

4. Marketing communications: theoretical and practical aspects

4.1 The essence and tasks of marketing communications of the enterprise

Along with the growing popularity of marketing in today's environment, the role of marketing communications has greatly increased. Marketing communications are part of the marketing-mix system and are the final component of the marketing mix. Marketing communications ensure the relationship between producers and consumers of goods and services in the process of exchange. Marketing communications unites participants, distribution channels and communication techniques of various enterprises and organizations. Marketing communications is an opportunity to influence consumer behavior using various methods and technologies. Also, marketing communications play an important role in retaining existing customers, entering new markets for the sale of goods or services, and ensuring stable market positions.

Marketing communications is constantly in the process of changes and transformations. New communication tools and Internet technologies open significant dynamic opportunities for market actors. The modern market is characterized by a great saturation of information, the growth of its significance and value. In these conditions, the processes of forming demand and preferences of consumers, and the implementation of marketing influence on them are significantly complicated. Effective marketing communications should provide the consumer with the necessary knowledge about the characteristics and quality of goods, the terms of concluding agreements, the features of a competitive offer, arouse the loyalty of buyers to the enterprise and its goods and services, create an atmosphere of emotional mutual understanding, goodwill and trust in manufacturers and their goods or services.

Marketing communications are the basis for all spheres of market activity - enterprises, communities, organizations, individuals, whose goal is to achieve success, high efficiency and effectiveness in the process of meeting the needs of consumers and society as a whole. Marketing communications are used as an important marketing tool in the implementation of relations with society in the commercial sphere; are used as

an effective marketing tool to convey the necessary information to consumers; are considered as the process of managing the movement of goods or services at all stages of reproduction - at the time of placing the goods/services on the market, before sale, during the act of sale and at the end of the consumption of the goods; affect the final result of the economic activity of any enterprise [41, p. 240]. American scientists T. Duncan and S. Moriarty believe that relationships important to the enterprise with target audiences can be created or destroyed depending on communications before, during and after the transaction (purchase/sale of goods or services) [32].

Marketing communications take place at all stages of reproduction and affect the results of activities, and their support is mandatory for business entities of the market. Marketing communications is the systematic combined use of a set of information links - from the search for market information, the choice of the company's mission, market segment, sales channels, determining the optimal conditions for the sale of products to own advertising and creating a positive image of the company and its activities [36, p. 50]. It should be noted that in the scientific literature, marketing communications as a socio-economic phenomenon is given a significant number of definitions. Since marketing communications can be used in different contexts, most foreign and domestic scientists give them their own definition (Table 1).

French scientist J.-J. Lamben understands marketing communications as "all types of signals and messages developed by the company for various audiences: consumers, intermediaries, suppliers, shareholders and authorities, as well as for its own personnel" [39, p. 376]. Scientists J. Burnet and S. Moriarty believe that "goods", "target audience", "information" are basic in determining the essence of marketing communications. They note that "marketing communications is the process of transmitting information about the product to the target audience" [32, p. 589]. Such an approach is followed by the scientist Peter Dol, who defines marketing communications as "the process of transferring an appeal from the manufacturer to the consumer with the aim of presenting the company's goods in an attractive form for the target audience" [31, p. 28].

Table 1

The most common definitions of the concept of "marketing communications"

Author	Definition of the concept
Vojchak A.V.	Marketing communications is a set of measures used by a company to inform, persuade or remind consumers about its goods (services).
Harkavenko S.S.	Marketing communications is a promising course of action of the company, aimed at ensuring interaction with all subjects of the marketing system in order to satisfy the needs of consumers and obtain profit.
Golubkova O.M.	Marketing communications are communications through any element of the marketing mix.
Egorshyn O.P.	Marketing communications is a specially designed and managed process of information exchange between various market actors with the aim of achieving understanding.
Philip Kotler	Marketing communications is maintaining relationships (with consumers and various contact audiences) with simultaneous feedback.
Lukyanets T.I.	Marketing communications are any form of communication that a business uses to inform or remind the public about its products and public activities, or to influence that public.
Moroz L.A., Chukhrai N.I.	The marketing communications system is an enterprise activity aimed at informing, persuading and reminding consumers about their products, stimulating their sales and creating a positive image of the enterprise in the public.
Noritsina N.I.	Marketing communications is a set of signals emanating from the enterprise to various audiences: intermediaries, competitors, consumers, suppliers, shareholders, state administration bodies, and own personnel.
Primak T.O.	Marketing communications is a communicative process between market entities using the marketing mechanism for their rational functioning.
Romat E.V.	The marketing communications system is a single complex that combines participants, channels, methods of communication of the organization, aimed at establishing and maintaining certain, planned relationships with the addressees of communications within the framework of achieving the goals of the organization.

Source: generated by the author

American scientists G. Armstrong and F. Kotler believe that marketing communications is "a complex of information activities aimed at persuading the consumer to look for and buy the company's products, to stimulate his purchasing activity" [38, p. 432].

Ukrainian scientist and researcher in the field of marketing communications T.I. Lukyanets believes that marketing communications "represent a type of social activity to satisfy needs for goods, services and ideas in the process of exchange at the stage of establishing connections between consumers and traders, who can be manufacturers and intermediaries" [40]. Another well-known domestic scientist - E.V. Romat believes that marketing communication is "the provision of relationships with buyers,

intermediaries and other market participants in order to establish planned relationships with them" [50, p. 286]. This, in turn, according to the scientist, should help the initiator of marketing communications (that is, the company) to achieve its marketing goals [50, p. 287].

The very term "communication" comes from Latin. *communico*, which means "making common, connecting, communicating." In explanatory dictionaries, the term is interpreted as a message, communication, transfer of information from person to person. Scientists E. Rogers, R. Agawala-Rogers define communication as "a process by which a certain idea is transmitted from a source to a recipient with the aim of changing the behavior of this recipient." American specialist in social psychology T. Shibutani notes: "Communication is, first of all, a type of activity that facilitates mutual adaptation of people's behavior. Different movements and sounds become communicative when they are used in interactional situations". Other scientists believe that communication is "the transfer of information between two autonomous systems, which are two people".

Therefore, based on the systematization and critical analysis of the definitions of "marketing communications" presented in the economic literature, it is possible to propose a more relevant definition of this term, according to which marketing communications are mechanisms for producing and conveying the information necessary for the enterprise to its target audience. The ultimate goal of marketing communications is the formation and dynamic support of a certain positive image of a brand, a manufacturing company, its trademarks, and encouraging the target audience to make purchases. At the enterprise level, communications represent a dynamic process that includes not only information flows, but also the entire range of psychological interaction both within the workforce and with external business partners [41, p. 240]. Thus, marketing communications can be considered as a tool for coordinating the interests of the producer and consumers; as a process of interaction between the subjects of the marketing system regarding coordination and adoption of tactical and strategic decisions regarding marketing activities [41, p. 241]. The main

purpose of marketing communications is to provide consumers with information about the possibility of choosing the offered products.

Some of the given and considered definitions of the essence of marketing communications are based on the diagnosis of the functions performed by the marketing communications system in the marketing activities of enterprises. The main functions of marketing communications are listed in Table 2.

Table 2

The main functions of marketing communications

Authors	Functions of marketing communications
Primak T.O.	Informative; interactive (stimulating); expressive
Romat E.V.	Informational; expressive; pragmatic
Lukyanets T.I.	Informational and communicative; regulatory and communicative; affective and communicative.
Sinyaeva I.M., Zemlyak S.V.	Organizational and technological; consultative; prestigious; barrier; humanistic
Osovska G.V	Achieving social community while preserving the individuality of each of its elements; administrative; informative; emotional (emotional); factual
Prokhorova T.P., Hron O.V.	Emotional (emotions); connotative (incitement to action, attracting attention); referential (concentration on the object, topic, content); poetic (aesthetic); factual (as establishing and maintaining contact); metalinguistic (focusing on message codes).
Larina Y.S., Ryabchyk A.V. etc.	Informative; belief; image creation; support; personal experience of buyers and their reviews about the product

Source: generated by the author

The functions of marketing communications depend on the chosen means of marketing communications and the tasks that the enterprise sets for itself. The main functions of the marketing policy of communications can be considered:

- informing function – providing information to the target audience about goods/services, properties, quality of goods, services, methods of their use, place of purchase, prices, promotions, about the manufacturer, its activities, etc.;

- the function of persuasion (convincing) – convincing the target audience of the high quality of goods or services, of their advantages over competitors, of the need to purchase these goods or services, to make a purchase immediately, to choose a place of purchase, etc.;

- forming function – formation of the target audience's image, image of the company, trademark, product, service, loyalty, positive opinion about the given company, goods or services, interest, prestige, pleasant atmosphere, etc.;

- reminder function – reminding the target audience about the presence of these goods, services, their quality, properties, characteristics, methods of application, places of purchase, prices, activities of the enterprise, firm, etc.;

- stimulation function – stimulation of the target audience to take a certain action: trying the product, making a purchase, purchasing these goods and services, visiting a given outlet, buying goods or services at this particular time, etc.;

- function of provision – provision of flow, movement of communication messages and appeals to the target audience, provision of feedback from the target audience to the enterprise, customer service, provision of necessary information, etc.

Marketing communication policy is one of the components of the enterprise's marketing complex. An attractive product offer of the manufacturer, spreading through an extensive sales system, only then finds the consumer and satisfies his needs, when it is supported by an appropriate communication program and activities.

Therefore, marketing communication policy includes any form of actions used by the enterprise to inform, persuade and remind about its products, services, images, ideas, social activities or influence on society. Marketing communications policy is a set of measures used by an enterprise to inform, persuade or remind consumers about its goods or services. Quite often in the scientific literature, this block of marketing elements is called "promotion", but it is far from the same thing [33, p. 56]. The identification of communication policy with product promotion leads to a misunderstanding of its essence and, as a result, irrational use of the potential of marketing communications in the market activity of enterprises.

