage through the introduction of new technologies, the development and launch of new products, the improvement of service quality, rebranding, etc.

The role of any marketing strategy implies the following:

- increasing profits;
- getting firm and strong in their niche;
- expanding markets;
- becoming more competitive.

Marketing strategies can be conditionally divided into separate categories and types. They are as follows:

I. The global marketing strategies. These include such global strategies as:

- the internationalization;
- diversification (horizontal, vertical and lateral);
- the segmentation;
- the strategy of globalization;
- the strategy of cooperation.

II. Basic strategies by M. Porter. These are such basic strategies as:

- cost leadership;
- differentiation;
- focus;

- growth strategy. Here, it should be noted that the growth strategy aims to increase profits and gain a strong position by:

- the realization of the opportunities available;
- the combination with other objects;
- attempts to get into new markets.
- intensive growth,
- diversified growth.

III. Competitive marketing strategies. A company can choose a strategic position towards competitors:

- “The leader”,
- “Number two”,
- “The Challenger”,
- “Nicher”.

There is also another aspect of the company's marketing strategy:

- the offensive strategy,
- the retreat strategy,
- the retention strategy.

IV. Marketing pricing strategies. Pricing marketing strategy – a firm's long-term plan for pricing. There are three main strategies:

- removing the caps, or a high-price strategy,
- low-price strategy, or market penetration,
- neutral strategy.

In order to further determine the directions of business development, it is necessary to master the basic procedures of the marketing strategy development process.

The development of a marketing strategy takes place in several stages:

1. market and niche analysis;
2. targeting and market segmentation;
3. competition analysis;
4. setting goals;
5. positioning and unique marketing offer (UMO);
6. evaluation and planning of the financial component.

Thus, successful product promotion, market capture and profitability growth require setting the right goals and identifying steps to achieve them – in the marketing strategy these must all be fixed.

MEANING OF STRATEGIC PLANNING FUNDAMENTALS IN THE MARKETING CAREER PATH

Keywords: career planning, strategic marketing, goal-setting

During the last decades, strategic thinking became one of the most relevant hard skills for young marketers who are starting their careers [1]. The market of labor requires a strategic approach to the business as a default ability, while newbies in this competition frequently feel a lack of life experience and expertise to apply such an approach. Moreover, effective planning is crucially useful during the search for the first job or even at the stage of choosing the profession. However, how youngsters should behave when their expertise is not enough, but they are on the verge of a major decision in their career life, and the solution must be found immediately? A precise answer to this question would make the work time of millions people all over the world more effective and happy – that is why the topic of meaning of strategic planning fundamentals in the marketing career path is relevant.

First of all, a young marketer has to understand that career planning is absolutely their responsibility – even if they get help from teachers, parents or job advisors. To apply a strategic approach successfully, a person should start with answering the goal-setting questions:

- Where I am now? What is my occupation, level of education, my hard and soft skills, my experience. It is also important to recognize your drawbacks.
- What is my market? Not only geographically, but in the meaning of possible positions as well. What are market trends, external and internal factors? What is the market size – real market (opened vacancies) and a potential one (companies that may consider such an expert to hire later)?
- Who are my competitors, what is the level of competition (how many open CVs you find in comparison to the number of open positions)? What are the strong and weak sides of your competitors? You can apply the “Map of competitors’ market” tool [2].
- Your customer is your potential employer. Where do you want to work? What duties and responsibilities do you want to have? What compensation level do you expect? After answering these questions, find companies that are able to satisfy your needs and try to understand what these companies may get from you, how you can be useful to them, and what your unique offer is. You can group companies by common features and prioritize them – apply

a classic marketing segmentation approach [3, p. 200] and create a unique value proposition [4, p. 190-191] (CV) for each segment.

- Where do I want to be? Dream big and be honest in your plans. Use goal-setting techniques to find achievable and interesting targets [5]. The most effective way to execute this step is to establish specific terms and dates: where I want to be in 1, 2, 5 years? How much money do I want to make? What professional areas do I want to cover? Which skills will I develop? Your goals should be measurable and formulated precisely.

- What do I need to do for it? At this stage, to formulate an effective action plan, you may even develop a SWOT analysis of your application [6, p. 444–445]. After you have analyzed everything from the helicopter view, you can start developing a detailed strategy of what you are supposed to do to achieve your goal on a day-to-day basis. Refer to classical marketing literature to master strategic planning and apply new knowledge in practice.

Obviously, the mentioned stages match the basic strategic planning process that is mostly spread in marketing [7]. Thus, the young marketers who are at the very beginning of their career are able to apply their expertise considering themselves as their own product in the market of labor. This experience will be also advantageous when they meet the same projects in their own enterprises.

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EVOLUTION OF MARKETING COMPLEX MODELS

In the conditions of competition and crisis phenomena, the primary tasks of any company are to maintain market positions and survive in the market. In such a situation, special attention should be paid to the company's marketing policy, the basis of which is the enterprise's marketing complex. Marketing mix – a set of regulated and controlled marketing tools that the company uses to achieve the set goal: the desired reaction of the target market and satisfaction of its needs [1].

This term was introduced in the 40s of the XX century. J. Callison suggested that it is advisable to use a clear “recipe” for the implementation of marketing measures, which determines their effectiveness [2]. The scientist determined that managers of manufacturing companies use various procedures and techniques in marketing programs, which do not depend on the profile of the company, and concluded that a successful manager should not only follow the instructions but also be creative – “a person who mixes ingredients” making a marketing program [3].

In 1960, EJ McCarthy in his work “Fundamentals of Marketing: A Management Approach” identified the following elements of the marketing complex: product, price, methods of distribution of this product, and stimulation of demand for it. In specialized English-language literature, this term is called “4P” (Product, Price, Place/distribution, Promotion) [7].

In the process of developing marketing theory, many authors added several elements of the marketing complex. Many “literal” concepts appeared, some of which tried to expand the “4 R” concept, and others – to question, deny its meaning and give it a different meaning.

The term “letter” concepts refer to the use by their authors of the mnemonic principle of E. J. McCarthy: choose several words that begin with the same letter, and the name of the concept consists of a number that indicates the number of words in the concept and the letter with which the words of the newly created concept begin [5].

In 1981, Booms and Bitner proposed to expand the “4 R” marketing complex by adding to it the elements of people; process; physical evidence – material clarity [3]. Subsequently, K. Lovelock expanded the model to “8P”, adding to it the element of productivity and quality.

In addition to the models created by supplementing the “4R” marketing mix, completely alternative modifications of service marketing have become widespread. In 1989, G. Brunner included tools in the “4C” marketing complex, which alternately replaced the elements of the classic “4R” model, taking into account the specifics of intangible production: Concept - concept, Cost - value, Channels - sales channels, Communication - communication [4].

There are also other options for expanding the marketing mix by adding elements that can be named after any letter of the alphabet. In 2000, S. Grove and co-authors compared the marketing of the service sector with a theatrical production. An important factor in the provision of services, according to scientists, is the client's experience, therefore, the basic complex of marketing “7C” according to Bitner is proposed to be supplemented with such elements as actors - actors/participants; audience – public, target audience; setting – environment; performance [6].

The modern information age has made significant adjustments to the structure of the marketing complex. In 2004, the Polish researcher A. Shromnik proposed the concept of the “4D” marketing complex. According to this concept, the market success of the enterprise is guaranteed by: database management (customer database management) – the creation of customer databases, strategic design (strategic design) – the strategic direction in marketing activities, direct marketing (direct marketing), and differentiation – search for effective ways of differentiation proposals [7].

In 2005, Chekitan S. Dev and D. Schultz proposed the SIVA model, which allows the evaluation the “4R” model from the buyer's point of view. Each of the “4P” elements is matched by the “SIVA” element, namely [4]:

- product replaced by solution (solution of unsatisfied consumer needs);
- promotion – of information (consumer awareness);
- price – on value (value, costs, and benefits of the purchase for the consumer);
- place – on access (consumer access to company offers)

The integrated use of the “SIVA” and “4P” models makes it possible to create a communication system between the enterprise and the consumer, which can satisfy the needs of both parties.

The commercialization of the Internet has led to the emergence of virtual businesses that participate in various types of commercial and non-commercial online activities. In this regard, scientists and marketing practitioners faced several unique problems, but at the same time opportunities: expanding the rights and opportunities of the client, new forms of communication and interaction, lack of communication time limit and global accessibility of

the client, a high degree of market transparency and difficulties in maintenance of competitive advantages [8].

Thus, there is no single perfect model of the marketing complex. The model is chosen by the enterprise, taking into account its market position and strategic goals. Changes in the external marketing environment are the main motivation for the development of the marketing mix, which is reflected in the evolution of marketing concepts.

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THE VALUE OF CO-BRANDING

Key words: co-branding, synergy, target audience

It is very important for a brand to always remain relevant. Times change, new ideas, methods and technologies are constantly emerging, and sometimes it is very difficult for a company to keep up with new trends. Consumers always want to see and try something new and unique. In this case, co-branding can come to the rescue.

Co-branding is a phenomenon in marketing in which several brands are combined to increase sales of each brand, increase awareness and expand their target audience.

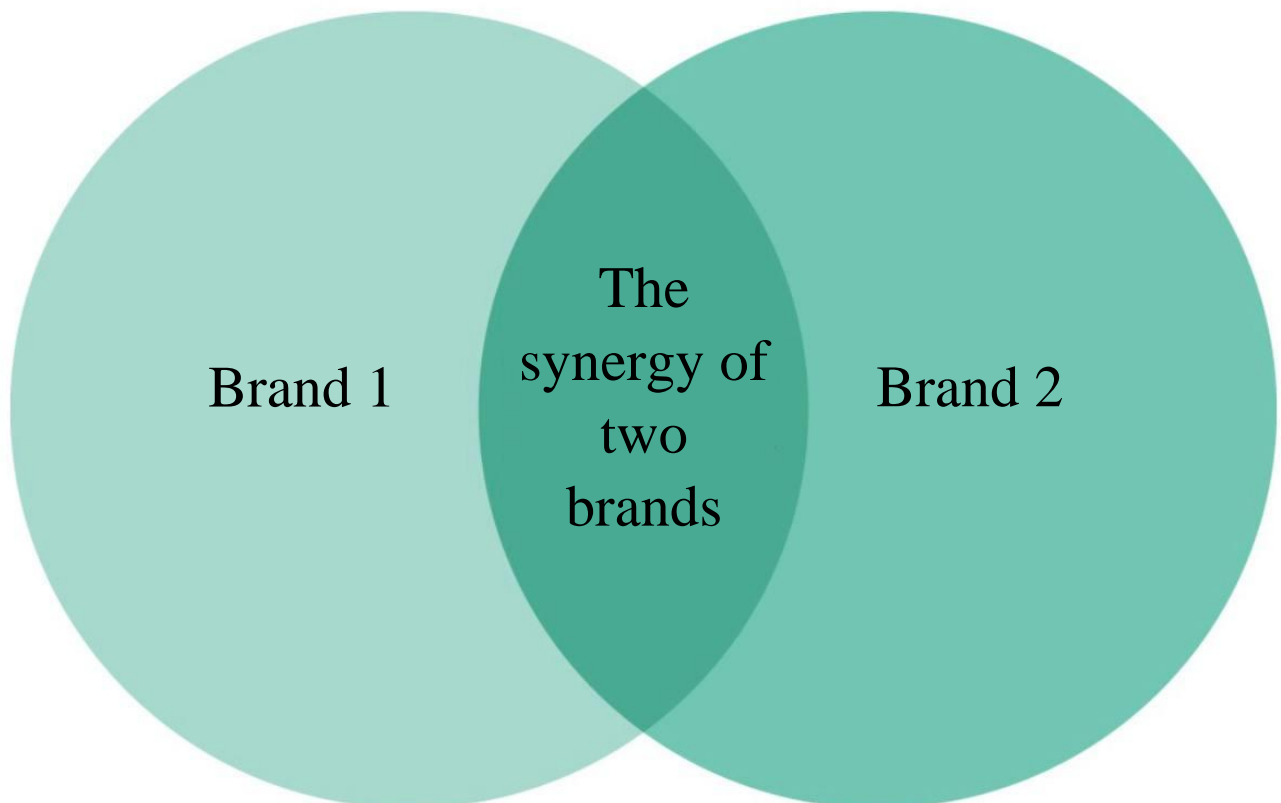


Figure 1 – The synergy of co-branding

By adding new well-known products to its brand, the company expands the range of products offered to its customers. In this way, customers come together from one area as well as from completely different one.

The benefits of co-branding are:

- expanded customer audience (audience sharing takes place, regular customers of one brand learn about the products of another brand);
- increased customer loyalty (by the associative chain a more loyal attitude is developed);
- encouraged repeat visits (a co-branding strategy is constructed so that it is profitable for the customer to buy again and again);
- reduced advertising budget (a partner is involved in advertising project);
- the opportunity to refresh and strengthen the image of the company (people's perceptions are built up over the years, and it is not easy to “reverse” them).