Promotion should be understood as a set of marketing mix measures aimed at combining the efforts of manufacturers and intermediaries in adapting the product characteristics to the requirements and needs of consumers in order to effectively transfer ownership of the product from the manufacturer to the end user [49]. Some researchers are convinced that the term "promotion" is much broader than marketing

communications. This opinion is supported by the domestic scientist T.O. Primak [48, p. 375]. The main idea of this position is that "promotion of goods" is a more general concept than marketing communications, and includes the use of all elements of the marketing complex, including marketing communications to move goods on the market. Marketing communications are the activities of the enterprise aimed at informing, persuading and reminding the target audience about its products, stimulating their sales, creating a positive image of the enterprise in society and establishing close mutually beneficial partnership relations between the enterprise and the public, as well as evaluating the market situation through the reverse information flow in order to adapt the goals of the enterprise to the situation that has developed [49, p. 15].

Systematization of research allows us to distinguish several approaches to the concept of "marketing communication policy". According to the first approach, the communication policy is a perspective course of action of the enterprise and the presence of a well-founded strategy for the use of a complex of communication tools and the organization of interaction with all subjects of the marketing system, which ensures stable and effective activity in the formation of demand and promotion of goods and services to the market with the aim of meeting the needs of customers and making a profit [40, 43, 44]. The second approach allows us to interpret communication policy as "the development of a stimulation complex, that is, measures to ensure effective interaction of business partners, organization of advertising, sales promotion methods, public relations and personal sales" [39, p. 94]. The third approach to the definition of communication policy defines it as "a purposeful activity of a firm to regulate the movement of information messages and flows, which carries out planning and interaction with all subjects of the marketing system based on a justified strategy of using a complex of communication elements" [31, p. 109]. According to another approach, the marketing policy of communications is "a science that considers the system of general instructions, criteria and guidelines in the sphere of relations between the enterprise and organizations - on the one hand, and their customers, on the other, with the aim of achieving marketing goals." A number of other scientists note

that the marketing policy of communications is "a set of measures used by the enterprise to inform, persuade, remind and shape the consumer's views on the product and image of the enterprise" [41, p. 239]. The goal of the company's communication policy is to create competitive advantages, consisting of production and consumer (competitive positions) advantages [45, p. 111]. The main tasks of marketing communication policy are [41, p. 247]:

- ❑ creating a prestigious image of the manufacturer and its products;
- ❑ creation of conditions for informing potential consumers about goods, prices, features of use of goods, etc.;
- ❑ informing about the competitive advantages of the goods offered by the manufacturer over the goods of its competitors;
- ❑ offering new goods, services, ideas on behalf of the manufacturer;
- ❑ maintaining the popularity of products that are already on the market;
- ❑ provision of information on conditions for promoting the sale of goods;
- ❑ development of marketing communication measures that would convince consumers to buy goods of this particular manufacturer;
- ❑ providing feedback to the consumer to determine the attitude towards the manufacturer and his goods and others.

In the conditions of competition, in order to achieve the expected result, expand product sales markets, and create a positive image, enterprises use the communication model proposed by the American scientist F. Kotler, which forces one to abandon passive adaptation to market conditions and switch to a policy of influencing the market in order to actively form demand for products offered on the market [41, p. 240]. The communication model reflects the process of marketing communication (Figure 1). All communication involves an exchange of signals between a sender and a receiver, and the use of a coding and decoding system through which messages are created and interpreted.

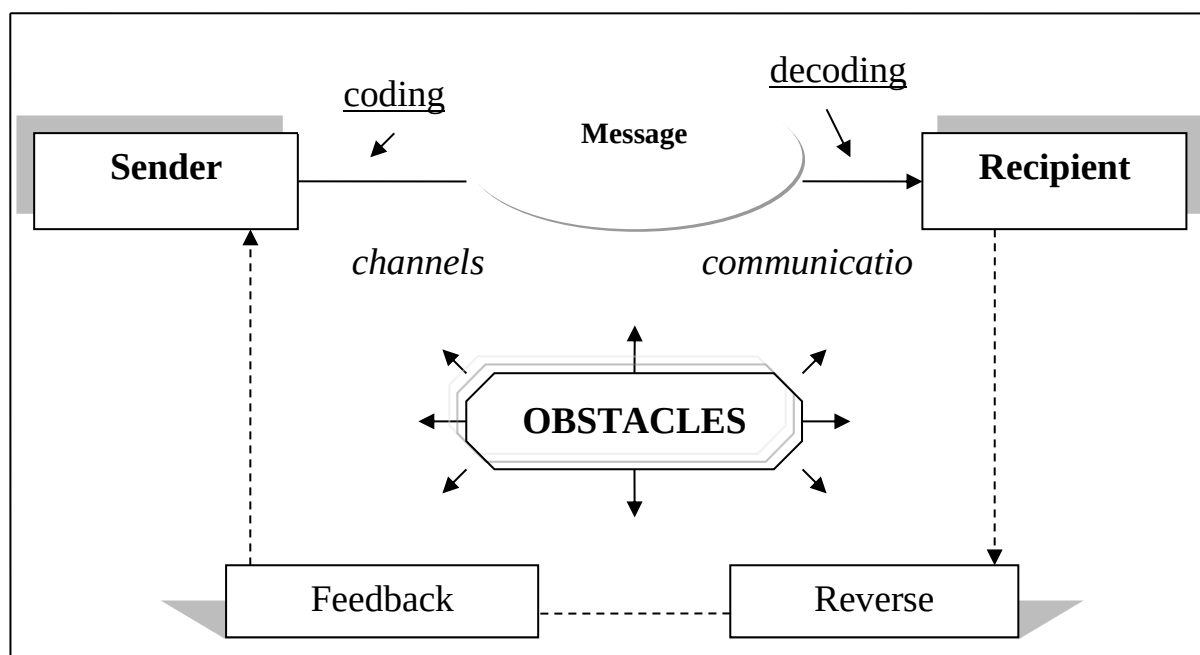


Figure 1. Modern communication model in the marketing system

Source: defined and constructed by the author

The sender (or communicator) is the party that sends the relevant information to the recipient, at the same time defines the target audience and the goals of the communication. Coding (the form of the image of the message) is the transformation of the idea of communication into a form that is convenient for the consumer and effective from the point of view of communication tasks: texts, symbols, images, signs, etc. Appeal (message) is the main means of the communication process; information that is transmitted by the sender to the recipient in the form of words, images, sounds, symbols, etc. Decoding is the process of deciphering a message, as a result of which the symbols received through communication channels acquire a specific meaning for the consumer. The recipient (or communicator) is the party that receives the appeal and the information it contains, i.e. the target audience. Feedback - feedback from consumers, their actions as a result of receiving a request. Feedback is a part of the feedback that the receiver brings to the attention of the sender in the form of specific actions or communicative attitudes. Obstacles (barriers, noise) are unconsidered and unwanted interventions in the process of marketing communication, obstacles in the way of message transmission. Most often, obstacles arise due to the fact that consumers have selective attention (the consumer pays attention to what catches the eye - a

headline, an attractive illustration, a concise and small text, etc.), some distortion or twisting of the message (the consumer perceives the appeal the way he wants to hear it, which corresponds to his principles, views), selective memorization (a limited amount of information remains in a person's memory for a long time). Obstacles can be: physical (damage to communication media), psychological (ambiguous perception of certain codes), cultural (different meaning and perception of media and codes) [41, p. 241].

The importance of communication policy for enterprises is determined by the realities and features of the state [37, p. 28]: high saturation of the market, the demand of which is largely determined by the need to replace the consumed product; problems with creating fundamentally new products; high standards for goods that make it difficult to differentiate products due to quality or price. Therefore, the modern market is characterized by increasingly saturated market space with information, its significance and value are growing. In these conditions, the processes of forming consumer demand and preferences, and the implementation of marketing influence on them, are significantly complicated. In this regard, the importance of marketing communication policy can be noted recently.

The given communication model reveals the key conditions for the effectiveness of marketing communication, which involves complex development and management decision-making in the field of marketing communications. The effectiveness of marketing communications significantly depends on the personal characteristics of each of the subjects of the marketing system, as well as on the means of marketing communications used and the methods of their implementation. The basis of the effectiveness of marketing communication solutions is the following functional components:

- information – the enterprise informs target groups of audiences about the existence of certain goods or services and explains their purpose, which is especially important for new goods;

- persuasion is especially relevant for the purposes of forming a favorable attitude, the attitude of the target audience towards the enterprise and its trademarks, making purchases;

- image creation - sometimes in the markets, the image of the enterprise created through marketing communications is the main difference between trademarks and the only way to differentiate trademarks on the market;

- reinforcement - the main part of the appeal, aimed not so much at attracting new buyers, but at convincing existing consumers that by purchasing the product of this manufacturer, they made the right choice;

- personal experience of buyers and their feedback about the product/service is the main component that is crucial for feedback.

The marketing policy of communications serves all components of marketing activity: work with goods, price policy, distribution channels of goods. The product, its quality, properties, specific characteristics, design, packaging, as well as the level of prices, the competence and friendliness of the sales staff, the level of service - all this carries a powerful informational and emotional signal, which the manufacturer or seller of the product conveys to consumers using the means of marketing communications . Therefore, information about goods, services, ideas, the manufacturing enterprises and trade organizations are the basis of all activities of the enterprise in the marketing policy of communications. Information should influence consumers and bring additional benefits to businesses.

Thus, the communication policy is one of the most important elements of the marketing complex, which allows you to determine the target audience, develop a product promotion strategy, provide information to consumers in the form of advertising about the product or service, which ultimately, with the correct use of the communication policy, leads to obtaining the maximum profit An effective communication policy is designed to provide the consumer with the necessary knowledge about the characteristics and quality of goods and services, the terms of concluding agreements, the features of a competitive offer, to arouse the affection of buyers, to create an atmosphere of emotional mutual understanding, goodwill, and trust

between producers, consumers, and society. The key to effective management of the company's marketing communications is orientation to long-term programs that are implemented on the basis of a systematic approach.

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4.2 The structure and tools of the marketing communications complex

According to the definition of domestic scientists, the complex of marketing communications is "a system of measures of information activity aimed at persuading the consumer to look for and buy the company's products and to stimulate his purchasing activity" [41, p. 244]. All means of marketing communications are closely related to each other and have a common goal - to accelerate the promotion of goods in target markets, to encourage buyers to take active actions. They help to achieve a common goal in different ways and play different roles in the implementation of marketing tasks. In order to achieve success, communication activities must be complex in nature, carried out regularly, which will contribute to the establishment in the minds of consumers and the formation of their positive perception of information.