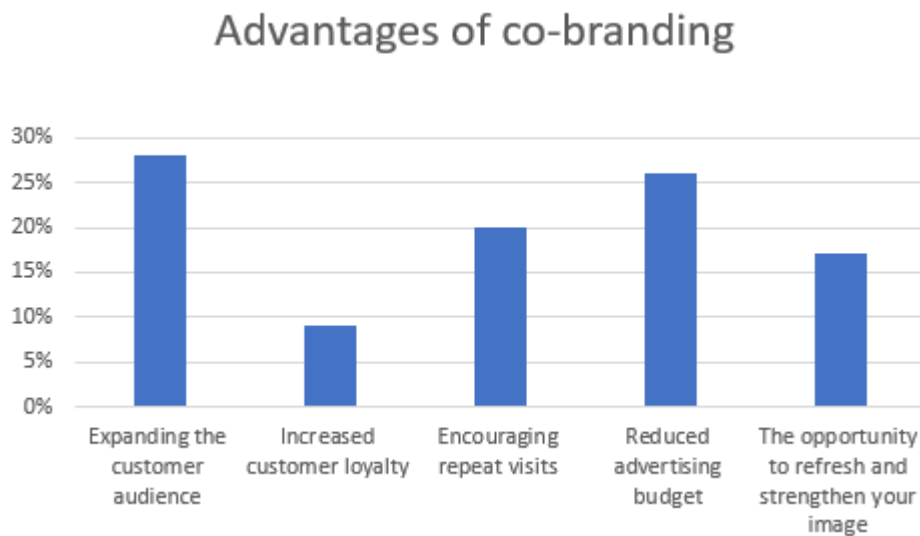


Figure 2 – Advantages of co-branding

For all the above benefits to translate into reality, everything needs to be planned carefully. The results of communication with the right co-branding programmes add up. Co-branding requires precision, compromise, competence and unified management (Fig. 2).

The disadvantages of co-branding include:

- double risks (the development of a co-branded product requires a great deal of attention and thoughtfulness as an unsuccessful product will affect all the companies involved at once);
- strict logistical requirements (if demand does pick up, it is the customers who come through the co-branding programme who will be the most disappointed when they find out that the product is out);
- image risks (it is important not to lose sight of how a brand will be portrayed. If the cooperation is organised with a larger and more recognisable brand, the effect of co-branding may be minimal or zero).

To avoid becoming obsolete and losing the target audience, brands need to change constantly to keep consumers interested in their product or service. They need to find ways of rejuvenating themselves. There are many such ways: it might be finding a new target audience, developing new products or improving an existing one, or finding a new partner. Every brand has a different story, and where some brands just need to change something, others need a complete makeover.

We have analyzed the case of successful co-branding between Lego and Lucasfilm Ltd. The companies' co-branding consisted of Lego partnering with Lucasfilm Ltd to produce a licensed line of Lego Star Wars toys. This line accompanied the first release of the highly anticipated "Star Wars" prequel trilogy, which was released in the spring of 1999. Lego succeeded in attracting potential customers, parents buying Lego. They organised a large-scale survey among parents, and an overwhelming majority of parents supported the idea of buying Lego Star Wars toys with a futuristic space atmosphere.

Eventually, released to coincide with the release of Episode I: The Phantom Menace, the Lego Star Wars set achieved a resounding success with sales of over a sixth of the company's turnover.

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PECULIARITIES OF MARKETING COMMUNICATIONS AND DISTRIBUTION CHANNELS OF THE EUROMIX COMPANY

Key words: communication channels, FMCG product market, FMCG market segmentation, distribution channels

Research for the distributor company Euromix, a Ukrainian-American limited liability company with foreign investments, is relevant because there is always a high level of trade in the FMCG market and there is a consistently high demand for FMCG products. In Ukraine, the FMCG products market is characterized by a high level of competition and significant requirements for the quality of service provided by distributors. In this paper, we research the FMCG market, namely, the chemical and food segment in Ukraine.

Today, it is expedient to clarify and improve the theoretical and methodological principles and practical recommendations regarding the organization of marketing communications in the company's distribution channels. To achieve the set goal, the following tasks should be solved:

- highlight the theoretical and methodological principles of marketing communications in the company's distribution channels;
- to analyze the peculiarities of the marketing activity of Euromix LLC on the B2B market;
- carry out an analysis of the company's marketing strategic activity and organize marketing research;
- to outline the prospects and possibilities of the company's marketing activity on the market, to formulate recommendations for improving marketing communications in the company's distribution channels.

Therefore, the process of marketing activity of the enterprise in the B2B market should be investigated. The subject of the research is the theoretical and methodological aspects of marketing communications in the company's distribution channels, taking into account the turbulent challenges of the external environment.

It is appropriate to reflect the essence of marketing communications and their types, to determine the content and peculiarities of the functioning of the company's distribution

channels within the framework of the concept of sustainable development. The financial and economic activities, marketing complex, organization of marketing communications of Euromix LLC should be analyzed separately. Special emphasis is placed on the competitive analysis of the company's target market. It is important to conduct a comprehensive study of the state and dynamics of the FMCG market, in particular to conduct an analysis of the industry structure.

CRM systems in marketing are a modern tool that allows you to control the processes of interaction with manufacturers. Implementation of a CRM system at an enterprise is a process that requires investments. It is necessary to organize marketing research aimed at determining the most rational forms of interaction and means of communication in distribution channels. We provide recommendations for improving the marketing activities of the enterprise. We conduct research taking into account the leading practices in the field of marketing communication, distribution policy of companies.

It is advisable to more deeply analyze the company's marketing communications in relation to its distribution channels. It is advisable to expand the circle of experts for carrying out strategic analyses. In the recommendations for improving the marketing activities of the enterprise, it is worth placing greater emphasis on the communication and distribution components.

To need increase the company's equity to bring market autonomy, development of new services for the company's portfolio, the introduction of e-mailing partners. To important is a start attending exhibitions and events with partners to increase the company's popularity and customer base, creation of an innovative section with products on the company's website in order to improve and enhance the work of UA LLC "Euromix" II.

We used in the work the following research methods: generalization (in establishing the essence of marketing communications and distribution channels), induction and deduction, abstraction, marketing and competition theory, statistical method, questionnaire, 5W Mark Sherrington, expert evaluation method.

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THE IMPACT OF GLOBALIZATION ON THE COMPETITIVENESS OF ENTERPRISES

Key words: globalization, competitiveness of enterprises, marketing, company expansion, competitiveness increase

Competitiveness is a concept that describes the desire to make excess profit mainly through significant cost reduction and improved product quality. It's possible only within vibrant economy with fair competition and access to modern technologies. The last thing requires constant cooperation with partners all over the world, which inevitably leads to globalization. The main methods for improving the level of competitiveness are developing new products using solutions of scientific and technological progress, enhancing product quality (mainly with the help of new technologies), decreasing prices (it requires cost reduction), advertising, and service improvement (pre-sale and after-sales).

In a closed economy, companies can count only on the last two promotion options while enterprises in an open economy are able to avail of advanced developments and cheaper resources to make prices lower. Thus, the second market players get the opportunity to better serve their customers and cover their needs. Competitiveness is heavily connected to the competition environment, which has certain specifics in each industry. Competitive environment is an economic category that reflects the nature of interaction between individual business entities, the state, collective protection institutions, external and internal factors influencing the activities of market players, which determine the level of economic competition and the influence of individual entities on the market situation. In the context of globalization, the competition environment is changing:

- foreign players have the opportunity to operate in the market on parity terms with national producers;
- the market doesn't determine the sales volumes, conditions, and product prices: the main factor is long-term agreements with specific customers;
- the demand increases for products adapted to particular consumer requirements;
- the role of non-price competition is growing;
- spending on research and development works is increasing.

As a result, enterprises have to look for appropriate development ways to stand out from both local and foreign market players. When companies are closely integrated into the global

environment, certain dependence arises. This often threatens to reduce the sovereignty of the country, so the government starts regular policy. If the government regulates the market too tightly or access to innovations is closed, enterprises resort to unfair competition methods: espionage (economic, industrial), spreading false information about a competitor, illegal use of a trademark or brand name, fraud with business reporting, dumping, creating secret cartels, etc.

In this case, companies can clearly understand customers' needs and drawbacks of their products, but they aren't able to upgrade them. Developing new technologies takes much time and sometimes even impossible due to the lack of highly qualified specialists. Regarding resources: there are no countries that would be provided with all the necessary resources in full. Thus, globalization is a consequence of the global industry development in conditions of limited resources (material and intangible).

Globalization is a driving force for increasing the competitiveness of enterprises within both the country and the whole world. In order to make the competitiveness higher, market players should consider the following methods:

- reducing production costs by adopting new equipment, technologies, and production approaches;
- implementing a product quality tracking system, as well as a tax planning system; using appropriate depreciation policy;
- regular monitoring and timely implementation of innovations;
- improving the qualifications of employees; adopting a motivation system;
- purchasing patents to gain a competitive advantage; improving the technical and technological base;
- regularly analyzing marketing activities to identify and eliminate failures; studying the behavioral, cognitive, and emotional response of the market to promotional campaigns;
- looking for aggressive or unusual ideas for marketing activities and promising product distribution channels;
- monitoring of environmental friendliness indicators of materials and production; implementing new approaches to waste disposal.

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UNETHICAL ADVERTISING: FOUR EXAMPLES

Keywords: advertising, unethical advertisement

This abstract is devoted to ethics in advertising and four examples of unethical advertisements with religious elements are explored.

AXE deodorant advertising “New AXE excite. Even angels will fall” was banned because of hurting feelings of Christians in 2011. Advertising standards committee ASASA has banned an advertising for Axe deodorant featuring falling angels, saying it offended the religious sensibilities of Christians. In an advertising for the new Axe Excite deodorant, angelic girls fall on the streets of an Italian city, seduced by Ax's new fragrance. In one of the squares, they find a young man from whom this fragrance comes, and they break their halos for him. The clip ends with the phrase “Even Angels Will Fall”, which contains a play on words: it can be interpreted both as “Even Angels Will Fall” and as “Even Angels Will Fall in Love”. The Advertising Standards Authority banned the video from airing after a single complaint. A resident of South Africa stated that the idea that angels can fall in love with a human through deodorant is incompatible with his Christian ideas. ASASA agreed that the ad may offend other Christians. “The problem is more likely not that the ads depict angels, but that they are willing to disregard their otherworldly origins for the sake of earthly desires”, ASASA said in a statement [1].



Picture 1 – New AXE excite. Even angels will fall, 2011 [1]

But Britain's advertising standards committee, the ASA, refused to ban Barber Brown's advertising featuring Jesus Christ. The authors of the picture, published in one of the

newspapers, urging customers to do their hair before the second coming of Christ. The advertising slogan is “He is coming. Better get your hair done!”. The Advertising Standards Committee received two complaints from people who found the ad offensive. As was said in the complaints, it is implied that Christ will judge people by their appearance [2]. The believers also did not like the fact that such an event as the second coming was depicted from a humorous point of view. The committee recognized that some people might find this ad “disgusting”, but decided that the poster did not cause serious offense to people of the Christian faith.



Picture 2 – Barber Brown's advertising “He is coming...” [2]

The billboard, installed near one of the roads in New Jersey, caused sharp criticism from the residents of the state. The advertisement claims that a sick person can take his own life. A billboard with the inscription “My life”. my death My choice” was established by the non-governmental organization The Final Exit Network. At the bottom of the billboard is the address of a website where terminally ill people who want to end their lives can find practical advice. Representatives of the organization emphasize that they do not aim to help commit suicide, but want to inform those people who really need it. Meanwhile, doctors are warning that this ad could lead to the suicide of teenagers and adults who are currently experiencing difficulties. The Catholic Archdiocese of Newark also spoke out against the ad. Curia representative Jim Goodness believes that a person who cannot help some difficulties in life, seeing such a message, may perceive it as a call to commit suicide.



Picture 3 – Outdoor advert of The Final Exit Network [3]

Jesus promotes beer in the promo materials of the Lithuanian brewberry “Kalnapikis”. Marketing team used the image of the Christ in promo materials of its beer. Christ in headpones encourage people to buy a drink and win a CD. Most believers felt offended that the image of the savior with traces of torment – a crown of thrones in his head - was used in beer advertising. After protests be believers and church authorities, beer advertising disappeared.



Picture 4 – Jesus promotes beer?

Thus, following ethical rules and code of ethics of marketing and advertising is important for all participants of the market and marketing and advertising industry.

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CRYPTO MARKETING – NEW OPPORTUNITIES FOR BUSINESS DEVELOPMENT

Keywords: crypto marketing, digitalization, block chain technology, innovation, business, modern marketing tools.

It's no secret that block chain technology is causing ripples worldwide as major firms, like PayPal, Goldman Sachs, and others, support BTC and other virtual currencies. Furthermore, tens if not hundreds of block chain projects emerge each month. The competition is stiff. Block chain projects that want to succeed in this highly competitive market must identify the best crypto marketing strategies and invest in them [7].

According to Hubspot, 49 percent of buyers depend on influencer recommendations to make their buying decisions. Crypto marketing through influencers is for you if:

- you want to widen your reach by marketing your offerings in the language your ideal audience understands. Remember, influencers can create the marketing content on your behalf.
- you notice a decrease in your sales and wish to enhance your sales outreach.
- you've exhausted from trying all different and traditional marketing techniques. Partnering with influencers unlocks new opportunities for your crypto project [7].

The New York Times marveled in 2018 when it reported on a new class of digital collectibles known as non-fungible tokens, or NFTs. Non-fungible tokens (NFT) – are special types of cryptocurrency that is non-fungible, unlike currency and many network or utility tokens. Represents assets that are not available in their own cryptosystems. A few years later, the digital art of CryptoKitties, CryptoPunks, Bored Apes and other groups were valued at millions of dollars, with sales expected to reach \$35 billion in 2022.

Although the value of NFTs and cryptocurrencies sometimes fluctuates wildly, NFTs have made a big entrance into consumer markets. With Coca-Cola, Gucci, Pizza Hut and several luxury brands, NFTs have become part of consumer branding strategy. Adidas, for example, made more than \$22 million in one day by selling 30,000 NFTs tied to a new hoodie and tracksuit for \$765 each. In practice, NFTs increase in value when buyers are able to sell their NFTs at a higher price than they paid. Not only that, but as with crypto currencies, the value of a collection of non-fungible tokens increases as market demand increases and the overall supply of NFTs for sale decreases [1].

A NFT is a unique unit of data that is traded and stored on a decentralized public block chain along with an ownership history. NFTs represent ownership of any information, including URLs, images, videos, social media posts or certificates, that can be linked and stored on the block chain along with the identifier of that unique commodity. Physical assets can also be represented or augmented with NFTs if they can be uniquely identified (e.g. by serial number) or digitized through video capture, scanning, as virtual objects or representations. Once a NTF is created through a process called minting, each subsequent transaction is recorded on the block chain, aggregating history over time. Importantly, unlike other digital assets and crypto currencies like Bitcoin, each NFT is different and unique [2].

The ability to verify the authenticity of NFTs also presents new challenges and opportunities for marketers. First, social media companies are using the ability to authenticate ownership to give users status, presumably increasing the value of interactions their platform is increased. For example, Twitter has started verifying ownership of NFT images used as profile pictures. While crypto marketing offers new opportunities for marketing practice and research, it also poses certain risks. First of all, crypto marketing is designed to create new forms of trust, but decentralization makes it harder to control behavior in the system. Consumers and businesses also need to learn if and when to trust block chain technology, new intermediaries, and the crypto community, and to responsibly manage the NFT experience [4].

Therefore, there are two measures of success for projects in the crypto industry. The first is the project itself, its features, which funds are behind it and what are the long-term plans. The second is how successful the project's marketing campaign.

Public relations (PR) is critical in the crypto industry as it nurtures brand trust. Many consumers want to understand what the project is about before they start investing in it. PR campaigns help clients establish trust in explaining how a specific crypto currency can be valuable and meet investors' expectations. In this regard, the media play an integral role in relaying messages to the right audiences [3].

Through PR campaigns, you can establish your brand as a thought leader and show your authenticity in the industry.

A clear PR message accompanied by a solid product can deliver excellent outcomes by increasing investor interest, attracting new audiences, and inspiring talents to work for your business. If you work with a crypto marketing company, you can get the necessary exposure via crucial media outlets [5-7].

The NFT market has greatly changed the strategy of approaching social media in crypto marketing. Previously, projects could create low-quality content with stock images. Nowadays, the quality and processing of content is a key factor in promotion in social networks. Therefore,

when evaluating a project, investors pay attention not only to the project's technology and roadmap, but also to the quality of social networks and the community. Summarizing, we note that crypto marketing creates new opportunities for business development.

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REELS AS AN EFFECTIVE MARKETING TOOL ON INSTAGRAM

Instagram is a very popular and modern social network in our time, which is constantly improving, new tools are added, and the old ones are always being upgraded. Exactly this approach to development allows it to confidently take the first place in popularity among the youth of Ukraine [1]. But why is Instagram so popular? There are three main advantages:

1. Helps to form a positive image in the network.
2. Thanks to the spread of smartphones and tablets, Instagram makes it possible to constantly maintain contact with subscribers. If necessary, you can calculate how often and at what time users are online, when they open new posts that meet their interests.
3. Instagram makes it easy to make messages, influence the opinion of users and gradually change the advertising campaign.

Marketing on Instagram increases brand awareness at times. Approximately 83% of users are looking for new products and services on this social network [2]. In addition, people trust companies that are public and have a presence in social networks, including Instagram, more.

The latest major update in Instagram is the appearance of the Reels tool, let's see what it is and how it can be useful in marketing activities.

So, Reels is a feature that allows you to record 15-second videos with sound and various effects. Most likely, it was forced to appear due to the insane popularity of the social network TikTok, which is based on similar videos.

Features of Reels:

- videos in 9:16 format;
- videos can be shot both in the application and uploaded from the gallery;
- can be shot in whole or in separate parts;
- can be downloaded only to mobile devices.

With the right approach, Reels will help to increase brand loyalty and significantly increase the size of the audience on Instagram.

According to the results of an experiment by the Canadian social media management platform Hootsuite, the introduction of Reels into the brand's content marketing strategy increases the reach and engagement of the audience [3].

So, if IGTV and regular videos in the feed on average gained 100-200 likes, then Reels-300-800. The growth of reach and audience engagement on Instagram with the advent of Reels can be seen in the graph (fig. 1).

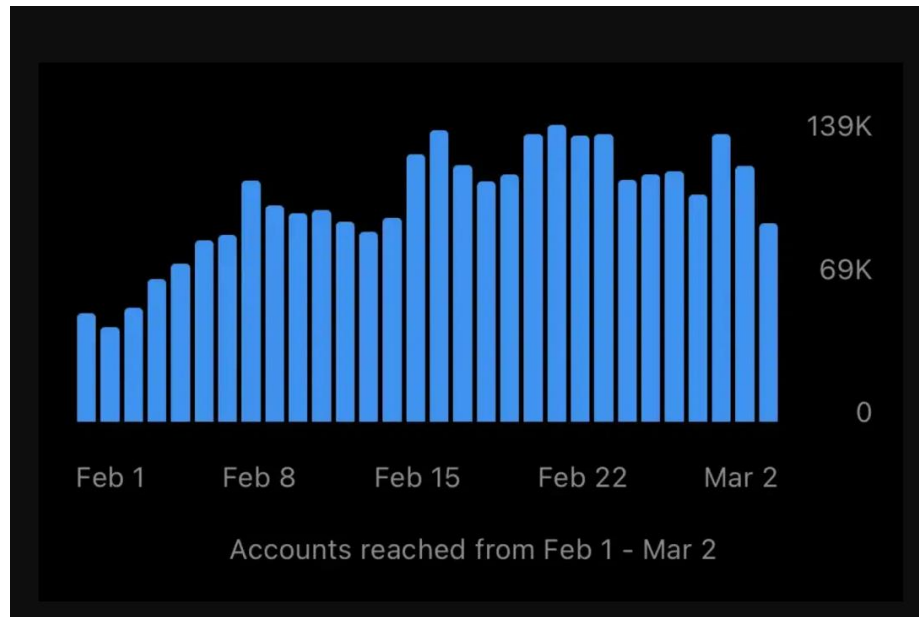


Figure 1 – Growth of audience reach and engagement on Instagram with the advent of Reels

This graph demonstrates how the reach and engagement of the audience on Instagram has increased with the advent of Reels and is based on the results of a study by the Canadian company Hootsuite, which lasted for the first month from the moment the Reels tool appeared.

Table 1 provides information about the popularity of Reels and its effectiveness as a tool in many popular and developed countries [4].

Table 1 – Reels popularity among Instagram users in different countries

#	Country	Instagram Users (Reels Users) million
1	India	230.25
2	United States	159.75
3	Brazil	119.45
4	Indonesia	99.15

5	Turkey	52.15
6	Japan	46.1
7	Mexico	37.85
8	United Kingdom	31.75
9	Germany	29.85
10	Italy	27.5
11	France	26.55
12	Argentina	24.7
13	Spain	22.85
14	South Korea	20.65
15	Philippines	18.65
16	Thailand	18.5
17	Colombia	18.3
18	Canada	17.4
19	Ukraine	16.1

Table 2 shows the percentage of Instagram users who watch Reels based on their age group [4].

Table 2 – Age structure of Reels users

Age Group, years	Share of Users, %
13-17	8.5
18-24	30.1
25-34	31.5
35-44	16.1
45-54	8.0
55-64	3.6
over 65	2.1

Looking at this table, we can see that the most common age group is 25-34, and this is the most interested part of the audience, because people of this age are mostly already working and have the opportunity to buy various products offered by Reels, and also want to be modern and cool in society, and the use of a new popular feature can help them in this.

To clarify such information, but within our educational institution, a survey was conducted among 1st year students majoring in marketing for independent Instagram users.

Below are the data that were obtained and analyzed. The survey was attended by 28 respondents of the Instagram network of the above segment.

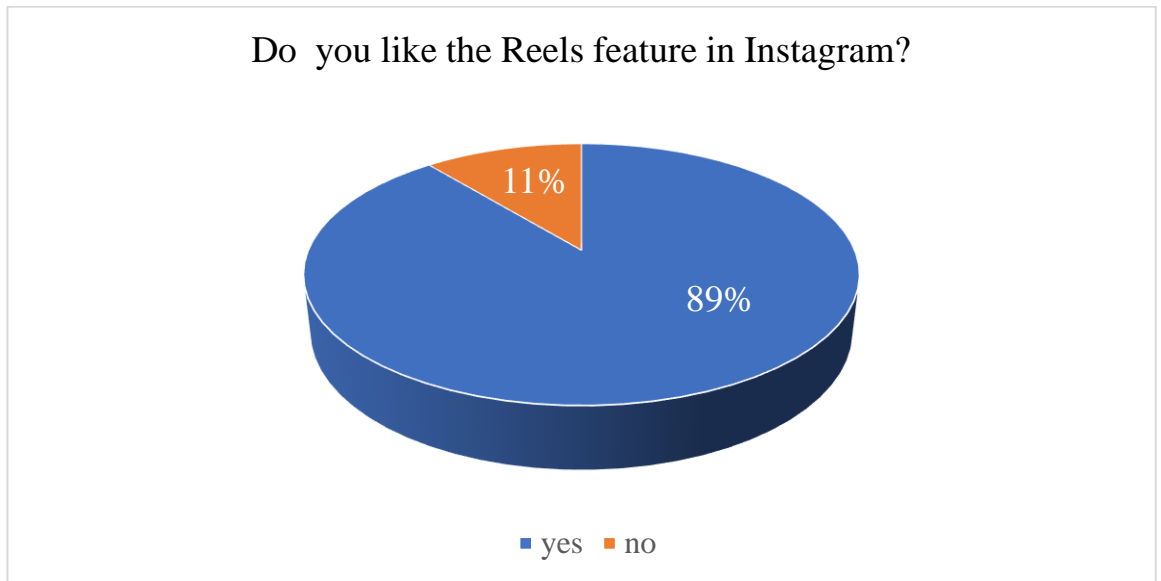


Figure 2 – The result of the survey on satisfaction with the Reels tool

We can see that most of the surveyed users are positive about this new tool and would love to use it. And if we summarize all the above studies, we see that Reels has really become one of the most popular tools on Instagram, and is a very successful marketing tool. The information is very interesting, it is planned to conduct a similar study in Ukraine by the authors.

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SECTORAL MARKETING IN TERRITORIAL COMMUNITY DEVELOPMENT

Key words: territorial community, business environment, marketing, economic development, sectoral marketing, marketing of medical services

Territorial communities known as “united territorial communities” are relatively new administrative territorial institutions. They are formed on the basis of the former town and village bodies of local self-government. It's natural that territorial communities perform traditional communal and local tasks, peculiar to the former town/village councils. However, territorial communities are not only “consolidated” former municipal formations. Under new conditions they are imposed a long list of functions and tasks, a part of which were the responsibility of state power bodies and other state institutions. Let's consider some “new” functions and responsibility spheres of territorial communities concerning economic and social-economic development. Along with this we can note that some of them, for example, medical services not directly connected with economy, in fact, have a great impact on it. After all, medical, social and educational spheres demand considerable financial expenses, perhaps, the biggest in territorial community budget.

Most territorial communities in Lviv Region have Strategies of Social and Economic Development (Strategies). According to their structural analyses community administration bodies are supposed not to realize the new tasks and spheres of interests. In most Strategies typical “communal” and inessential local problems are further considered to be main key problems of economic development: communal infrastructure, territory arrangement and regulation, household waste disposal, tourism development, recreation. Only some Strategies have the vision of economic development problems, investment attraction, special entrepreneurship development zones, passengers and freight transportation development. The issues of industrial, agricultural or commercial were again ignored. As a result of medical reform, territorial communities became the founders of particular health care communal and non-commercial enterprises. However, this direction in Strategies is also actually ignored.

It is obvious, that problems and directions determining economic and social development of territorial communities must be paid more attention to. For that reason it is important to involve sectoral marketing as a reliable comprehensive toolkit for supporting economic growth. Educational, medical, transport or social marketing has to become a toolkit for ensuring territorial community development.

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MODERN METHODS OF MARKETING RESEARCH AS A WAY OF PROMOTING AN ADVERTISING PRODUCT

Keywords: marketing, internet economy, online store, internet advertising.

A characteristic feature of modern society is the emergence of a global hypermedia information system called the Internet. The Internet is an international computer “network of networks” that operates on the basis of cooperation and connects a wide variety of users, including government organizations, educational institutions, libraries, corporations, hospitals, private individuals, and others. At the same time, it is an environment for cooperation and communication, a means of global broadcasting and information dissemination, a virtual economic environment and a powerful business tool [1].

The virtual economy encompasses the economy of the entire globe, where there is electricity and an Internet network. The transfer of the traditional economy to the Internet network makes it more flexible, because the virtual economy, operating with digital information in computer networks, facilitates the cooperation of people. The following directions are distinguished in the Internet economy: Internet business, Internet commerce, Internet marketing. The concept of “Internet business” is defined as a tactical or strategic initiative that transforms relations between companies and consumers, between different companies, within companies and even between individual consumers; as well as a real way of increasing labor productivity and a method of speeding it up.