The complex of marketing communications is a complete set of managed communication elements, manipulating which the company has the opportunity to present a product or service in an attractive way for target audiences. The communication element as an integral part of the promotion complex ensures the

achievement of the necessary level of communication in the relationship and interaction with other communication elements. But despite the fact that the use of marketing communications is necessary for every enterprise, quite often a communication element acquires specific features, and while its goals remain unchanged, the content of a communication element can change both in terms of the number and nature of the types of activities included in it [53, p. 6].

In the scientific literature on marketing, there are other definitions of the complex of marketing communications, in particular: the complex of marketing communications is "a set of methods and techniques of transmitting information about a company or a product for the purpose of promotion on the market" [53] According to the national scientist E.V. Romata, the communication complex is "the interconnection of the four main elements of marketing communications", and the marketing communications system is "one of the elements of the marketing complex, the purpose of which is to ensure communication with buyers, intermediaries and other participants in market activity, as well as the formation demand and stimulation of sales of the firm's goods" [50, p. 195]. It should be noted that some domestic scientists do not define the complex of marketing communications in their scientific works. They indicate only the ingredients, means and tools that it includes.

The research results showed that the complex of marketing communications includes various elements or means of marketing communications. According to many scientists, the main elements that make up the complex of marketing communications are: advertising, public relations, means of sales promotion and personal sales [34, p. 178]. Also, for the modern conditions of market development, eight main communication components are distinguished: public relations, advertising, sales promotion, personal sales, telemarketing, fair and exhibition activities, interactive marketing and packaging [53, p. 16]. Other scientists name PR, advertising, sales promotion, specialized exhibitions and personal sales as the main means of marketing communications. Scientists often include the following communication elements in the complex of marketing communications: advertising, sales promotion, personal selling and publicity.

American scientists Henry Assel and F. Kotler include four main elements in the complex of marketing communications, namely: advertising, sales promotion, personal selling and publicity [31, 38]. According to Klaus Moser, the complex of marketing communications includes advertising, personal selling, sales promotion and public relations [42]. According to other American scientists, the complex of marketing communications includes six main means (tools), namely [51]: 1) Advertising - advertising; 2) Direct marketing - direct marketing; 3) Interactive/Internet marketing – interactive/Internet marketing; 4) Sales promotion – sales promotion; 5) PR/publicity – public relations, publicity; 6) Personal selling. Scientists M. Levy and B.A. Weitz distinguish the following means of communication: advertising, sales promotion, public relations, store atmosphere and personal selling [47, 48].

On the official website of the American Marketing Association, the classification of marketing communication tools is based on their goals and the following classification is made: advertising, personal selling, sales promotion, public relations and relationships with consumers [56]. In scientific works on marketing by Western scientists, it is noted that the complex of marketing communications includes four directions [37]: 1) advertising in mass media; 2) sales promotion – sales stimulation; 3) public relations - relations with the public; 4) direct marketing – personal advertising offers for identified consumers. Domestic scientist Primak T.O. identifies six main tools of marketing communications [48]:

- advertising — any paid non-personalized form of informational influence on the consumer with the aim of forming motives for purchasing goods;
- personal selling - any paid form of oral presentation of the product in the process of a conversation with one or more potential buyers during its sale in order to form motives for buying a certain product and partners with the aim of possible concluding agreements on further cooperation;
- sales promotion — short-term paid coercive measures to encourage the target audience to purchase goods and fruitful cooperation;

- propaganda - any free, voluntary personal form of information influence on the public with the aim of informing them about the company, its activities and the products it produces;

- public relations — any paid form of personal or non-personal information influence on the public with the aim of forming a positive attitude towards the company, its activities and the goods it produces, with the help of mass media;

- direct marketing — a paid form of personal information influence on consumers and partners through targeted appeals with the aim of forming motives for purchasing certain goods, long-term mutually beneficial partnership relations and involving them in a dialogue mode.

Each of the components of the marketing communications system has its own characteristics, but they all complement each other, creating a single complex. Directing its communication efforts to the addressees, the company hopes for the desired reaction, namely: from consumers - the purchase of the company's goods; from suppliers and marketing intermediaries — cooperation on mutually beneficial terms; from the contact audience — if not support, then lack of opposition; from state administration bodies — formation of the regime of the greatest assistance [47, 48]. Each of these groups of means of influence is characterized by specific methods of communication: exhibitions, fairs, product demonstrations, displays at points of sale, etc. Also, communication tools can include product design, packaging, the smile of a salesperson-consultant, thanks for purchasing a product or service [47, 48].

So, after analyzing literary sources, we established that the main tools of marketing communications include advertising, sales promotion, direct marketing, public relations, and personal selling. However, the structure of marketing communications can be different. In particular, Ukrainian scientists rarely refer Direct Marketing to the main tools of marketing communications. Other main tools are present in almost all authors [35, p. 2.28]. It should also be noted that marketing communication tools often include propaganda, exhibitions and fairs, less often the Internet, sponsorship, patronage [35, p. 2.29].

In European literature, the main instruments are quite stable, so it is difficult to determine that some of them are less common than others. Synthetic tools of marketing communications are very diverse. Most often, among the tools of marketing communications, you can find the Internet, exhibitions, packaging, corporate style. Marketing communication tools rarely include seminars, presentations, product demonstrations. It should be noted that the environment in the store is also classified as a marketing communication tool. With the development of technology, marketing communication tools began to include SMS, MMS, etc. Therefore, an extremely wide range of measures is attributed to marketing communication tools, since all the listed means and tools really affect the buyer (consumer) and correspond to the goals and objectives of marketing communications.

In the American scientific literature, scientists note that sales promotion and personal selling are also tools of marketing communications, but they are used less often than advertising. However, in practice, the opposite situation can be observed - there is a rejection of advertising designed for an impersonal audience, as it is more effective to give preference to personal selling, where the consumer is personified. This discrepancy between theory and practice is explained by the fact that some of the American publications are highly specialized, that is, dedicated to a specific direction (in particular, advertising). Thus, if a scientist does not speak directly about marketing communications, it is difficult to determine what else, apart from advertising, he refers to as tools of marketing communications. As for the synthetic tools that American scientists attribute to communications, the most common are the Internet, corporate identity, exhibitions, packaging, fairs, and sponsorship. Less common tools of marketing communications are propaganda, seminars, presentations, social events, store design, service [35, p. 2.30].

Summarizing the above approaches to the classification of marketing communication tools, communication elements are: advertising, public relations, sales promotion, direct marketing, personal selling, exhibitions, fairs, packaging, sponsorship, branding, advertising at the point of sale, product placement, rumors, social events. It is these means that reflect the goals and methods of influencing the

buyer at all stages of making a purchase decision and ensure the repetition of this process in the future (Figure 2). So, the composition of marketing communication tools has already gone beyond the five main tools. Product packaging, product demonstration process, store environment, service, i.e., direct interaction between the buyer and the company representative also act as means of marketing communications [35, p. 2.31].

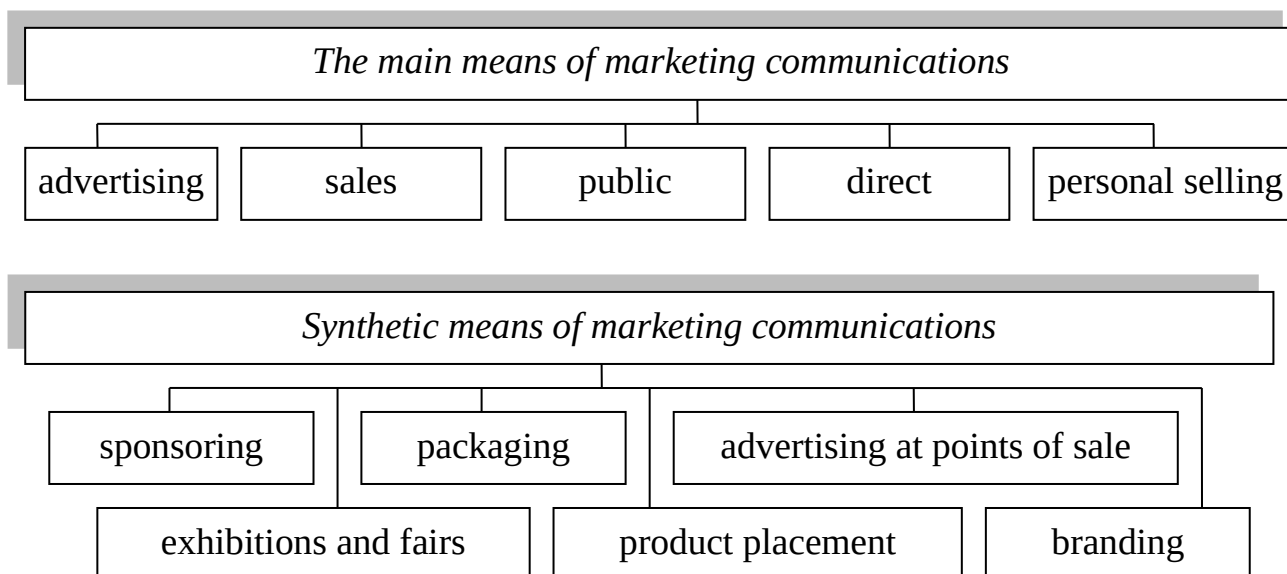


Figure 2. Complex of marketing communications

Source: defined and constructed by the author

All tools of marketing communications are closely related to each other and have a common goal - to accelerate the promotion of goods in target markets. The characteristics of the main means of marketing communications are given in Table 3. The most common synthetic tools of marketing communications are:

- exhibitions and fairs — a form of organization of relationships between producers and consumers (buyers) in places where their goods are displayed at specially organized demonstrations;
- branding — an area of the marketing communications system that deals with the development of a brand name, style, its elements, the formation of a unique image of the company and its promotion on the market;

- sponsoring — sponsoring activity of the company, carried out on the principle of reciprocity; form of relations using advertising, sales promotion, public relations, personal selling;

Table 3

Advantages and disadvantages of means of marketing communications

Marketing communications	Advantages	Disadvantages
Advertising	Coverage of a territorially large market; quick informing of consumers; the possibility of multiple repetitions for the same audience; effective, expressive presentation of information; the ability to adjust messages over time; small average costs (per potential contact).	High total cost of its production and presentation; impossibility of dialogue with the audience; high percentage of useless audience; impossibility of implementation an individualized approach to each consumer.
Stimulation sales	Focuses the attention of consumers on a specific product; uses the profit motive and encourages the consumer to make a purchase by offering something; directs to immediate purchase; implemented in a short period of time, without particular difficulties.	It is used for a short time and not on a permanent basis; sometimes is the most expensive means; hinders the formation of consumer loyalty, which reduces the number of regular customers.
Personal selling	Provides personal contact with the buyer, the possibility of "buyer-seller" dialogue; concentrates on clearly defined target markets; immediately reveals the negative reaction of potential buyers.	High costs during one contact; the need for specialized professional training of trade representatives; inability to cover a large territorial market.
Public relations	Provides consumers and society with reliable, objective information; forms a truer perception of information in the consumer, establishes trusting relations between the enterprise and society; covers a wide range of consumers; will form a positive image of the company for a long time.	Impossibility of complete control by the enterprise on informing the society; lack of guarantees of positive perception of information; long-term formation of positive public opinion or the impossibility of quickly obtaining a result.
Direct marketing	Enables buyers to save time, quickly and conveniently conclude deals; to receive goods at a convenient time and in a convenient place.	High risk in the purchase process; the need for a customer database and their constant updating.

Source: determined and created by the author

- product placement — a form of product promotion, which is carried out due to the effective integration of advertising functions with the product and/or service in the media program in order to improve the product's position and its success on the market;

- advertising at the points of sale is a complex method of marketing communications, which includes elements and methods of advertising, sales promotion, personal selling, public relations, merchandising and other communication measures directly at the points of sale of goods or services;
- packaging is one of the most effective means of communications, the mission of packaging is the organization of relations between the manufacturer and the consumer by forming a general impression of the product by using the properties and capabilities of the product's material shell.

Therefore, at the current stage of competition in the markets, professional communication support is necessary, which actively affects the internal environment of the enterprise (personnel) and the entire market infrastructure: commercial intermediaries, sales staff, buyers. The main object of influence of the complex of marketing communications is the consumer, his behavior and the modification of this behavior in the interests of the enterprise while taking into account the interests of the consumer. According to this, the content of the complex of marketing communications is constantly expanding with the help of synthetic tools of marketing communications. An increasing number of marketing communication tools, which are currently used more often than others, and which are the most effective, should be designed for direct interaction with the buyer (consumer). It is also necessary to pay attention to modern communication tools, which are associated with the development of the informatization of society, the emergence of new forms of trade, focusing on a specific consumer, precisely on his requests and needs.

It should be noted that one of the most effective methods of using marketing communications in conditions of intensified competition is integrated marketing communications, which enable enterprises to successfully convey information to the target audience, develop a clear and convincing perception of consumers about their products, develop loyalty, form the necessary image of the enterprise, increase sales volume, market share, get planned profits, etc. [52, p. 307]. Integrated marketing communications can be considered as "optimal combination and application of a set of interconnected and coordinated various means of marketing communications for the

promotion of goods on the market in order to maximize the effect of their action and achieve the communication goals of the enterprise". As noted by domestic scientists, integrated marketing communications is a two-way process that provides influence on target and other audiences and helps to obtain counter-information about the reaction of these audiences to the influence exerted by the enterprise. These components are equally important because, ultimately, their unity helps to increase the economic performance of the enterprise [52, p. 309].

Therefore, integrated marketing communications is the optimal combination and use of various means of marketing communications agreed upon in the aggregate in order to maximize the effectiveness of the promotion of goods and services on the market. The synergistic effect or the effect of synergism consists in the fact that the optimal combination and combined use of separate means of the marketing communications complex significantly exceeds the communication and economic effect of each separate means of marketing communications in the form of their simple sum. In other words, the simultaneous use of several tools of the marketing communications complex makes it possible to obtain a greater effect than the use of each of them separately.

Integrated marketing communications in foreign countries are gaining more and more popularity every year. The use of integrated marketing communications enables foreign companies to successfully convey information to the target audience, develop a clear and convincing perception of consumers about their goods and services, develop loyalty, create demand for goods or services, increase sales volumes, market share, receive planned profits, etc. Integrated marketing communications are also strategically important for domestic enterprises, as their application is one of the easiest and simplest ways to maximize the return on investment in marketing and promotion of products and services on the market. In addition, the implementation of integrated marketing communications allows you to simultaneously solve two important problems: 1) promotion of goods and services on the market using various tools of the marketing communications complex, which are coordinated among themselves and do not contradict each other; 2) achieving the maximum effectiveness of promoting

goods/services due to the optimal combination of various means of the marketing communications complex. Advantages of integrated marketing communications:

- ❑ powerful action of mutually agreed communication means;
- ❑ a higher level of coverage of the target audience compared to the use of each means of marketing communications separately;
- ❑ stronger influence on the target audience;
- ❑ achieving the purity of the communication process as a result of breaking through barriers and obstacles;
- ❑ avoidance of duplication of means of marketing communications;
- ❑ cost savings due to the exclusion of elements of parallelism;
- ❑ adaptation of manufacturers to the changing marketing environment.

The practical use of integrated marketing communications is effective both for large companies and for medium and small firms, enterprises, consumer and industrial organizations, as well as for the service sector. Integrated marketing communications should be aimed at changing the behavior of existing and potential consumers in order to make them purchase the offered product, ensure competitive advantages and stable positions in the market.

Every enterprise faces the question of which means of marketing communication, which combination of them is appropriate to use. All means of marketing communications differ in their versatility, nature of impact on the target audience, and complexity. Most effectively, the problem of choosing the means of marketing communications should be solved comprehensively. When developing the structure of the marketing communications complex, a number of factors should be taken into account (Figure 3) [49, p. 22]:

- ❑ the main goals of the enterprise for the nearest period and perspective;
- ❑ the use of marketing to achieve the set goals and the place of the marketing communications system in it;
- ❑ characteristics of product consumers;
- ❑ characteristics of the market;
- ❑ characteristics of the product or service;

- ▣ traditions of the enterprise regarding communication policy and competitors.

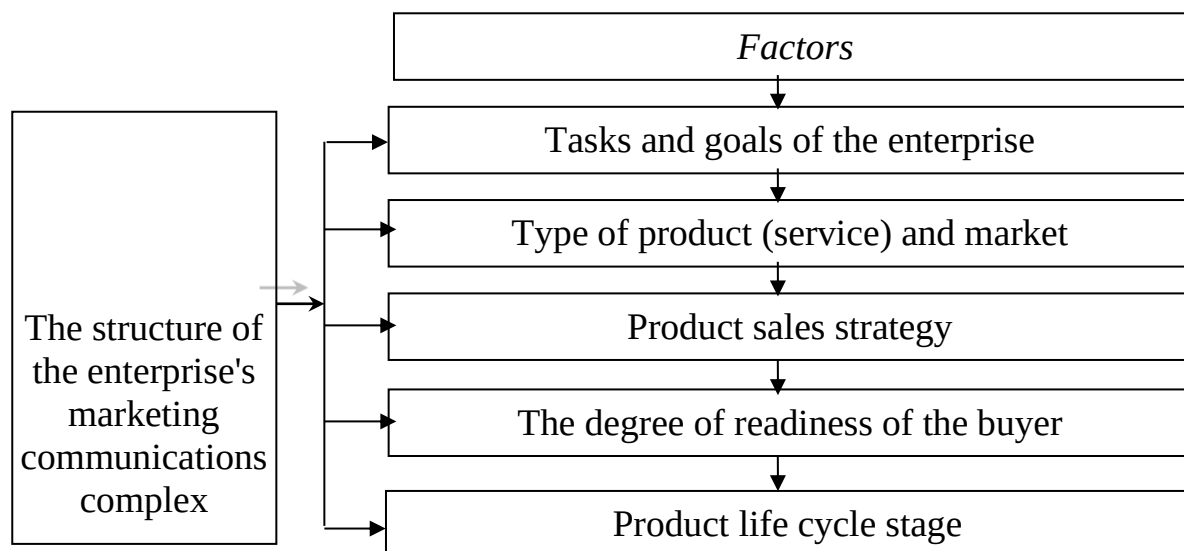


Figure 3. Factors affecting the formation of the structure of the enterprise's marketing communications complex

Source: determined and created by the author

The purpose and goals of the enterprise: the choice of means of marketing communications and their structure depend on the purpose and goals of the enterprise, which may be: increasing the sales volume of goods/services, entering new markets, improving, maintaining or changing the image of the enterprise, positioning or repositioning of goods.

Type of goods and market: depending on the type of goods that are produced, as well as the type of market in which these goods are sold, the choice and structure of marketing communication tools changes. For different types of products and types of markets, the effectiveness of using each marketing communication tool will also be different. In particular, advertising, sales promotion, and direct marketing will be effective for the consumer market and consumer goods; for goods of individual consumption - direct marketing; for industrial goods and the industrial market, personal sales, industrial exhibitions and fairs will be effective.

Purchasing status of consumers and the target audience: depending on the purchasing readiness of consumers, the choice of means of marketing communications and their effectiveness changes. In particular, at the stage of consumer awareness of

products, advertising and public relations are the most effective, at the stage of consumer persuasion, the effectiveness of sales promotion tools increases, at the stage of making a purchase, personal selling is more effective.

Product sales strategy: the structure of the means of marketing communications depends on the product sales strategy (Figure 4), which is guided by the enterprise in its activities to achieve the set goals: the strategy of promoting products (personal selling is considered more effective) or the strategy of attracting (engaging) consumers (effective there is advertising).