Thanks to the active development of Internet advertising, the analysis of Internet sites becomes important. After all, by conducting a qualitative study, we can improve communication between the store and the customer. For this purpose, you can make an example of analyzing one of the sites to improve the work in the future. The object of analysis can be taken as the basis of the online store of household appliances “Comfy”.

1. Structure and design of the online store. Blocks with groups and subgroups of products are located on the left. When you click on a group, additional subgroups appear, which allows you to save time and choose the desired product category, without additional searching and “mailing”, and it is also possible to search not only by the name or type of product, but also by the desired brand. On the review page of the product itself, namely the TV, the photo occupies almost half of the screen, which allows you to take a good look at the product. In

addition to the large main photo, there are other photos of the same product, but from different angles. The text of the product is displayed in large, bold font, which is easy to understand. The “Add to cart/buy” button is located under the name of the product, next to the price tag, which is also convenient and allows you to purchase the product immediately without scrolling to the very bottom of the page. The colors are chosen in the same tone as the brand color of the store - green, which is correct, because it once again subconsciously reminds of the brand of the store.

2. Usability. If the user is pre-registered in the store, then to place an order, all you need to do is click the “place order” button and enter your contact information (phone number and name), after which, in the second step, you need to choose the payment method and the option to pick up the product (pickup or delivery).

3. Site content. Product characteristics are presented in full - main characteristics, manufacturer, connectors, multimedia, sound, dimensions, warranty, quality, size, functionality, material, etc.

4. Delivery methods. There are three ways to purchase an order. The first is self-pickup from the store, where you only need to choose a convenient address of the nearest store. The second is delivery to the apartment. Delivery is carried out at the time chosen by the buyer and costs 99 hryvnias. The third is self-pickup from the New Post office and costs 89 hryvnias.

5. Payment options. There are eight payment methods: 1. Payment upon receipt of the goods. 2. Payment in installments or on credit from 3 to 18 months. 3. Online payment. 4. Online payment via Privat pay. 5. Company account. 6. Apple pay. 7. Google pay. 8. Ua pay.

6. Discounts. The site has a special “discounts” block where there are products on which the store offers promotions, but the products are located in a random order, they are not filtered in any way, which at first glance may seem inconvenient, because the consumer does not need the entire range of products, but this drawback can be fixed by yourself by putting a filter on the required product. In general, the store offers discounts on almost every type of existing product, which entices the customer to purchase additional products. At the same time, the store offers “discounts up to -40%”, but in fact the average discount on goods is – 25%.

7. E-mail marketing. I have been subscribed to this online store for a long time and, based on my own observation. I can appreciate that the store regularly sends out encouraging information about the product that I was looking for either on the Internet in general or in another online store. Also, the store constantly informs about promotions that are currently being held and promotions that are just planned to be held, or about promotions that will soon end. The average store sends a mailing every day from 1, and sometimes even up to 3 letters.

8. Advertising. The presence of the online store in social networks can be seen everywhere – from Instagram and Facebook to messengers – Telegram and Viber. Also, on

some information sites, for example, the news search site “Ukr.net”, on both sides of the news, advertisements of the online store, its current discounts and promotions often appear. In the “Google” search engine, the online store is located among the “tops” of alternative stores, which allows a potential buyer to go to this online store with the most favorable link. Offline advertising is present on signs in the city center and is painted in the brand colors of the store – green and yellow-hot. In addition to banner advertising, there is also store advertising in video format. It can be noted that video advertising is not developed for all users, but is divided by segmentation, according to the types of the store's target audience. Video advertising is available on television and on YouTube.

9. Customer service. There is a contact button on the website in the lower left corner. This button allows you to choose one of four options for convenient communication - 1) on Facebook, 2) in Telegram, 3) Using the Viber application, 4) online help, which involves talking to a bot (online consultant) directly without leaving the site, and there is also a toll-free hotline number. Calling the store under the pretense of making a purchase, I asked the consultant several questions about providing information about the product, namely a Samsung TV and the payment method. The seller was polite and constructive in his dealings with my question. He provided full information about the characteristics of the product, although he asked to wait a few minutes. There were no issues with the terms of delivery, the consultant immediately told me how I can pay and receive my goods.

The development of the digital economy has led to the transformation of marketing research applied in practice, especially by large business organizations, as it contributes to the survival of companies, adaptation to changing environmental conditions and the conquest of new market segments. In small and medium-sized businesses, marketers can be owners or managers who are involved in the process of interaction with society, employees, customers, suppliers and economists. Such efforts improve the financial condition of the company, increase its profitability and profitability, and promote business [2]. The relevance of competent marketing research is that they contribute to the expansion of sales markets, attracting new customers and selling goods and services.

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MAINTAINING MARKET SHARE THROUGH EFFICIENT MANAGEMENT OF ENTERPRISE COSTS

Keywords: cost management, market share, strategy

Increasing market share is the main goal of most companies. Difficult economic and political business conditions have led to the fact that most domestic enterprises are forced to reduce the volume of production and sale of their products. Therefore, maintaining one's market share by countering the most dangerous competitors is relevant at the present time.

Market conditions increase the requirements for business efficiency, profit maximization, which can be achieved in two ways: either by increasing revenues by increasing product prices, or by optimizing costs. The modern market is characterized by a high level of competition. Price increase can lead to the loss of consumers and a decrease in sales volumes, therefore cost optimization is one of the main factors in increasing the efficiency of economic activity of enterprises. The process of cost management of the enterprise should not be one-time or short-term in nature, it should be carried out continuously and systematically. As world experience shows, most companies were able to achieve success in business thanks to the implementation of the cost management system. Management is a process aimed at achieving the goals of the organization, so the goal of cost management should be not only to facilitate the achievement of high economic results, but also to achieve tactical and strategic goals of the organization. Cost management methods are a set of general and specific techniques and methods aimed at their optimization. Optimizing costs is better than reducing them, as reducing costs can lead to a deterioration in the consumer properties and quality of goods, loss of customers, and a decrease in the company's competitiveness.

Cost regulation can be done by methods of current cost management, which are calculated for the short term and do not take into account the strategic goals of the enterprise. They are focused on profit maximization due to cost optimization and focus the management's attention on internal reserves of their reduction, not taking into account the fact that enterprises are open systems and their activities are influenced by factors of the external environment. The development of strategic cost management concepts that take into account the strategic development of the enterprise is becoming relevant [1].

Thompson and Strickland identified five types of competitive strategies, three of which relate to costs. A cost leadership strategy involves reducing the total cost of production of products that attract a large number of buyers. A strategy of optimal costs is based on a combination of low costs and wide product differentiation and provides optimal (lowest) costs and prices relative to manufacturers of products with similar characteristics.

A focused strategy of a market niche based on low costs is aimed at a narrow segment of buyers, where the company is ahead of its competitors due to lower production costs. The company must have strong competitive advantages in order to implement a strategy of leadership through cost reduction, which consists in the orientation to occupy a leading position in the industry or in a large segment of the market due to cost savings in the manufacture of mass products. The strategy of optimal costs and the strategy of the market niche based on low costs are more relevant for enterprises in the current economic conditions.

Strategic cost management and, in its context, current cost optimization have the best prospects. The largest share of profits belongs to material costs in most manufacturing enterprises, so measures to reduce material costs will bring the best result. The increase in material costs is due to the increase in prices for raw materials, energy and fuel. The tendency to lower prices for material and energy resources is not being followed. Therefore, cost optimization measures that will reduce material costs are the most appropriate. Optimization of costs allows to increase the profit of the enterprise, to increase the efficiency of operations. Cost optimization contributes to restraining the growth of the price of products, which ensures a constant number of real consumers of products and even an increase in their number.

Ultimately, cost optimization allows enterprises to offer attractive prices for products on the market and occupy a significant market niche or maintain it at the achieved level. Effective strategic cost management is one of the important factors that enables the company to maintain its position in the competitive market.

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IMPROVEMENT OF THE COMPETITIVE POSITION OF THE ENTERPRISE ON THE MARKET DUE TO INCREASED INVESTMENT ACTIVITY

Keywords: competitive position, investment activity, market

In the situation of economic and political instability in the country, the question of survival in the market environment in conditions of fierce competition becomes urgent for business entities. Increased investment activity helps to improve the company's competitive position on the market. Activation of investment activities of business entities allows to ensure the stable development of the enterprise in the conditions of an unstable market environment. In a market economy, a necessary condition for the formation of a stable position and development of an enterprise is its implementation of effective investment activities. Since the enterprise is an open dynamic socio-economic system, its activities, including investment activities, are influenced by factors of the internal and external environment.

The influence of these factors prompts business entities to use an effective, dynamic and flexible investment management system, which is aimed at both effective attraction and use of investment resources. The directions and volumes of the enterprise's investment activities are factors in improving the enterprise's image on the market. If the enterprise produces high-quality products that are in demand on the market, if the enterprise has reliable and stable relationships with suppliers and buyers, then such an enterprise is attractive for investment. An important condition of the enterprise's investment activity, without which it loses its position on the market, is its scientific and technical activity, the introduction of achievements of scientific and technical progress into production.

Also effective types of investment activities are: opening subsidiaries, new structural units; replacement of obsolete or worn-out property; equipment modernization; expansion of production; diversification of activities [1, p. 237, 239]. Investment activity occupies a significant place in the development and effective functioning of enterprises, because investments ensure the expansion of entrepreneurial activity and the development of new branches of business and technologies. Investment is the most important factor of economic growth. They provide an opportunity to implement advanced technologies, the latest equipment, innovative forms of labor organization and production management [2, p. 68].

The sustainability of investment activities is important for the effective functioning of the enterprise, but it does not provide an opportunity to increase competitive advantages. Improvement of the company's position on the market is ensured by the activation of investment activity, i.e. by increasing investment activity. Investment activity reflects the efforts of an investor to realize the enterprise's investment opportunities. Investment activity characterizes the process of investing. Investment activity can be measured both by the volume of investments and the number of projects implemented simultaneously in a certain period of time, the development of new markets, the initiation of new types of activities, etc. Investment activity allows to get an idea of the scale of investments, reflecting the process of investing funds. Investment activity indicates the main task of the investor in the investment process, namely increasing the volume of investment funds [3, p. 211].

Based on the theoretical provisions of the concept of investment activity of enterprises, the main directions of investment are the development of the economic activity of the enterprise; introducing innovations into the production process; development of waste-free production; creating additional jobs, improving the quality of goods (services), forming the image of the enterprise, supporting the social, ecological, and economic development of the local community (region, country) [4, p. 19].

Increasing investment activity makes it possible to introduce achievements of scientific and technical progress, advanced technologies, the latest equipment into production, to produce high-quality and competitive products that are in demand on the market, to expand business activities and to master new areas of business and technology. Increasing investment activity ensures stable development of the enterprise, increasing investment attractiveness, improving the image of the enterprise, obtaining competitive advantages in the market environment, improving its competitive position on the market.

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CONSTITUENT ACHIEVEMENTS OF THE COMPANY'S EFFECTIVENESS OF MARKETING ACTIVITIES IN THE SERVICE MARKET

Key words: marketing, car service, survey, marketing research, car service market

In the conditions of interactive marketing business interaction, the analysis and improvement of marketing activities of enterprises that position goods and services in the high-tech sphere is significant. To conduct an analysis of marketing activity, the enterprise of FOP Diagil T. Yu., namely the “Tan Dem” service station, was chosen. It is important to pay attention to the research and regulation of the independent market of auto parts, materials, components, which is defined by specialists in relation to the term IAM (Independent after market) [1; 2].

We conduct analyses marketing activity of one service station Tan Dem in the market of car services in Dnipro, and also analyses the internal (strengths and weaknesses) and external environment (opportunities and threats) of the company. Conducted a marketing study of consumer behavior workshop “Tan Dem” in order to improve service. The object of research: the process of organization and coordination of marketing activities of the company in the market of car services in Dnipro. The purpose of research: coverage and improvement of marketing activities of the company at the market of car maintenance services [1; 2].

The main task of car service enterprises is to ensure the social and economic efficiency of the car and create conditions for the fullest use of its capabilities, therefore today the market of Ukraine is saturated with car service enterprises. The January 2021 quarantine, which was in effect at car dealerships until January 24, left no chance for the car market to start 2021 at a good pace. According to AUTO-Consulting, 5,700 new cars were sold in January, which is 17.3% worse than a year earlier. None of the operators managed to sell more than 1,000 cars in a month, although in 2020, two brands rose to this “bar” at once [3].

“Tan Dem” service station provides services of various categories, starting with washing and cleaning the car and interior, ending with full diagnostics of the engine and running gear system. Since 2010, the main customers have been owners of Toyota and Lexus cars. The company provides high-quality diagnostics and repairs, supplies a full range of original parts specifically for these machines. There is also a large stock of non-original spare parts for other

car brands [2]. From a financial and economic point of view, the enterprise is stable, fully pays for itself and generates income flows. The company's foreign economic relations are directly related to the import of original parts for the Toyota and Lexus brands. Now, the import of spare parts from Europe and America has become much easier for small businesses. Positive trends in the market are considered [2].

From the IFAS analysis it follows: the strengths exceed the weaknesses, which indicates a good level of the internal state of the enterprise; the main advantages are the relevance of the services provided; well-established logistics of supply of components; clear warranty obligations to the client; the main weaknesses are the lack of proper marketing at service stations and the difficulty of replacing a qualified worker. Marketing research aimed at finding and identifying weaknesses in the quality of car services and customer service, collecting information about the response of customers of the service stations Tan Dem to the addition of new services. A set of recommendations for improving the marketing activities of workshops in the market [2].