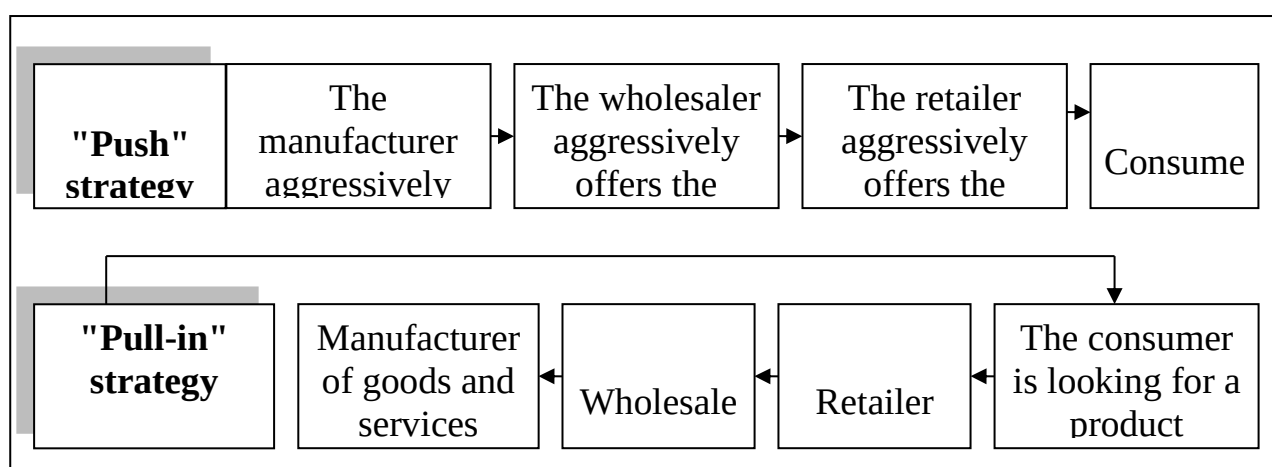


Figure 4. Strategies for selling goods on the market

Source: determined and created by the author

All means of marketing communications are interchangeable. Therefore, coordination of work on marketing communications should be carried out by the marketing department. Thanks to this, there is an opportunity to quickly make changes to the company's communication policy. Therefore, when planning marketing communications, it is necessary to analyze the following factors [49, p. 22-26]: external environment of the enterprise; the ability of the target audience to accept appeals and communicative measures; the nature of the influence of the mass media on the target audience, the ability of the company's own personnel to develop such a marketing communications plan that would be favorably perceived by the audience and provide profit to the manufacturer.

There are other approaches and views of scientists and practitioners regarding the structure of means of the marketing communication complex. In particular, the choice of means of marketing communications can be different, based on the stage of the product life cycle. Any product (goods) in its development goes through the following four stages: introduction, growth, maturity, decline. Accordingly, each stage of the life cycle needs its own specific combination of means of a complex of marketing communications (Figure 5).

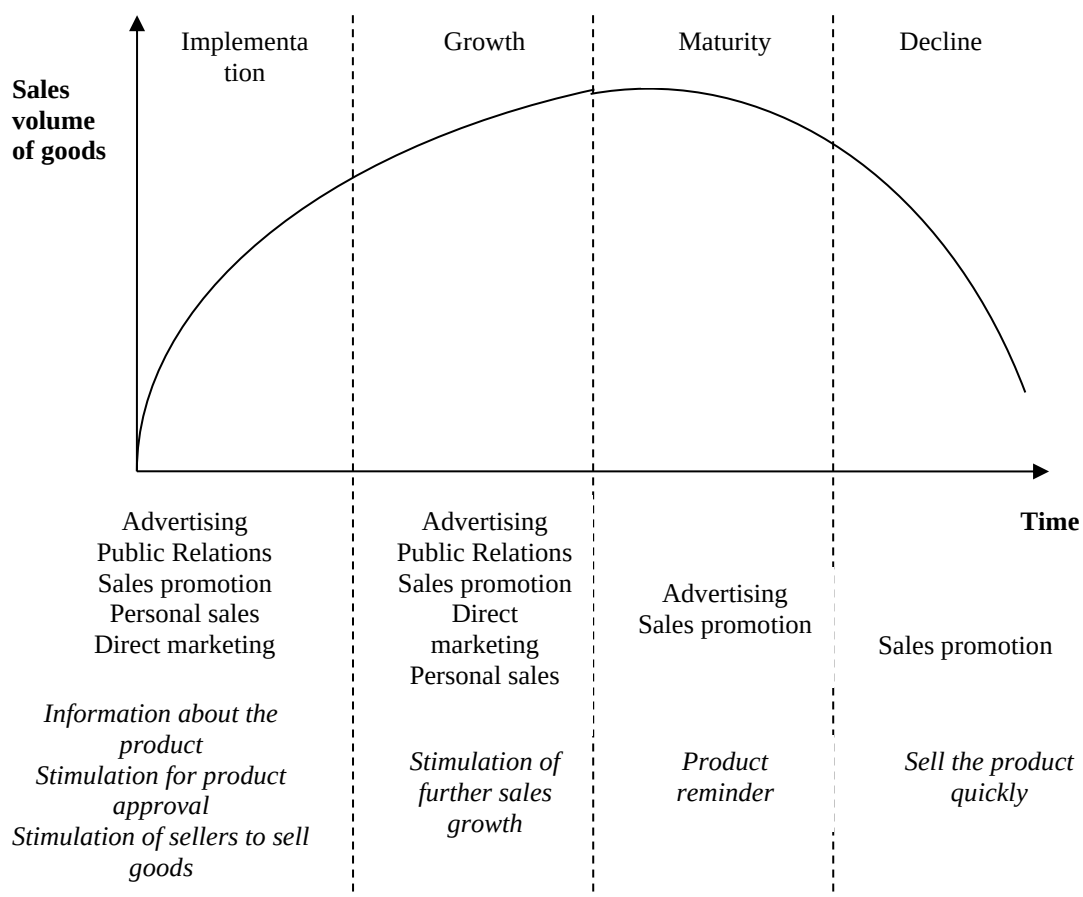


Figure 5. Stages of the product life cycle and the choice of means of marketing communications

Source: determined and created by the author

In the practical activity of enterprises, the choice of means of marketing communications and their structure, in addition to the listed factors, can be influenced by other factors, in particular: the amount of means and funds allocated to marketing communications; size, location and geography of the market; degree of consumer concentration; type of target audience; cultural and personal characteristics of

consumers; rules, laws, traditions of different countries; level of competition; saturation of the market with goods; place and methods of sale of goods; the role and importance of mass media in the country, etc.

4.3 The process of planning marketing communications at the enterprise

The marketing communication policy of the enterprise is impossible without the planning of means of marketing communications. The process of development and planning of marketing communications, according to many domestic and foreign scientists, consists of six stages (Figure 6) [41, c. 248]. It should be noted that the planning, formation and effective implementation of marketing communications in modern conditions is one of the main tasks of the market activity of the enterprise and an effective tool in the competition. A number of measures must be taken to form marketing communications at the enterprise.



Figure 6. The process of planning marketing communications at the enterprise

Source: determined and created by the author

The first stage. The starting point for the development and planning of marketing communication tools is the definition of their purpose and task. The impact on

consumer behavior, the feedback of the target audience, the content and structure of the communication message (appeal), the choice of communication channel, the structure of the means of marketing communication, as well as the effectiveness of the communication policy and marketing activities of the enterprise as a whole depend significantly on the set goal and tasks of marketing communications. General goals and objectives include:

- ❑ increase in sales volume of goods/services, market share;
- ❑ increasing the level of profit from the sale of goods/services;
- ❑ stimulation and activation of demand for goods/services;
- ❑ informing consumers about goods/services or the company;
- ❑ convincing consumers of the correctness of the choice or advantages of the product/service, trademark;
- ❑ forming a favorable attitude of consumers towards goods/services;
- ❑ improvement of opinion about the enterprise, its goods/services;
- ❑ ensuring the release of goods/services, trademarks to the market, etc.

When determining the purpose and tasks of marketing communications, it is necessary to focus on the available means, financial opportunities, take into account the level of competition, possible obstacles and the real state of the target audience. This requires an analysis of the market situation, that is, the conditions, factors, subjects and forces that surround the enterprise and affect its activities. The purpose and tasks must be defined clearly and concretely, which will make it possible to monitor their implementation, to make appropriate adjustments in the event of certain complications. At each stage of the product's life cycle, the goal and objectives of marketing communications change. At the implementation stage, most measures are aimed at drawing consumers' attention to the product/service. The next stage of the life cycle focuses on the transfer of information about the characteristics of the product, its conformity to the tastes and needs of consumers in order to identify the attachment of consumers to this product (service) or trademark, increase, activation of the purchase and sale of the product. At the maturity stage, the manufacturer only reminds consumers of the existence of this product or brand.

When forming the purpose and tasks of marketing communication tools, there is also a need to shape the behavior of consumers before, during the purchase and consumption of goods. There are three most common hierarchical models of appropriate behavior and response. The first model: "know - feel - do" - is most suitable in the case when consumers want to choose one product from a large number of offered models. The second model: "do-feel-recognize" - is used when the target audience is interested in the product, but does not feel the difference in product categories or brands. The third model: "recognize-do-feel" - is used when the target audience has little interest in the product, and also does not understand the differences between its categories or brands.

The next stage of planning involves determining the target audience, i.e. the company researches the market and determines the circle of its potential and real consumers. The target contact audience includes:

- potential buyers of the company's products;
- existing consumers of the company's goods;
- persons who make purchase decisions;
- factors that influence purchase decisions.

It is the target audience that the company will address in the communication process. The sender's decision about what, when, where and how to address the target contact audience is determined by its specific features. In this regard, it is necessary to know as much as possible about the target audience: its behavior, value system, habits, lifestyle, characteristics, etc. This will make it possible to properly direct information and get the desired feedback [41, p. 250]. At the same time, it is necessary to take into account the fact that the target audience can be in one of six states of purchase readiness (Table 4). Depending on the choice of the target audience, the company will plan a system of marketing communications. At this stage, the desired reverse reaction is revealed. Knowing the target audience, its condition, awareness of the product, degree of readiness to make a purchase, etc., the process of marketing communication is directed to a specific, possible result in a given situation [41, p. 251-252].

Table 4

Six states of consumer readiness to buy

Consumer status	Characteristics, explanation
knowledge	if most of the audience is not informed about the product, then the task of the sender is to convey the necessary information to the target audience (using simple appeals, repetition)
awareness	if the audience knows only about the existence of the enterprise or product, then it is necessary to expand the appeal, make it more informative
predisposition	the task is to determine the attitude of the audience to the product, which was previously informed about this product
advantage	if the audience likes the product, but does not give it preferences, then it is necessary to form a new system of preferences (emphasis on the quality of the product, its value, efficiency, etc.)
conviction	if the target audience prefers a certain product, but has not yet decided to buy it, then consumer beliefs are formed that the purchase of this product is the best choice
purchase	if part of the target audience is loyal to the product, but for certain reasons refuses to make a purchase, then in this case the task is to bring the audience to a final decision (price reduction, offer to try the product, etc.)