The results of the research will be used by Tan Dem company to improve its marketing activities. The results of the work can be used in car service enterprises of Ukraine. The work is applied in the sphere of organization of marketing in car servicing. Socio-economic efficiency of the work consists in the improvement of interaction with the near and far marketing environment. Conclusions, proposals for the development of the object of development: coverage of methods, analysis of marketing tactical and strategic activities in the sphere of car service. This research highlights the essence and process of marketing activity, determines the relationship and integration of elements in the marketing complex.

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MARKETING ACTIVITIES OF THE PUBLIC ASSOCIATION ON THE INTERNET: MARKETING COMMUNICATIONS

Key words: marketing communication, promotion on the internet, pr-technologies, social marketing, civil association, IT company.

Digital transformation of business has become a global trend and, according to experts, is its inevitable future. Object of research: the process of marketing activities of IT Dnipro Community. The purpose of work is to highlight and improve the organization of the complex of marketing communications of the public union on the Internet [1].

A peculiarity of the Ukrainian reality is the trend towards digitalization of companies and the impossibility of stable business activities exclusively in an offline format, therefore the use and development of such a tool of marketing communications as Internet marketing is one of the most relevant and convenient solutions for an enterprise [1].

The provisions defended in this work are the analysis of marketing activities of the organization on the Internet, in particular the assessment of marketing communications of the public association. A marketing study was conducted to establish the most convenient communication channel for use by professionals to obtain information about opportunities from ITDC [2]. The key KPIs for the brand's digital communications have been identified and the use of Internet PR-technologies in the promotion of Dnipro IT Community has been proposed.

The scope of the results of work – companies in the field of educational services and IT, where the main recommendations can be implemented to improve marketing communications, which have significant applications [3].

Based on the results of the work, the following recommendations were provided: to start collaboration with niche experts in social networks, to promote individual projects of the organization; create not only “selling” the organization's capabilities, but also “warming up” to it on internal and external technical channels, form a list of specific digital PR-tools for their implementation in integrated marketing communications IT Dnipro Community and develop a list of KPIs to assess their effectiveness.

The last stage of the work is the study of the use of Internet PR technologies in the promotion of the “Dnipro IT Community” GS and the creation of recommendations for their

improvement. Based on the result, it can be concluded that the PR activity of the organization is unstructured, the promotion takes place exclusively before events, and not on a permanent basis.

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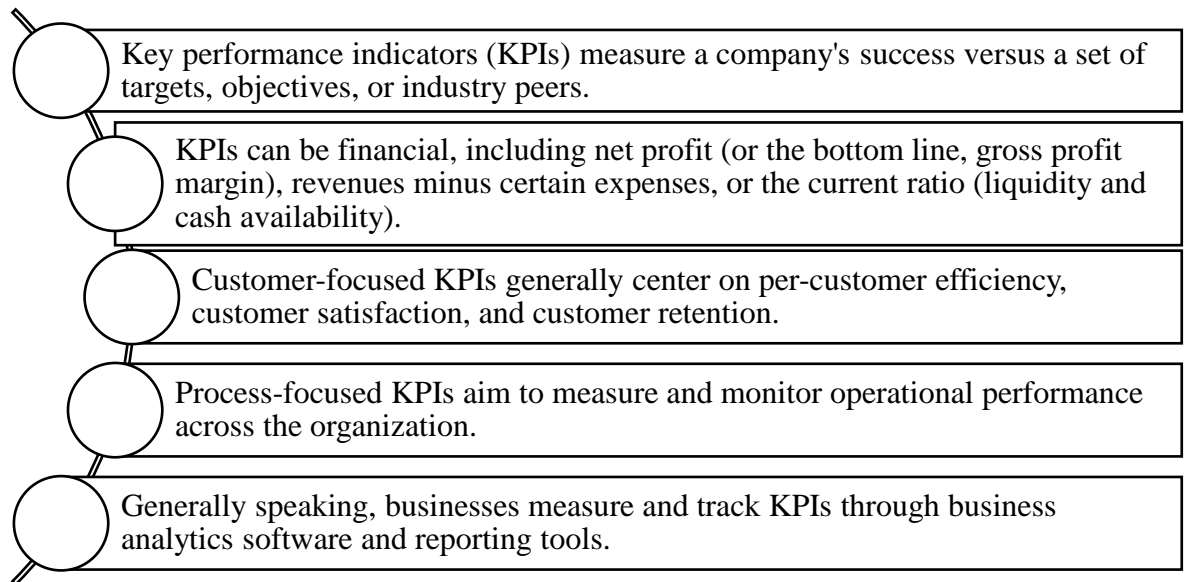
IMPORTANCE OF ANALYSIS OF KPI INDICATORS FOR IMPROVING MARKETING ACTIVITY

Key words: marketing, KPIs, Key Performance Indicator, business, importance, measurements, analysis, improving.

Method of management by purpose based on predictable results of activity of company and planned ways to achieve the established targets based on the previous indicators [4]. KPI are financial and non- financial measures that organizations use to reveal how successful they were in accomplishing long lasting goals. In order to constitute effective system of performance measurement it is very important to have defined and standardized all processes within the organization [6].

Peter Drucker is the founder of the system of performance management through KPIs and management by purpose. KPI (Key Performance Indicator) – is an indicator of success in achieving certain activities or objectives. It can be said that KPI is a quantifiable indicator of actual achievement results [1]. Furthermore, measuring marketing KPIs is fundamental in readjusting a business user's strategy. Measuring the right marketing KPIs allows you to evaluate the effectiveness of company's marketing efforts while enforcing your strategy over the long term. KPIs help marketing specialists get to know if they are heading in the right direction and, if not, what changes need to be made. KPIs give the data they need to run a successful business.

The main sales performance indicators are based on revenue, profit from sales, cost of manufactured goods, percentage of defective products and cost. If we talk about the sales department, we will talk about the heads of these departments and sales managers and the indicators required from them. Key to them are income, average check, expansion of the client base, ability to achieve timely payment from the client and number of repeated deals (pict. 1).



Picture 1 – Value of KPI. Source [2]

The main sales performance indicators are based on revenue, profit from sales, cost of manufactured goods, percentage of defective products and cost. If we talk about the sales department, we will talk about the heads of these departments and sales managers and the indicators required from them. Key to them are income, average check, expansion of the client base, ability to achieve timely payment from the client and number of repeated deals. When we talk about using KPIs and their importance for marketing, we need to pay attention to categories of KPIs, because the result depends on the way of implementation these indicators. Most KPIs fall into four different categories with each category having its own characteristics, timeframe, and users (Table 1).

Table 1 – Categories of KPIs

Name	Description
KPI of result	How many and which results have been achieved
KPI of costs	How much resources were spent
KPI of functioning	Validate business processes (allows you to evaluate the compliance of the process with the required execution algorithm)
KPI productivity	Derived indicators describing the relationship between the obtained result and the time taken to obtain it
KPI efficiency	These are derived measures of the ratio of result to cost

Source [1]

One of the main principles of KPI system implementation is the rule “10/80/10”, which is that company should have about 10 indicators of effectiveness, up to 80 production indexes and 10 key performance indicators control of the financial system. There should be no more than 10-15 KPIs for individual divisions of the company, as a result, the management of the company risks spending a lot of resources and time on inefficient planning activities of the company, which will not give the desired result [5].

In conclusion, no one company can manage without KPIs. The most difficult part for a marketer is to track these marketing KPIs, through different tools, to be able to cross-reference and analyze them, but KPIs are the elements of company plan that express what it want to achieve and by when. And the importance of effective KPIs can't be underestimated by marketing experts.

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SITUATIONAL MARKETING AS A FORM OF EFFECTIVE COMMUNICATION OF BRANDS DURING THE WAR

Keywords: situational marketing. Situational marketing measures allow using the current situation in social and political life in favor of the product or brand. Thanks to situational marketing increases sales, brand recognition, or launches viral advertising.

The war changed the communication space of our country, influenced the nature of the interaction of organizations with consumers, forced a review of the key motives of advertising messages. Topics directly related to the war came to the fore: the help of the Armed Forces of Ukraine, the work of volunteers, the resumption of the work of enterprises, the liberation of cities and villages from the invaders, acts of support of the international community, the return of the war prisoners, etc. The use of the information agenda in brand communication has gained relevance in the theory and practice of applied social and communication technologies [1].

Every Ukrainian definitely remembers the day of the liberation of Kherson – a long-awaited day in Russia's war against Ukraine. It caused a powerful information resonance: the social networks full of not only videos from the streets of the de-occupied city and the lights of joyful Kherson residents. Brands that responded to the event also took advantage of a significant informational occasion by creating memes that were remembered by users making a regular product a real trend. In other words, situations were used in communication with consumers, which is a manifestation of situational marketing.

Situational marketing measures allow using the current situation in social and political life in favor of the product or brand [2]. Thanks to situational marketing increases sales, brand recognition, or launches viral advertising.

Anticipating the needs of customers and quickly adapting to them, the company can not only outstrip rivals, but also better attain the target market. Properly implemented situational marketing contributes to a deeper connection with customers [1]. The most important thing is to keep abreast of information trends of buyers and the market, as well as to respond promptly to them. The rapid reaction of the brand to an event is a condition for the success of the situation.

Successful examples of situational wartime marketing are the following: “Russian warship” (Ukrposhta), which made a regular postage stamp a trendy product; “Videos better to

watch on the big screen” by Comfy, which has become a reaction to the news of the damaged Crimean bridge; yogurt “Shchekavitsa” from the trademark Galychyna; “Stefania Express” from “Ukrzaliznitsia”, “Kozak Boris Johnson” from “Varus”, etc [4].

In communications, brands need to express their position on a full-scale Russian invasion. The war showed that the wrong social position can lead to negative consequences for the brand. Specifically, some companies decided not to leave the Russian market, which dealt a crushing blow to their reputation in the world.

It is also important to remember that the use of situational marketing requires careful fact-checking. The importance of fact-checking is clearly demonstrated by the scandalous story with a tryzub – a gesture-congratulation of Ukrainians on Independence Day. The gesture proposed by the creative agency Banda Agency and the Ministry of Culture of Ukraine had sexual overtones. The creators did not take into account the already existing content of the gesture and at the same time showed an ignorance that there is already a classic version of the trident in Ukraine, which belongs to Vyacheslav Chornovil [5].

Using situational marketing approaches should also avoid speculation. At the beginning of a full-scale Russian invasion, posters, billboards and advertising messages overly used army themes. Sushi-set “Bayraktar”, salad “death of the invaders” and advertising the dress against the backdrop of the buildings destroyed by the invaders all distorted the representation of the war and leveled the value of lost human lives [4]. While using situational marketing, a brand should not hype on topics of historical memory and ambiguous topics that can be painfully perceived by a certain part of the target audience.

Thus, situational marketing is an effective tool that allows brands to effectively reduce the distance between the company and the client, using resonant current information drives. However, a situational approach to communications always carries the risk that fasting may not become popular or cause a negative reaction [3]. It can be reduced by using preliminary testing of the communication product on the focus group of the target audience.

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GOOGLE ADS PROMOTION STRATEGIES ON THE MARKET OF HOUSEHOLD APPLIANCES OF UKRAINE

Key words: e-commerce, google ads, strategy, marketing, promotion, advertising, service

In today's complex world, we all need to understand digital marketing. We need to know what is a market, who operates in it, how it functions, what its demands are. E-commerce, as a component of digital marketing, is on everyone's lips, and interest in it is growing yearly. This is influenced by more and more factors such as a pandemic or war, and people prefer to shop online rather than visit a store. But this is not surprising, because selling, buying and advertising on the Internet is much more convenient, easier and often cheaper than offline [1]. Namely, E-Commerce provides the concept of advertising, promotion, trade and financial transactions carried out directly on the Internet.

There are many ways to promote on the Internet, but as practice shows, the most effective is promotion in the Google search engine. Google is not only about searching for anything on the Internet, we use Google services every day, such as Gmail, YouTube video hosting, Google Maps, and even third-party websites, that use Google AdSense. All these services can be used to advertise your product using only one tool – Google ADS.

There are many different types of advertising in the Google advertising account, but we will analyze the most effective on the market of household appliances in Ukraine. This is advertising on Google Search and Google Shopping. In the search engine, it is important to carefully and qualitatively choose keywords, in the household appliances market, these are, as a rule, specific names of device models, keywords with the prefix “Internet shop”, “buy”, “buy online”. You can choose a strategy such as: “Maximum conversions” (this will give Google's artificial intelligence the opportunity to research our business and user requests, but will require more advertising funds) or “Manually specify the cost of clicks” (this will allow consumers to estimate how much each keyword will cost the word position in the search, and are you willing to pay that count) [2].

Next will be the shopping campaign, it is much simpler because there is no need to search and analyze keywords, you only need to upload your product database. There is also a “Maximum conversions” strategy here, but it is possible to use it here only in the type of trading

campaign “Smart shopping campaign”, you specify the audience signal (your target audience according to several indicators) and then Google, analyzing your target audience, chooses the campaign budget and products, places of promotion. Here it is best to use two campaigns at the same time: smart and standard. In standard, choose the strategy “Manually specify the cost per click” and analyze the cost of a click for each product or for each category of products.

There are also two important aspects to keep in mind that both campaigns have, negative keywords and advertisement. The list of minus words should be carefully selected and formed every day after the advertising has run, this will help the artificial intelligence to provide the required result faster. And the design of advertisement should be attractive and convenient for potential customers. Google will provide all the necessary recommendations and examples during the creation of the advertisement.