Source: determined and created by the author

At this stage, the desired reverse reaction is also determined. Knowing the target audience, its condition, awareness of the product, attitude towards it, degree of readiness to make a purchase, as well as personal characteristics of consumers, lifestyle, etc., the process of planning and implementation of marketing communication is directed to a specific, possible in this situation final result.

One of the main elements of the marketing communications process is the appeal. In an ideal case, the appeal attracts attention, arouses interest, desire and stimulates action. The use of the scheme "attention-interest-desire-action" helps the enterprise to achieve the desired result even when influencing individual stages of the buyer's decision to purchase [41, p. 250]. The process of creating an appeal involves answering four questions: what to say to the target audience (the content of the appeal), how to logically organize the appeal (the structure of the appeal), how to convey it with symbols (the design of the appeal) and from whom it will come (the source of the appeal). The following levels of influence on consumer behavior are distinguished:

- cognitive - transfer of information about product quality and properties;
- affective – formation of a certain attitude to the product;

- suggestive – suggestion that is carried out using both rational and psychological arguments;
- conative - definition of consumer behavior, "pushing" the consumer to certain actions (for example, buying a product).

A communicative message (appeal) should also include a certain motivation of the target audience. The desired reverse reaction of the target audience is possible only if the motive embedded in the communicative appeal coincides with the wishes and needs of the target audience. There are three groups of motives [41, p. 251]:

- rational motives - economy, health, convenience, reliability;
- emotional motives - self-realization, significance, pride, love, joy, freedom, interest in novelty, patriotism, fear;
- social motives - justice, decency, law and order, etc.
- to address.

In the process of creating an appeal, the content, structure, form and source are determined. When determining the content of an appeal, three types of appeals can be used: 1) based on rational arguments; 2) emotion-based and 3) moral-based appeals. A rational appeal is designed for the interests of the audience and shows that the product has the stated advantages: appeals that demonstrate the quality of the product, its properties, economy, value or effectiveness. An emotional appeal is designed to evoke negative or positive emotions that motivate consumers to purchase a given product. The moral appeal has a social character and is aimed at "reaching" the feelings of the consumer [50, p. 138].

In the process of developing the structure of the communication message, it is necessary to determine the following: - it is necessary to make a clear conclusion in the message or to give the opportunity to do so to the target audience (respectively, a hard or soft structure of the advertising appeal); - present arguments only "for", that is, name only the advantages of the product in the message (appeal), or provide arguments both "for" and "against", that is, name both the advantages and disadvantages of the product; - it is necessary to determine when to give the most valid and effective arguments - at the beginning, in the middle or at the end of the communication message.

The marketer must give his appeal the appropriate form, which depends on the channel and medium of marketing communication and is characterized by considerable diversity. Example:

- when placing an ad in the press (print advertisement), the sender must think through the title, text, illustration and color design;
- if the message will be heard on the radio, it is necessary to choose the right words, characteristics, sounds, voices, melody;
- if the appeal is broadcast on television or in person, then, in addition to all the above-mentioned elements, the persons presenting the product must follow their facial expressions, gestures, clothes, hairstyles;
- if the appeal is transmitted using the product itself or its packaging, the sender must pay considerable attention to the color, texture, smell, size and shape, etc.

The appeal must be delivered to consumers in a timely and effective manner, so the next stage of planning is the selection of means of information dissemination (appeal source). For this, firstly, appropriate channels of communication are chosen - personal (experts, consumers, personal sellers, retailers, etc.) or impersonal (mass media system, public events, exhibitions, fairs, etc.), and secondly - information carriers, taking into account such features that make the information carrier authoritative, worthy of attention and trust from the target audience. Such traits can be decency, honesty, professionalism, attractiveness.

When choosing a source of appeal, the following factors can be taken into account: competence, probability and sympathy factor [56, c. 11]. Competence – special knowledge of the sender of the message. Doctors, teachers, scientists, athletes, etc., are considered competent in their field, depending on the type and type of product offered. Credibility – objectivity and honesty of the source of the communication message. Consumers, first of all, trust their friends, relatives, colleagues, acquaintances, and not random persons. The sympathy factor describes the attractiveness of the source of the communication message to the target audience: sincerity, sense of humor, naturalness, frankness, etc.

Personal marketing communication channels are direct communication between two or more people for the purpose of familiarization, discussion and promotion of a product, service or idea. Communication can take place in the form of a dialogue, an address of one person to another or to an audience, a telephone conversation, a presentation, etc. Personal communication channels are effective for small businesses due to limited funds; with a high concentration of the target audience; when selling expensive goods, unique goods, high-risk goods and goods that require demonstration of them in action; if necessary, taking into account the customer's personal, specific or individual requirements, etc.

Impersonal communication channels transmit a communication message (address) without personal participation in it. These include:

- mass media, which consist of: printing media - newspapers, magazines, direct mail; broadcasting media - radio, television; electronic means - the Internet; means of outdoor advertising - announcements, signs, posters, billboards, etc.;
- interiors (atmosphere) is an "environmental tool" that prompts a potential consumer to purchase a product or strengthens his intentions to make such a decision;
- measures (events) are specially organized actions aimed at conveying certain communication messages, appeals to the contact audience.

Most of the communication messages that are transmitted through non-personal communication channels are carried out on a paid basis and are considered less effective compared to personal communication channels. At the same time, impersonal communication channels provide a much larger number of contacts, compared to personal communication channels, cover a wider audience, etc.

Implementation of the marketing communications process requires significant costs. In this connection, the determination of the necessary budget, i.e., the funds needed for marketing communications, becomes particularly relevant. In the scientific literature, there are several most common approaches to calculating the budget of marketing communications [37, p. 29]. The most progressive is the calculation of the budget based on the purpose and tasks of the enterprise. Its progressiveness lies in the fact that in the process of marketing communications such amount of money is

invested, which is necessary for the implementation of all planned activities. However, this is not always possible given the company's available resources. Also known is the method of "preliminary allocations for marketing communications, increased by a certain percentage" [37, p. 29]. This approach is used in the case when the company aims to strengthen its activity on the market (increase in market share, product sales, etc.). This method is not applicable at the last stages of the product life cycle, as well as when the company intends to exit this business [37, p. 29].

The method of calculating the budget of marketing communications from available funds (residual method) is the allocation of the amount of funds for marketing communications that, according to the company's specialists, they can afford, based on the company's available funds. That is, first the total income of the enterprise is determined, from which constant and variable costs are subtracted, then a certain amount of funds is allocated from the balance for communication activities. The disadvantage of this method is the residual principle: due to limited funds, communication measures may not fulfill their purpose. The method of calculating the marketing communications budget as a percentage of the sales volume: the marketing communications budget is calculated as a certain percentage of the revenue of the current or forecasted year. This method is quite popular, since the basis of calculation is clearly defined, in addition, the method is based on the results of the company's activity in the past and the sales forecast in the future. The disadvantages of this method are: exaggeration of the role of intuition; the communications budget may have little to do with other marketing activities.

The method of competitive parity: the budget for communication activities in the enterprise is formed on the basis of the corresponding costs of competitors. Proponents of this method put forward two arguments: the costs of competitors reflect the experience accumulated by the industry; keeping a proportion of marketing communications budgets protects the industry from "communication wars". However, it is doubtful that the competitor knows the "magic number" of the optimal budget for marketing communications. Disadvantages of the method: there is no comprehensive information on the costs of competitors; there are no two identical enterprises (they

differ in popularity, customer loyalty to the brand, certain characteristics of the product), and the method is based on the assumption that the image of competing enterprises and competing products is equal to each other.

The method of calculating the budget depending on the goals and tasks: involves the formation of the budget of marketing communications through the definition of the communication goals that must be achieved and the communication tasks that must be solved. The sum of these costs will make up the communication budget. In other words, such amount of funds is allocated for marketing communications, which is necessary to achieve the goals of communications and to solve all the tasks of marketing communications.

This method is considered the most accurate and effective, because clearly defined goals are reinforced with the necessary funds and are easily controlled. The main question is what place belongs to communication in general communication measures, as well as communications in general means of marketing-mix (in relation to improving product quality, reducing prices, increasing the level of service provision, etc.). The method of determining the budget per product unit: a certain amount of funds is allocated to the marketing communications budget from each product unit relative to its price. The use of this method is appropriate in the case when the structure of the company's product range and the indicators of product sales are stable for a long time [41, 37, p. 29].

Evaluating the results is a rather difficult matter if the marketing structure includes a significant number of factors affecting sales volumes. Evaluation of the communication and economic efficiency of marketing communication is carried out on the basis of feedback from consumers. Means of feedback accounting are: - surveying consumers regarding receiving a communication message, its level of perception, memorization, evoking certain emotions, influence on consumer behavior, attitude to the product, etc.; - collection of statistical data on changes in the volume of product sales, number of purchases of the product by one consumer, attitude towards the product.

In the process of evaluating the effectiveness of marketing communication, an analysis of the economic (for example, the difference between the income from a communication event and its costs) and socio-psychological (for example, consumer awareness, loyalty to a brand) consequences of the implementation of marketing communication is carried out, taking into account the costs of its implementation.

The economic efficiency of marketing communications is determined in most cases using evaluation, comparative and calculation methods. Usually, to determine economic efficiency, the following is carried out:

- 1) assessment of changes in sales volumes before, during and after marketing communications;
- 2) assessment of the correlation of marketing communications costs and product sales volumes;
- 3) assessment and analysis of experimental sales of goods without and with marketing communications and others.

The effectiveness of marketing communication means always involves measuring the result from the use of marketing communication and the costs of its use in monetary terms. That is, the effectiveness of marketing communications can be determined by comparing the company's income from the volume of sales of goods before and after the use of marketing communications tools, taking into account the costs of marketing communications. If the sales revenue after the implementation of marketing communications significantly exceeds the level of revenue before the implementation of marketing communications, then the marketing communications have worked effectively.