Also, advertising on Google ADS is a continuous analysis and development, but with a different strategy, you may not be able to achieve a better result. It will be necessary to conduct experiments with other communication strategies, update the list of key words and highlight other advertising channels.

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INSTAGRAM ENGAGEMENT TOOLS FOR BRAND PROMOTION

Marketing is the most diverse elements of promotion, advertising, formation of the price of a product or service, study of consumer psychology. Today it is worth talking about Internet marketing or digital marketing, since sales are increasingly taking place on company websites or in social networks. One of the arenas for promoting brands is the world-famous social network Instagram.

First of all, the network is beneficial for advertising because it has a very large target audience – more than 12 million users. The advantage of promoting on Instagram is that this network is visual, users better perceive data in the form of photos and videos. Audience engagement is not only a trendy term in the media environment, but has also taken a prominent place in this social network. Attracting followers on Instagram is the essence of how users interact with content with their reactions. Relationships with the account can be completely different: likes, comments, repeated views of stories, reposts to personal and saving, views of IGTV videos in the feed. The index of engagement of followers is needed to evaluate the effectiveness of the content, it also helps to understand which posts work better and which worse. And in the future, they will produce content that attracts more attention and warms up the audience, stimulating them to make a purchase. Audience engagement rate directly affects reach. Currently, most social networks, in particular Instagram, have smart news feeds that adapt to the interests of users and show what people are most likely to react to. The algorithm of news feeds takes into account the behavior of subscribers in the network and indicators of content engagement.

There are several effective methods of promoting Instagram. Hashtags and geotags. A simple and, importantly, free way to promote. Using this method, you must do the following:

- publish 10-15 hashtags for each photo on a certain topic and note the required geolocation;
- use the service to search for relevant hashtags;
- develop a profile navigation system using hashtags;
- use hashtags and geotags in stories.

Mass raffles. This group of promotion methods is currently scalable. Although it does not exclude nuances that should be taken into account when using. Examples of mass draws are Giveaway, SFS, LikeTime.

– Giveaway is a very popular promotion method and at the same time can be detrimental to your account. The mechanisms of a standard giveaway are as follows: the organizer of the raffle makes a publication indicating the main prize and conditions for participation (subscribing to the organizer's profile, liking photos, reposting photos, tagging friends in the comments). Attracting sponsors, who need to subscribe or like their posts, serves as a kind of method of promoting smaller accounts at the expense of the audience of a larger organizer. A winner will be chosen randomly among all participants who have fulfilled the conditions of participation.

– The SFS option is a peculiar form of the same spread of positive thought. The user provides subscribers with information about the found account. In return, he can receive a similar advantage. In essence, this is a PR exchange, after which both pages remain in the black. As part of this promotion, the owner of the profile offers to post one photo mentioning the profile and with an invitation to study it, and then become a reader. Subscribers who participate in the SPS get a chance to attract an audience of bloggers.

– LikeTime. One of the many ways to promote on Instagram. Using this method allows you to get likes, increase the reach of publications, get to the TOP of Instagram and attract new subscribers. A big plus of this method is that it does not require cash infusions and can be used by both big and beginner bloggers.

Activity chats. Two years ago, Instagram's ranking system changed. Now the posts in the feed are not displayed in chronological order, but depending on popularity and number of views. Accordingly, the more likes and comments you have, the more chances you have to get to the top of the list and attract even more attention. In response to such a ranking system, chats of activity were invented, which represent an association of bloggers for mutual promotion. Participants of such a chat send it links to their posts and accounts to get likes and views, and perform similar actions in response. As a result, the post rises higher in the news feed and attracts the attention of readers of the accounts of other chat participants.

Targeted advertising. The most powerful tool that allows both big brands and anyone to reach the target audience. This ad is tailored to a specific audience and allows you to show creative only to the selected segment. This provides ample opportunities for marketers and entrepreneurs to solve business problems.

Advertising from bloggers. Another popular way of promotion is ordering advertising from bloggers. Sometimes it brings even more results than intrusive official advertising. Now

in blogs you can find advertisements of little-known personalities and projects, as well as well-known successful brands. This is explained by the fact that native advertising better passes internal anti-spam filtering and inspires more trust. True, it is expensive to gain the support of a person who is trusted by a huge audience. It will be rational only if the audience of the blogger completely fits the portrait of your potential subscriber.

Placing posts with opinion leaders. Along with targeted advertising, this is one of the most effective paid promotion methods. Find a profile with an audience close to you, agree on the placement of a post and watch the growth of subscribers. Sometimes it is more effective to work with small profiles, with the number of followers from 5 to 10 thousand. Firstly, it is easier to agree on barter advertising with them, and secondly, activity, engagement and trust in bloggers are often higher in such profiles than in millionaire accounts.

If you can effectively promote your Instagram and increase your reach, it will make your business recognizable and popular. When running a social network, pay attention to useful tips for a positive result in the future

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THE SENSITIVITY OF MARKETING COMMUNICATIONS OF UKRAINIAN BUSINESS DURING THE WAR PERIOD

Keywords: sensitivity, marketing communications, Ukrainian business

The duration of Russia's large-scale military aggression in Ukraine leads to the need to study this period for the presence of certain phenomena and processes in various fields. For professionals in the field of communication technologies, enough material has already been accumulated for analysis. In particular, marketing communications organized by Ukrainian business are of interest, since it plays a big role in supporting the state and society, especially in such a difficult war period.

An important question is how the business reacts to everything that happens with the help of its communication. It is definitely clear that, for example, communication with your clients during the war should not only not stop, but also be especially sensitive, receptive to reality, be relevant and empathetic to the communicative needs of recipients.

Such business communication during the war has a great responsibility along with official state communication and, perhaps, should also be organized and controlled in a certain way. After all, Ukraine and, in particular, Ukrainian business has never had such experience. In this case, rather, we can now talk about some kind of spontaneity in communication from Ukrainian business. Because the spontaneity of military events simply did not give time to quickly agree on a single communication strategy at the macro level. At the same time, we cannot say that it does not exist, or that it is not correct. Logically, all communicators guessed to use really important and necessary narratives for this period. But the question of their use is much more serious and deeper than it seems.

Any kind of marketing communication ultimately aims to draw the attention of recipients to a specific product (brand). But at the moment, the marketing communications of Ukrainian companies also cannot but contain a military context, the concept of which is quite broad. And this adds additional very responsible goals, which makes the approach to marketing communications for Ukrainian business even more serious.

It is important to understand how Ukrainian business itself determines this – what exactly to talk about with customers through marketing communication? How does each company capture it, how do they feel about it, how in sync, in unison, do they do it, or slightly

different? The main focus of marketing communications of Ukrainian business is now clear, but are there any trends, and who sets them, is it done correctly? How is the agenda formed, does everyone adhere to it in the same way? Are there any examples of military speculation among marketing communications? Are data collected on the effectiveness and effects of such communication? These questions could go on and on.

We can definitely say that the topic raised creates a new field for further study and specific scientific research.

BLUE COLOR IN LOGO

Keywords: logo, blue color

Blue color in logos is explored in this abstracts. People decide whether or not they like a product in 90 seconds or less. 90% of that decision is based solely on color [1].

Psychology and physiology of blue color. The color blue is the preferred color of men. Its color meaning is associated with peace, water, tranquility, and reliability. And it offers a sense of security, curbs appetite, and stimulates productivity [2]. It's also the most common color used by conservative brands looking to promote trust in their products.

Color peculiarities in different countries. Blue is a dichotomous color because it bears both positive and negative meanings. For example, in North America, blue represents trust and serenity, but it can also symbolize depression and loneliness. For example, American banks, such as Citibank and Bank of America, use blue in their logos because it represents trust and security. Blue is also a symbol of masculinity in North America and Europe, but in China, it is considered a symbol of femininity.

In Asia and the Middle East, especially among Hindus, blue represents immortality. Blue is connected to Krishna who symbolizes love and divinity. In Ukraine, the color blue can symbolize healing. It is also said to repel evil in countries such as Turkey, Greece, and Albania. Citizens can be seen wearing blue amulets to protect them from evil.

The combination of blue with others and their perception color is perception. Our eyes see something (the sky, for example), and data sent from our eyes to our brains tells us it's a certain color (blue). Objects reflect light in different combinations of wavelengths. Our brains pick up on those wavelength combinations and translate them into the phenomenon we call color.

Humans see colors in light waves. Mixing light or the additive color mixing model allows to create colors by mixing red, green and blue light sources of various intensities. The more light will be added, the brighter the color mix becomes. If you mix all three colors of light, you get pure, white light.

Shape in logo design. Squares and rectangles meanings: discipline, strength, courage, security, reliability. Triangles meanings: excitement, risk, danger, balance, stability.

Circles, ovals, and ellipses meanings: eternity, female, universe, magic, mystery. Spirals meanings: growth, creativity, calmness, intelligence. Natural shapes meanings: originality, organic, balance, refreshment. Abstract shapes meanings: the duality of meaning, uniqueness, elaborate.

Great example of using blue color in logo present companies and products as Dell, HP, IBM, Intel, Flickr, Facebook, Vimeo, Twitter, Oreo, Walmart, Pfizer, NASA, WordPress, Oral-B, Citibank, Bank of America.

Thus, creating a logo, designers should work on the shapes applied as well as pay attention to the typeface chosen for the wordmark.

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ENGLISH INTERNET SHORTENINGS: TRANSLATION INTO UKRAINIAN

Keywords: Internet communication, shortenings, abbreviations, translate.

Internet communication requires a comprehensive scientific study, it is insufficiently covered in the linguistic literature and covers all segments of the population – from programmers to people of different professions, social groups and ages. In the modern age of IT, man has endless opportunities for communication. Now one of the main types of written communication can be considered instant messaging, and the rapid pace of development of social networks and their widespread use have led to the spread of online communication [3, p. 54; 4, p. 26; 5, p. 67]. That is why the problem of translating English shortenings on the Internet, social networks and mobile text messages remains relevant today and needs further study and improvement.

The process of formation of new abbreviations is due to a number of extralingual (social, economic, historical, cultural, aesthetic, industrial, etc.) and intralingual factors (materiality of the language sign, linearity of language flow, excess information at all levels of language, uneven placement of information between elements of language flow).

The shortenings (in particular in the most popular social networks Facebook, Twitter, Instagram) and the problems of their translation and the difficulty of deciphering were studied. The main feature of the abbreviation in the language of Internet communication is the reduction of frequently used in colloquial speech phrases and whole sentences. A series of abbreviations is characterized not only by verbal but also visual representation. In many cases, such a visual representation is achieved through numbers.

Researchers explain the use of numbers in the shortening process by the fact that users use formulas, symbols and numbers to encode words, phrases and sentences during written communication to save their time as much as possible [2, p. 184]. For the same purpose, the letters of the English alphabet are used to encrypt individual words, phrases, or whole sentences: *CU – See you; CUL – See you later; IKWUM – I know what you mean; OIC – Oh, I see; U – You; Y – Why*. Some abbreviations may have several definitions, which often have the opposite meaning, or are not related at all. For example: *BBS – Be Back Soon / Bulletin Board System*.

Shortenings or abbreviations used in different terminological systems of the language of science and technology can be classified differently. Depending on the application, all abbreviations of a terminological nature are divided into contextual (abbreviations of individual authors) and stable abbreviations (commonly used abbreviations, which are recorded in terminological dictionaries and are widely known to specialists in a particular field of activity). Depending on the presence or absence of its own sound shell and lexical and grammatical features of the language unit, all terminological abbreviations are divided into lexical and graphic.

The study analyzed the English shortenings commonly used in Internet and indicated their classification. According to it, shortenings are divided into lexical (clippings, abbreviations and blendings) and graphic. The study identified the main ways of representing Internet shortenings in Ukrainian and analyzed the quantitative ratio of their use during translation. Therefore, the following methods are used to translate abbreviations [1, p. 341].

1. Transliteration (6% of the studied samples).
2. Transcription (20% of the studied samples).
3. Loan translation (14% of the studied samples).
4. Explication (60% of the studied samples).

The greatest difficulties of translation arise when deciphering an abbreviation, as the translator must be well versed in the general topic in order to correctly select and use a particular method of translation. The lexical features of English shortenings in the Internet space and their reproduction in the Ukrainian language are analyzed. Regarding division, lexical shortenings are divided into 3 types: clipping; abbreviations; blending.

Clippings are divided into the following subtypes:

- a) apocopy (*fab – fabulous, ed – education, oft – often*);
- b) apheresis (*blog – Weblog, rents – parents, butylnitrite – isobutylnitrite*);
- c) syncope (*flu – influenza, fridge – refrigerator*).

Abbreviations can be divided into:

- a) initialisms (*BBB – Boring beyond belief, Mcm – mancrush Monday, CPT – celebrity party tongue, HT – Hashtag on Twitter, MBF – Must Be Following*);
- b) acronyms (*FUBAR (Fouled Up Beyond All Repair) – зіпсовано настільки, що не підлягає ремонту*);
- c) phonetic abbreviations (*O4U – Only for you, B4 – before, 4X – forex (foreign exchange)*).

Blending (*kidult – <kinder + adult; saladent – <salaryman + student*).

The most numerous was the group of abbreviations (70%), the other two groups were 15%. The most common shortenings when communicating on the Internet were graphics.

Graphic abbreviations are very often used in online communication and business correspondence: *AFAIK* – *as far as I know*, *IMHO* – *in my humble opinion*, *ICBW* – *I could be wrong*, *SCNR* – *sorry could not resist*, *cc* – *carbon copy*, *ASAP* – *as soon as possible*.

This is explained by the following factors: communicators in correspondence usually use well-known graphic symbols to reduce the time to write a message, which can replace a letter / part of a word / word; by the way, quite often chats provide a list of symbols that are already formulated in a certain graphic message and contain the necessary information, so some people are much easier to choose a similar symbol from the list of suggested than to print their opinion in full. These examples demonstrate that in modern English, compound lexical units and phrases of a nominative nature are particularly often shortened.

The study revealed the most common way of translating abbreviations – a descriptive translation (or explication). This result is explained by the fact that Ukrainians and British live in different cultural realities. Therefore, lexical (concretization, generalization), lexicogrammatical and complex transformations are used during the translation of shortenings. The shortening mechanism plays a leading role in the formation of reduced versions of existing words and phrases in the language, so one way to solve problems that arise with their correct interpretation and transmission in the language of translation is to compile thematic English–Ukrainian dictionaries.

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MODERN DIGITAL MARKETING TRENDS

Keywords: digital marketing, marketing trends, user experience, technology.

Digital marketing has a lot of tools and during the pandemics or martial law their usage has become a necessity for a lot of businesses. Technological development and competition take it to the new level as we live in a time when changes are constant. Companies have to adapt quickly and effectively to them. New strategies and trends emerge that change how we must draw, connect with and sell to our customers so you always need to keep pace with these changes.

It's a bad idea to create “universal” content and hope to get a lot of customers in 2022. Usually, what suits everyone doesn't do any good. When promoting a product, you need to clearly understand who your target audience is, the segments it is divided into, what content the audience prefers, the format and the platform. The content must not only be the most personalized, but you also need to choose the correct channels and time to deliver it. According to Adobe report, 67% of respondents believe that it is important for brands to automatically adjust content according to context, and 42% of respondents said that they are annoyed when messages are not personalized, which directly affects the decision to buy or not [1].

The popularity of short-form videos has boosted. Just look at the video platforms like TikTok or Instagram Reels. They are breaking records. It's not only about quick-fire entertainment, short-form video is an increasingly important marketing tool. Easily consumed on a variety of devices while users are on-the-go, digital video consumption is spiking around the world. According to Elite content market, 66% of respondents would prefer to watch a short video to learn about a product, and only 18% are ready to read a text article, website or post [2].

Outstanding content, beautiful imagery and perfect web design simply won't mean a thing if your user experience isn't up to scratch. User experience created for the target audience plays a key role in customer satisfaction and business conversion. Consumer-loved user experience is a good way to stay in the spotlight and stay ahead of the competition. Therefore, user experience is so important in the marketing mix. User experience turns customers into

brand advocates. Great user experience delights customers and can inspire them to promote your product to their loved ones. This is a real-life scenario of an app becoming popular overnight when satisfied customers start word-of-mouth [3].

Digital marketing is about to enter a whole new world with the arrival of the Metaverse. The Metaverse is a grand concept that intertwines the digital and real worlds, allowing users to interact with digital content and have an immersive experience. In October 2021, Mark Zuckerberg said: “The Metaverse will feel like a hybrid of today’s online social experiences. It will let you share immersive experiences with other people even if you can’t be together – and do things together you couldn’t do in a physical world” [4]. The technologies included in the concept of the Metaverse will allow creating a unique personalized digital experience between the brand and customers and diversify the classic “click-and-buy”, making it “experience-and-buy”.

Many digital marketing trends 2022 intersect and interact with each other. It is worth noting that flexible marketing will become basic current trends. Businesses need to learn how to adapt to new changes, quickly turn on and follow digital marketing trends in order to respond in time. As a result, there may be increased demand for the flexibility of marketing teams in the coming years. It's impossible to predict the future, but we can follow global trends and see what impact this will bring. The only thing that we know for sure is that consumers will continue to become more demanding. Therefore, it is best to start adapting alternative advertising methods, experimenting, implementing new technologies and trying new digital methods for an effective marketing strategy.

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FIRST JOB IN ADVERTISING. HOW TO GET?

Keywords: advertising, job in advertising.

One of the first advantages of job-seeker which is mentioned in the book “Ogilvy on Advertising” (1) is knowledge and fluency in foreign language since most of the companies are international. Then requirements become more precise when it comes to narrow specialization.

If one wants to be a copywriter, then they have to be with a good sense of humor, have the ability and even habit to work hard. Even though copywriting is about text, one should be able to think visually, to imagine how what they are writing is going to look on the screen. And, of course, the ability to write interesting prose. As for art director, you should have developed good taste which you can improve by having training in photography, layout, film or typography. Without that it is nearly impossible to get a job.

Account executive communicates with clients every day and extracts the best work from other departments. Mr Ogilvy states that if he wanted to become an account executive, he would have worked in brand management and then transfer to consumer research company [1]. Always be the most inelegant and informed person, spend your free time making researches on the topic you are working on: read, watch and listen to everything about the account. You should also be ready that your age matters, you should have 30 years to represent your agency. Be friend with your customer.

Researchers most likely need a degree in statistics or psychology. They need to have an analytical mind and ability to write reports. Author states that creative people are difficult to work with that is why one should know how to work sympathetically with them. Media people also need to have an analytical mind as that is the feature which David has distinguished among successful ones. Be stable and know how to negotiate. Chief Executive Officer is the most difficult job. He has to work a lot and have enough stress resistance.

For Creative Directors David Ogilvy has a checklist which includes the following points: be a good psychologist, set high standards, be an efficient administrator, think strategically, be research-minded, be both good at television and print, work hard and fast, be a good presenter, teacher and recruiter. Thus, when applying for a job, be specific, factual, personal, direct and natural. A general thing is to be educated and never stop the learning process, be able to work with different people, work hard and be ready to be stressed out and cope with that, and last but not the least try to be as good as possible and even more.

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DEVELOPING OF MARKETING COMMUNICATION STRATEGY

Keywords: Marketing, Communication Strategy, Target Audience, Brand Image, Advertising, Promotion, Social Media, Sales Promotion, Public Relations

Developing a marketing communication strategy is a vital process that businesses must undertake to meet their target audience and achieve their marketing goals. The strategy should align with the company's overall marketing objectives and strive to establish a strong brand image and reputation. Here are some statistics that highlight the potential advantages:

1. **Revenue Boost:** According to a HubSpot survey, companies that prioritize marketing experience a 13% increase in ROI compared to those that don't. Additionally, companies that invest in content marketing generate three times more leads per dollar spent.

2. **Customer Loyalty Improvement:** A well-crafted marketing communication strategy can create trust and loyalty among customers. According to Epsilon, emotionally connected customers have a 306% higher lifetime value.

3. **Brand Awareness Increase:** Implementing a marketing communication strategy can enhance brand awareness and recognition. Content Marketing Institute found that 86% of B2B marketers regard content marketing as a crucial strategy for building brand awareness.

4. **Greater Customer Engagement:** A well-planned communication strategy can result in increased customer engagement. Salesforce's survey reveals that 86% of customers are willing to pay more for a better customer experience.

5. **Competitive Advantage:** Developing a unique and effective marketing communication strategy can give a company a competitive advantage. Smart Insights reported that 50% of marketers believe that improving the customer experience is crucial to their success.

Conducting market research and gathering customer insights can help businesses better understand their target audience's needs, preferences, and pain points. To develop a communication strategy, the process should involve collaboration and communication between different departments within the organization, including marketing, sales, and public relations. The main steps to building a marketing communication strategy include:

1. Identifying your target audience: Identify the audience you want to reach, including demographics, psychographics, and behaviors.
2. Setting your goals: Establish what you want to achieve with your communication strategy, such as increasing sales or brand awareness.
3. Choosing your channels: Determine the best channels to reach your audience, such as social media, email marketing, or print advertising.
4. Developing your message: Create a consistent message that aligns with your brand and resonates with your audience.
5. Creating a budget: Determine how much you can afford to spend on your communication strategy and allocate funds accordingly.
6. Planning your timeline: Develop a timeline for launching your strategy and measure progress along the way.
7. Implementing and evaluating: Launch your strategy and monitor its effectiveness through metrics such as sales, website traffic, and social media engagement. Adjust your strategy as needed based on performance.

It is also crucial to stay up-to-date with the latest trends and best practices in the field of marketing and communication. The use of digital marketing tools and technologies can significantly enhance the effectiveness of the communication strategy.

In summary, implementing a well-executed marketing communication strategy can result in increased revenue, improved customer loyalty, increased brand awareness, greater customer engagement, and a competitive advantage. The communication strategy should include a mix of advertising, promotion, social media, sales promotion, and public relations to effectively reach the target audience and achieve the desired outcomes. It is essential to measure the strategy's effectiveness regularly and make necessary adjustments to improve its performance. Companies must invest in developing and implementing a marketing communication strategy to remain competitive and grow their business.

Finally, it's important to remember that communication is a two-way street. Businesses must not only communicate their message to their target audience but also listen to feedback and engage with their customers. Encouraging customer feedback, responding to inquiries and complaints, and using customer insights to inform the communication strategy can help businesses build stronger relationships with their customers and improve the effectiveness of their communication efforts.

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PROSPECTS OF THE POLISH CONFECTIONERY MARKET FOR UKRAINIAN MANUFACTURERS

Keywords: military aggression, export, confectionery industry, international business environment

With the beginning of large-scale hostilities, the work of Ukrainian enterprises in the confectionery industry underwent significant changes: in the assortment of sweets, in the geography of sales – sales take place exclusively in the regions controlled by Ukraine, there are problems with the use of imported raw materials due to delivery difficulties and price increases, which increases both the cost of the product and the price for the buyer.

But there are many consumers who choose chocolate products even in such a difficult time because it is a high-quality nutritious food, suitable for quick consumption and allows you to restore energy levels during times of stress or in emergency situations. During the war, demand for sweets, confectionery and snacks increased by 1.2%, which is optimistic. A general study of the prospects of the Polish market showed:

- growing dynamics of trade between Poland and Ukraine, high level of cross-border cooperation, mutual interest of the parties in deepening economic cooperation, support of the Ukrainian economy in the conditions of martial law;

- Ukraine took 15th place in the basic rating of the most promising destinations for Polish enterprises, the Ukrainian market ranks 14th in Polish exports, 21st in imports, Poland is the second market for the export of Ukrainian goods (after China);

- Poland should become for Ukraine a partner and a leader in the EU markets on the way to the single European market, as it is perceived by Ukrainian entrepreneurs as a window for exit “at a lower price” and “neighborly”;

- the presence and popularity of Ukrainian brands on the Polish market is growing, in particular due to the increase in the number of Ukrainians working, studying and living in Poland;

- similarity of consumer preferences and taste habits of buyers.

The study of the Polish confectionery market established:

- the demand for sweets among the population is growing, requirements for the quality and safety of food products are increasing, new types of goods are appearing;

- the products of international companies Kraft Foods, Nestle, Ferrero, etc. prevail, the products of Polish brands, such as Jutrzenka, Wawel, Mieszko, etc., are represented in the minority, the leader in the chocolate segment is Mars Wrigley Confectionery;

- the value of the sweets market in Poland is 1.4 billion euros, in 2023 it is expected to grow by more than 12%, the chocolate segment is 60%;

- 83% of the Polish population aged 15-75 consume chocolate - about 5.2 kg of chocolate per year per person;

- the fashion for a healthy lifestyle leads to an increase in the popularity of chocolate bars with a high cocoa content - up to 80%, they often include additional components - almonds, orange peel, whole berries;

- most chocolate products are sold in supermarkets (39.9%), medium grocery stores (18.5%), hypermarkets (14.6%) and small grocery stores (13.8%);

- the second most popular is the flour group, the market leaders are biscuits, cookies with fruit flavorings, vanilla cookies and gingerbread;

- the impulse product segment includes candies, waffles, bars and cookies weighing less than 60 grams in individual wrappers.

Today, in the conditions of the consequences of the COVID-19 pandemic and military aggression by the Russian Federation, as well as in the context of deepening the integration of Ukraine into the European economic space, the adaptation of producers of the confectionery industry of Ukraine to the variability of the international business environment in order to expand exports to European countries and overcome crisis phenomena of Russia's hybrid war against Ukraine.

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DEVELOPMENT OF A MARKETING STRATEGY ON THE EUROPEAN MARKET FOR A CHILDREN'S TOY MANUFACTURER

Keywords: global challenges, european market, export, children's toys market, strategy

The years 2021-2022 showed the uncertainty of the business environment. Bankruptcy, changing consumer interests, declining birth rates, a pandemic, a shortage of containers and professional burnout – these are the main global challenges that concern both society and participants of the toy market in Ukraine.

Since the beginning of the full-scale invasion, almost 6 million displaced people have left Ukraine, the vast majority of them are women and children. Shops in the war zone are closed. In general, the market for children's goods has halved. In 2021, its volume was UAH 12.6 billion.

Export has become a real lifeline for Ukrainian manufacturers, export sales are growing, due to this (growth is forecast up to 30%) they compensate for the loss of the national market. One of the reasons is the desire of Europeans to support Ukraine, the slogan “Choose Ukrainian” is spreading all over the world. There was also a sanctioned closure of markets for toy manufacturers from Belarus and Russia in Ukraine and in many countries, foreign companies began to cooperate more with Ukrainian manufacturers and “highlight” their products on their websites.

For Ukrainian manufacturers, an opportunity has also opened up for expansion in Ukraine, for example, the terms of delivery of goods from a domestic manufacturer on the domestic market are significantly shorter than from China.