The socio-psychological (communication) effectiveness of marketing communications as a whole allows to determine the level of transmission of the communication message to the target audience and the level of formation of the company's desired views, opinions of consumers and consumer behavior. The most common methods of determining the socio-psychological effectiveness of marketing communication are survey and testing methods, which are carried out before, during and after the implementation of marketing communication.

It should be noted that the use of marketing communications, on the one hand, is reflected in the results of economic activity, and on the other hand, it leads to the need for investments, the implementation of current costs for maintaining the marketing communications system at the appropriate level. Striving for the maximum impact of marketing communications on the results of economic activity determines the need to integrate marketing tools into a certain configuration, which should be optimal from the point of view of ensuring the effectiveness of marketing communications.

4.4 Methodology for evaluating the effectiveness of marketing communications

Ensuring efficiency is one of the components when making managerial decisions of various levels regarding marketing communications. The effectiveness of marketing communications can be determined by the following parameters: acquisition of a certain image, reputation, loyalty; increase in the degree of product promotion activity; additional involvement of customers in consumption; increase in repeat purchases by regular customers; correct use of marketing communication tools depending on the life cycle of the product; obtaining additional profit due to creativity, quality, new communication technologies, etc. The concept of the effectiveness of marketing communications always implies a comparison of the result obtained from the use of marketing communications with the amount of costs in monetary terms. And if these expenses were expressed in an increase in the volume of sales, then, of course, this marketing communication is effective. In the process of monitoring the effectiveness of the marketing communications complex at the enterprise, absolute and relative indicators are calculated, communicative and economic efficiency is determined.

Absolute effectiveness is determined by comparing the results of testing communication activities with current standards or samples of the effectiveness of marketing communications. The communication status of the target audience is also evaluated before and after the communication campaign. The relative effectiveness of the application of marketing communication measures is calculated, firstly, through the

ratio of the volumes of concluded agreements for the sale of goods/services before and after the implementation of the communication campaign and the funds spent on it, and secondly, through the change in the percentage of awareness of the given target audience about the consumer enterprise, its goods and services and conditions of their purchase.

Evaluation of the effectiveness of marketing communication is carried out on the basis of feedback from consumers. The socio-psychological (consumer awareness, brand loyalty) and economic (difference between the income from the communication event and its costs) consequences of the implementation of the communication event are analyzed [56]. As a result of the general assessment of marketing communications, the following are determined [56]: to what extent the message turned out to be adequate to the purpose and task of communication; whether the target audience is chosen correctly; whether the target audience remembers the appeal; how many times the target audience saw (heard) the advertisement, what moments were remembered and what impression it left; whether the means of marketing communications are correctly chosen to influence the target audience; what is the consumer's relationship to the product before and after seeing the advertisement; what specific actions did the message cause: how many people bought the product, talked about it with others, visited the store; whether the volume of product sales has increased, etc.

The main parameters by which the overall effectiveness of marketing communications is determined are: the level of image of goods and enterprises, their reputation on the market, attitude, loyalty of consumers, the level of attachment of consumers to goods; degree of activity of promotion and sale of goods/services; volumes of repeated purchases by regular customers; degree of attraction of new customers; the level of coverage of the target audience; obtaining additional income from the use of marketing communications due to creativity, quality of implementation of marketing communications, etc.

Studying the existing system of indicators for evaluating the effectiveness of marketing communications, we note that there is a significant number of scientific works on this issue by domestic and foreign scientists. Such scientists include: A.P.

Yehorshyn, T. I. Lukyanets, N. I. Noritsynu, V. P. Pelishenko, T. O. Primak, and others. They pay some attention not only to the development of these indicators, but also to the methodology of evaluating the effectiveness of the communication complex. Thus, according to these scientists, the method of evaluating the effectiveness of marketing communications consists of three stages:

- first stage: assessment of the effectiveness of the enterprise's communication activities as a whole. The degree of awareness of the company's goods and services before and after the events should be studied;
- second stage: evaluation of the effectiveness and popularity of individual communication tools for different target audiences;
- third stage: evaluation of the effectiveness of individual communication tools of the enterprise that are used.

Regarding the determination of economic efficiency, according to the domestic scientist T. O. Primak, methods are proposed that are based on determining the dependence of the economic indicators of the enterprise on the use of marketing communication measures: superimposing the effect of the use of combinations of different communication means on the increase in the volume of sales of goods (or services), economic and statistical methods of modeling the market reaction to the use of marketing communications, a model of dependence between income from communication activities and the success of the sale of goods (services), a normative model of relations, etc..

Scientist N.I. Noritsina offers a methodology for evaluating the effectiveness of marketing communications, which involves the implementation of four stages [44]:

Stage 1: determining the effectiveness and popularity of communication tools and the carriers of these tools;

Stage 2: determining the effectiveness of the company's communication activities by studying the degree of consumer awareness of goods/services before and after the communication campaign;

Stage 3: evaluation of the effectiveness of individual communication campaigns - with the help of their comparative evaluation, the reaction of the target audience;

Stage 4: evaluation of the synergistic effect of the joint use with a communication purpose of several mass media.

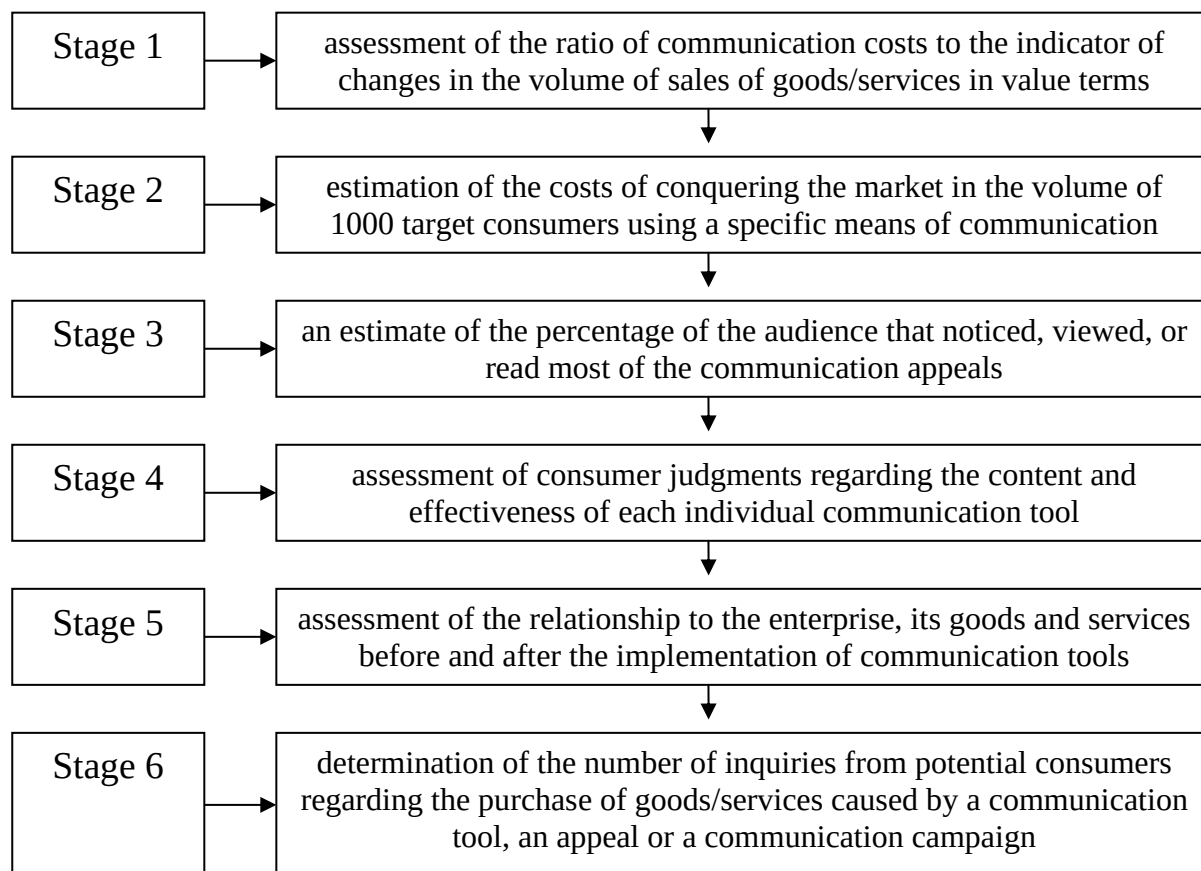


Figure 7. Methods of evaluating the effectiveness of marketing communication tools

Source: determined and created by the author

The methodology for evaluating the effectiveness of marketing communications is shown in Figure 7. In our opinion, the theoretical and practical developments of the domestic scientist T.I. Lukyanets are also quite important for practical application at enterprises. on evaluating the effectiveness of marketing communications [40]. The system of indicators for evaluating the effectiveness of the use of marketing communication tools, based on the views of the above-mentioned scientists, is given in Table 5.

Table 5

Criteria for the effectiveness of the company's marketing communications

Marketing communication activity of the enterprise		Marketing communication campaign	
Criteria for the enterprise	Criteria for consumers	Criteria for the enterprise	Criteria for consumers
• Increasing competitiveness; • Formation of a positive image; - Establishing two-way communication with the public and the target audience	• Obtaining goods/services in the desired volume, place, time and at an acceptable price and settlement terms; • Maintaining two-way communication with the enterprise	• Public recognition of the enterprise; • Increase in sales volumes of goods/services; • Analysis of the relationship between the costs of communication activities and the increase in the volume of sales of goods/services; • The ratio of the number of persons familiar with the company's activities before the "event" and "after" it; • Comparison of the results of communication activities with similar activities of competitors	• Sufficient awareness of the company's activities; • Acquaintance with the list of goods and services, terms of their purchase; • Conviction regarding the authenticity of the purchase of goods/services from a specific enterprise

Source: determined and created by the author

The main point in the formation of the system for evaluating the effectiveness of marketing communications is the determination of the goals of their formation. In turn, the goal determines the subject, method and model of assessment. When determining the goals of marketing communication formation in the economic literature, two aspects are distinguished - economic and communication. The economic goals of the formation of marketing communications are connected and determined by the economic goals of the development of the business entity. In terms of product promotion, as a rule, two main groups of economic goals are distinguished:

- 1) goals related to income growth;
- 2) goals aimed at reducing costs.