Entering the market of the European Union (EU) has become today the only way for further development, it has become possible to supply the products of domestic manufacturers without duties and to compete on an equal footing with global manufacturers,

Product quality, reliability of supply and timely exchange of information are the most important characteristics that entrepreneurs from the EU pay attention to. The high quality of products must be supported by appropriate certificates, the receipt of which involves investment of time and money. Ensuring the reliability of supplies requires coordinated work between all divisions of the company, starting from production and ending with the commercial department.

Professional exchange of information requires the presence of personnel who are at least fluent in English and are able to conduct business correspondence [1].

Manufacturers of children's toys when developing European markets are recommended to choose a marketing strategy for product development and a marketing strategy for market development. The market development strategy envisages an increase in the volume of sales due to entering a new market with existing and new products. It is also worth paying attention to the product development strategy, which involves increasing the sales volume thanks to the improvement of existing products and the development of new products for existing markets (consumers).

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MARKETING PLANNING

Keywords: marketing planning, marketing strategy, marketing plan

Marketing planning is an integral part of a business activity. Without it company's marketing activities will not be able to function effectively and will not be complete. As a definition, marketing planning sounds like this: the process of determining the specific actions and goals that an enterprise wants to achieve, and this direction in marketing also includes setting a time schedule for completion of this activity. It has a form of a working document that outlines the marketing strategy that the organization is going to implement to generate leads and reach the target market. Any of your actions aimed at developing the company through promotion should be based on your marketing strategy. You can think of scheduling results as determining what kind of work and over what specific period of time the marketing team will do in order to attract, engage, and retain customers. All these actions comprise the marketing plan [1].

Often in the literature you can find such a term as a marketing strategy. The terms “marketing plan” and “marketing strategy” are often used interchangeably because a marketing plan is developed from an overarching strategic framework. But at the same time a marketing plan describes marketing activities on a monthly, quarterly, or yearly basis, while a marketing strategy describes the overall value proposition. At the moment, there are many different marketing plans. You should develop the one that will suit your business. There are examples of the most common marketing plans.

New product launch: this is a marketing plan that outlines how the new product will be introduced to the market, who it will target, and how it will be advertised.

Social media: a social media marketing plan focuses on advertising strategies in relation to various social media platforms and interaction with users on those platforms.

Time-based: time-based marketing plans, this type is popular in all businesses. This plan is carried out quarterly or yearly, focusing on the time of year, the current state of the business, and the best strategies for that period.

A marketing plan is a necessary step in the development of a company, its desire to reach a new level. But, as elsewhere, when building a marketing plan, a marketer can face difficulties. The notable challenge is identifying available resources and allocating these resources to achieve organizational goals. This task of identifying and allocating resources is not an easy one. Since this is a changing indicator. That is why you need to understand that planning can never be 100% correct, while it helps prevent and identify problems that company can face in the future.

After such a statement that the marketing plan will never be 100% correct, we should find out why we need it. As the first advantage we can mention that this plan can compensate future uncertainties. An organization can effectively face these challenges and uncertainties using marketing planning. A thorough analysis of the current situation and trends helps the organization to set future goals and objectives better. Thus, with the help of a program for the future, marketing planning helps, for instance, to control the uncertainty of the offer in the future. Also, if we have a prototyping plan, we will be able to control the situation.

Planning and control are two sides of the same coin. They cannot be used apart. Any unfavorable variation will be removed in the next plan. Hence, planning is very useful for control. As an employee of a company, your main concern is the satisfaction of your customers. In marketing planning, the actual needs and desires of customers are carefully studied, and then the products are adjusted to the desires of customers. Thus, it helps in satisfying the needs of the consumers by directing the marketing activities in the right way. One more advantage is the achievement of organizational goals, since marketing planning, through setting standards and evaluating performance, increases organizational effectiveness, which, in turn, helps the organization to achieve its goals.

Taking everything into account, we can conclude that the marketing plan is the most important and necessary element in the activity of the marketing department of any company, regardless of its size. It can bring you bonuses and save the company from problems that may arise in the future. With a marketing plan, you can anticipate trouble before it happens.

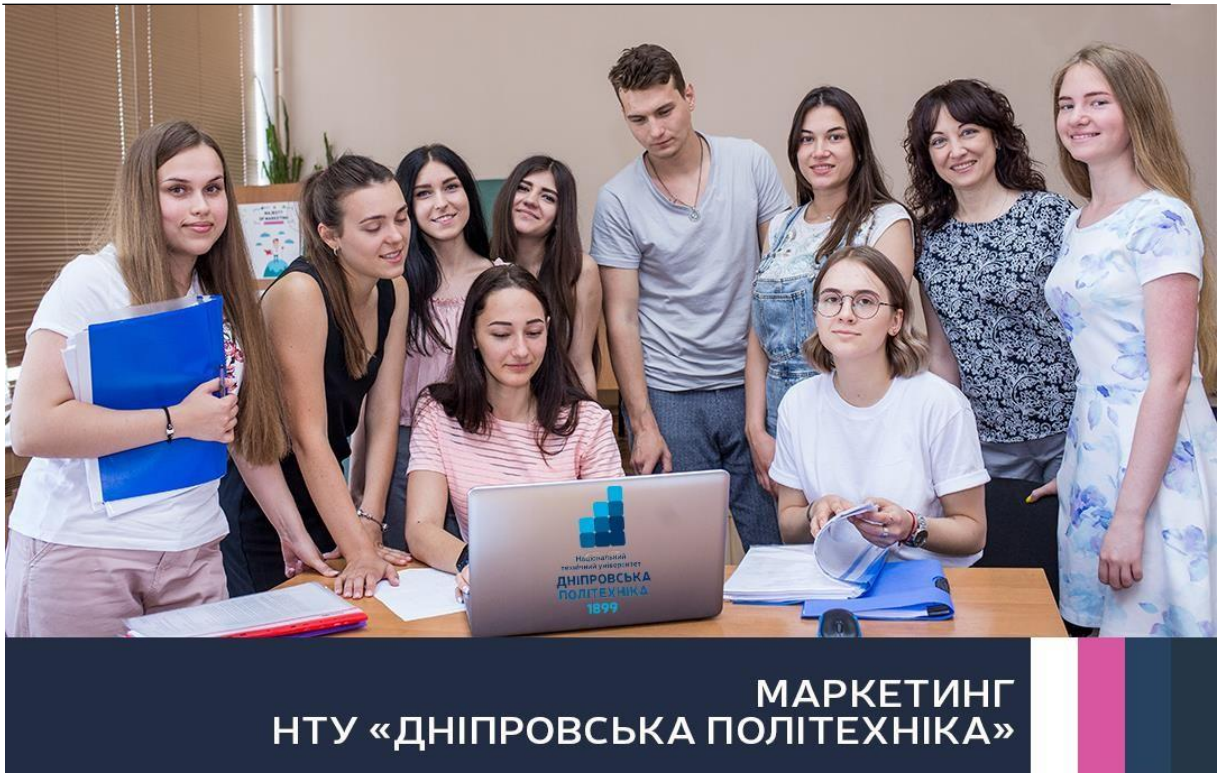
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Authors	CONTENT	
Wiktor Jan W.	The European union market – euromarketing challenges in the process of Ukraine’s integration with the European Union	4
Bazhan Y., Firsova S.	Transformation of companies HR-brand during the war	8
Bikieieva M.Y., Kuvaieva T.V., Kostrytska S.I.	Colours in marketing	10
Bruil I.	Advantages and disadvantages of advertising chanel	13
Balabanova M.S., Yelizarov I.G., Kostina L.S., Mel’nikova I.E.	Experience in using marketing opportunities in the market of tourist services	15
Braslavska Y.V., Yelizarov I.G., Kostina L.S., Mel’nikova I.E.	Suggestions for implementing a marketing strategy for an industrial enterprise (exemplified in joint-stock company Yuzhnyi Gok)	18
Bondarenko O., Larina Y.	Analysis of the state and trends in the development of the it services market in Ukraine	21
Chaika D.A., Zakharchenko Y.V.	Studying the impact of greenwashing on green procurement	24
Chebanova I.A.	Green color in advertising	27
Cherkasova M. V. Kuvaieva T.V., Kostrytska S.I.	Promoting Ukrainian brands on the international market	30
Chursina Y., Kuvaieva T., Nechai N.	Brand tactics for interacting with haters	33
Chursina Y., Kuvaieva T.V., Nechai N.M.	Applicant behaviour in the context of marketing interactions	36
Dmitryuk V.A., Yelizarov I.G., Kostina L.S., Mel’nikova I.E.	Assessment of digital communications efficiency and development of marketing strategies for B2B companies	40
Furman R.G., Yelizarov I.G., Kostina L.S., Mel’nikova I.E.	Features of SMM communications in the realities of modern Ukraine	42
Gorobiy D.A.	Factors influencing the definition of the concept of “Library consumer satisfaction”	44
Herasymovych A.	List of David Ogylvy’s up-to-day advises on advertising	46
Horbunov I.D., Shcholokova H.V.	Peculiarities of artificial intelligence marketing	48
Hubeni Yuriy E.	Educational marketing – response of the academic environment to challenges	50
Iglakova A. V., Larina Y.S.	Consumer loyalty and satisfaction as a competitive advantage in the banking services market	52
Ionycheva V., Venherska N.S.	International marketing strategies of TNC	55

Ivanča Y., Kasian S.	Improving the strategy of promoting flows of company's goods in the "Prostor" chain of stores	58
Ivanova O.O., Baranets G.V.	Peculiarities of business management during the War	61
Kochko V., Reshetilova T.	Modern peculiarities of the formation of the marketing product policy of the enterprise	64
Kosharna O.	Advantages and disadvantages of different types of advertising	67
Kostiuk O.S., Kusen N.A.	Marketing and logistics tools for the sustainable development of the circular economy	69
Kozak. V.O., Koryagina T.V.	Dealing with an omnichannel world	71
Kushnir V., Larina Y.	Development of fitness services market in Ukraine	74
Levintsov A.O., Yelizarov I.G., Bondar I.G., Mel'nikova I.E.	IT-based management of industrial company marketing	77
Litosh A., Artemenko L.	Strategic perspectives of small business development in Ukraine and EU countries	79
Łucjan Katarzyna	The corporate image and its sustainable development approach	82
Maleeva T.S., Kasian S.Y.	Features and prospects of the launch and marketing promotion of the start-up project "TensiHelp" in the market of medical services of Ukraine	88
Moskalets S.O., Bezuhla L.S.	Functioning of sales activities at the enterprise	90
Mykytenko V., Larina Y.	Changes in the consumer behavior of Ukrainians during the War	92
Nevzlin Y.O.	The importance of strategy in social media marketing	95
Nikitiuk T., Deineha O. V.	Consumer assessments of book market offers	97
Nurova O.M., Yelizarov I.G., Kostina L.S., Mel'nikova I.E.	Marketing strategies of modern business	99
Onikiienko A.	Meaning of strategic planning fundamentals in the marketing career path	101
Osadchyi O., Holitsyn A.	Evolution of marketing complex models	103
Patynok K.E., Shynkarenko N. V., Kostrytska S. I.	The value of co-branding	106
Petukhov V., Kasian S.	Peculiarities of marketing communications and distribution channels of the Euromix company	109
Pobyva V.O.	The impact of globalization on the competitiveness of enterprises	105

Popeiko Z.M.	Unethical advertising: four examples	113
Popova I.V., Artemenko K.T. Lysenko I.V.	Crypto marketing – new opportunities for business development	117
Pryimak H., Makukha Yu., Kostryska S.	Reels as an effective marketing tool on Instagram	120
Rogalia Bogdan, Zharskyy Orest, Yuriy E. Hubeni, Ihor Yatciv	Sectoral marketing in territorial community development	124
Rudenko Ju, Reshetilova T.	Modern methods of marketing research as a way of promoting an advertising product	126
Sannikova S., Savoniuk V.	Maintaining market share through efficient management of enterprise costs	129
Sannikova S., Sych O.	Improvement of the competitive position of the enterprise on the market due to increased investment activity	131
Sarukhanova L., Kasian S.	Constituent achievements of the company's effectiveness of marketing activities in the service market	133
Savenko R., Kasian S.	Marketing activities of the public association on the internet: marketing communications	135
Shafar T.Y., Semenova L.Y.	Importance of analysis of KPI indicators for improving marketing activity	137
Shaliakhina V.O., Butyrina M.V.	Situational marketing as a form of effective communication of brands during the War	140
Shapoval D.E., Kasian S.Y.	Google ads promotion strategies on the market of household appliances of Ukraine	142
Shatova Y.V., Reshetilova T.B.	Instagram engagement tools for brand promotion	144
Shevchenko T.S.	The sensitivity of marketing communications of Ukrainian business during the War period	147
Solomonova D.	Blue color in logo	149
Suima I. P.	English Internet shortenings: translation into Ukrainian	151
Sozoniuk T., Malchyk M.V.	Modern digital marketing trends	154
Stepanovych V.V.	First job in advertising. How to get?	156
Surianinova M., Kuvaieva T.V.	Developing of marketing communication strategy	157
Varyanichenko E., Chalyk V.	Prospects of the polish confectionery market for Ukrainian manufacturers	160
Varyanichenko E., Ilyina V.	Development of a marketing strategy on the European market for a children's toy manufacturer	162
Volkova M.O., Shcholokova H.V.	Marketing planning	164



КОНСУЛЬТАЦІЙНИЙ ЦЕНТР:
 ПР-Т ДМИТРА ЯВОРНИЦЬКОГО, 19
 4 КОРПУС, 5 ПОВЕРХ, КІМНАТА 95



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