The first group of goals is related to expanding the company's market share, finding and filling new market niches, improving the level of service, and diversifying activities. The second group includes such economic goals of marketing communications as demand management in time, aimed at weakening or eliminating

sales fluctuations, as well as rationalization of sales. Communication goals include a different direction of the task of promoting a product or service and are related to the psychological characteristics of the perception and actions of various groups of consumers. As the main goals of communication orientation in the economic literature, the following are distinguished: awareness, knowledge, attitude, provision of preferences and persuasion of consumers [56].

To build a system for evaluating the effectiveness of marketing communications, it is also necessary to determine the "horizon of goals." Using the main provisions of marketing theory, economic literature identifies strategic, tactical and operational goals of marketing communications [56]. The communication and economic objectives of marketing communications can be presented taking into account the time horizon. Awareness can be recognized as the goal of the current period, the formation of knowledge and intentions to purchase a certain product - the goal of the medium term, and the maintenance of beliefs and stability of preferences - in the long term. The economic goals of marketing communications can be presented as basic indicators in the following sequence: growth in sales volume - in the short term, ensuring profit for development - in the medium term, and expanding market share - in the long term.

Highlighting two basic aspects in determining the goals of the formation and implementation of marketing communications, economic goals can be defined as leading, and psychological goals can be considered as providing and supporting the main, main - economic goal of enterprise development. So, if we consider the sequence of formation of means of communication from the point of view of goals, then they can be presented in the form of a sequential chain from communication to economic goals with a step-by-step breakdown by certain periods of time (Figure 8).

	Operational goals	Tactical objectives	Strategic goals
Communication goals	awareness	knowledge and intentions	belief support stability of benefits
Economic goals	growth of turnover profit growth	growth of turnover profit growth increase in market value.	growth of turnover market share profit growth increase in market value, etc.
General objectives of marketing	Creating value for the consumer, ensuring the competitive advantages of the enterprise		

Figure 8. Communication and economic goals of the formation of marketing communications of the enterprise

Source: determined and created by the author

The subject of measurement of product promotion results can be, and in principle should be, each of the clearly defined goals of marketing communications, both in real and time dimensions [55]. The subject of measurement, which reflects the absolute quantitative parameters of the enterprise's economic goals in relation to marketing communications, is the enterprise's economic results, namely: sales volume, profit volume, expenses, income, financial result. These indicators (in various combinations) are used to evaluate the economic result of marketing communications in both the short and long term. As for the quantitative evaluation of the communication effect, the subject of measurement can be the knowledge of consumers about the product, their behavior, as well as the degree of loyalty and the stability of the provision of benefits.

A comprehensive mechanism for evaluating the effectiveness of marketing communications, taking into account two areas of control - economic and social-psychological, is shown in Figure 9 [53].

The first block is aimed at a comprehensive analysis of the market environment. At this stage, the forecasted reactions of the market are modeled, in which various patterns of behavior of the participants of marketing interaction are determined during the implementation of the marketing communications strategy. With the help of marketing research methods, a set of controlled and uncontrolled factors of the market

environment is revealed. A macroeconomic assessment of the enterprise's market management is given here. Changes in cash flow, investments, strengthening or weakening of tax policy due to changes in the national currency and other forms are also evaluated.

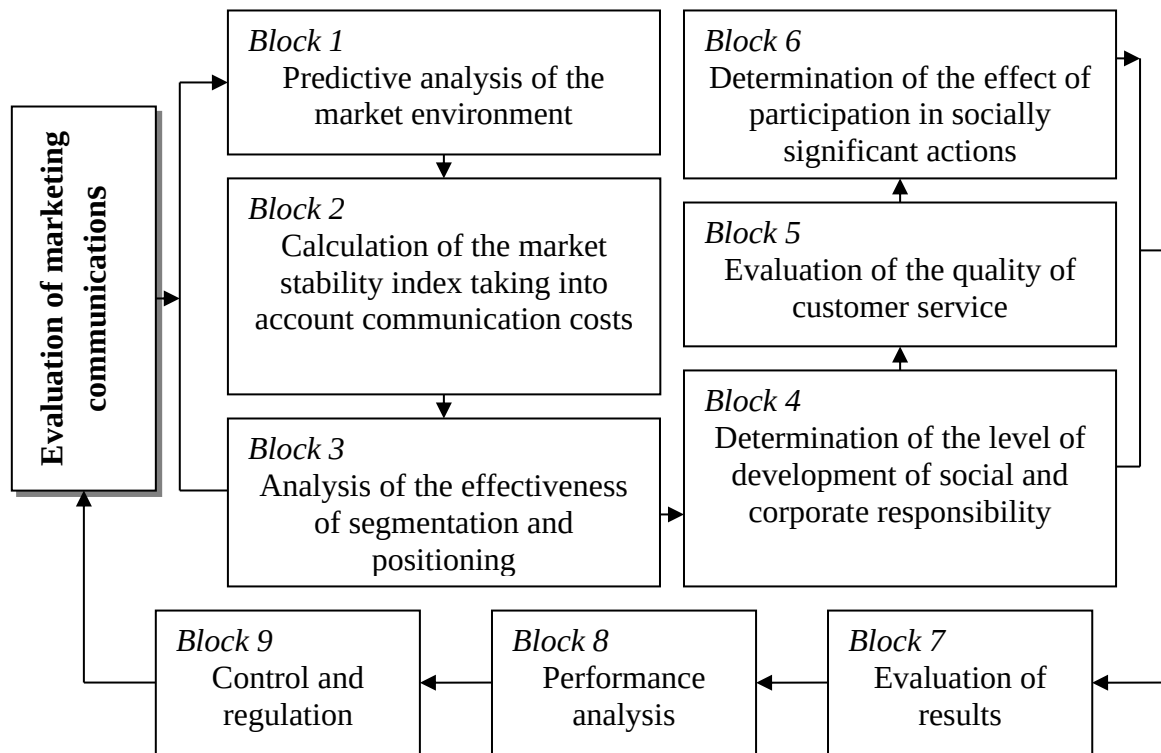


Figure 9. The mechanism for evaluating the effectiveness of the company's marketing communications

Source: determined and created by the author

The second block - the monitoring unit - is used to obtain a full assessment of the enterprise's market business, its true economic condition on the market of goods and services, taking into account communication costs. When evaluating the effectiveness of communications, it is advisable to use the methodology of determining the market efficiency index of a communications operation, for the entire period of its existence (t) [53]:

$$I_e = \frac{\sum_{t=1}^T D_t}{100 \sum_{t=1}^T (R_t + P_t)} \quad (1)$$

where, D - total income from the communication operation;

R - total costs for communication operations (placing advertising and PR materials in mass media, participation in fairs, exhibitions, organization of presentations, etc.);

P - the expected aggregate of market losses during communications;

t=1,2...T - duration of the calculation period for the implementation of a specific communication operation in years, months.

The third block gives a description of communication work from the standpoint of the results of segmentation and positioning of the enterprise. At this stage, parts of the market are identified, as well as objects to which the enterprise's communication activities are directed. Segmentation allows you to maximize consumer satisfaction while simultaneously minimizing the company's costs for planning and implementing communication operations due to the correct appeal to the target audience.

The fourth block includes an assessment of the level of social and corporate responsibility. The main rules of which are: respect for individualism, orientation to the person, his creative possibilities, education of pride for the work done, development of corporate culture with its traditions, ethnic values, responsibility for environmental protection.

The fifth block is intended for the analysis of the quality of customer service. Within this block, a generalized indicator of the quality of consumer service is analyzed, namely [53]:

$$K = \frac{\sum X_1 + \sum X_2 - \sum X_3}{\sum X_1 + \sum X_2 + \sum X_3 + \sum X_4} \quad (2)$$

where: K is the service quality assessment factor;

X1 – grade "excellent";

X2 - "good" rating;

X3 – "satisfactory" rating;

X4 – rating "unsatisfactory".

If K is in the range of 0.8-1 - this is an excellent quality of service;

if 0.7-0.8 is a high quality of service;

If 0.6-0.7 — satisfactory quality of service;

if 0-0.6 - unsatisfactory quality of service.

The sixth block reflects the company's participation in socially significant actions. Among all areas of the company's activity, the most effective from a social point of view are PR campaigns related to philanthropy and sponsorship. For these areas, as a rule, the management of the company develops a PR campaign program. Calculation of the coefficient of participation in socially significant actions is calculated according to the formula:

$$C = \frac{P}{E} \times 100 \% \quad (3)$$

where, C - coefficient of participation in socially significant actions;

P - profit from sales of products and provision of services;

E - expenses for socially significant actions in the field of sponsorship, patronage.

The higher the company's participation rate in socially significant actions, the higher its reputation among customers, social groups, and business circles.

The seventh block - evaluation of results. The main goal of this stage is to achieve the maximization of the economic and social consequences of the integrated use of the marketing communications system, progressive communication technologies, and the creation of the "image" of the enterprise in the eyes of the public. This stage involves substantiating the feasibility of implementing the main areas of communication policy using an integrated approach.

The eighth block - analysis of the effectiveness of the communication program. This block allows you to characterize the organization of the functioning of the communication system, as well as performance indicators. This stage characterizes the

complex expenses for socially significant actions, for ensuring the recognition of the product, and the formation of the company's culture.

The ninth block of the mechanism for evaluating the effectiveness of the company's marketing communications is control and regulation. It assumes a clear functioning of the mechanisms of control over the total costs of measures for the formation of demand and sales stimulation, the effectiveness of each stage of the model. Special importance is attached to corrective actions through feedback [53].

In the scientific literature, there is also an approach that involves three main levels of work in the direction of organizing the evaluation of the effectiveness of marketing communications:

- 1) general assessment of marketing communications;
- 2) research of causal relationships between marketing communications and their results;
- 3) forecasting the results of marketing communications. The overall assessment of individual communications and marketing communications as a whole is a basic point in the overall marketing communications management system of any enterprise.

This level of work involves the substantiation of indicators of the effectiveness of communications and the study of their dynamics. Indicators of the dynamics of the number of consumers (before and after the communication tool), changes in the volume of sales of goods, costs for marketing communications, and financial results for the enterprise as a whole can be used as the main indicators. From the group of relative indicators that reflect the effectiveness of marketing communications, in the economic literature, the indicator of the degree of penetration of the means of appeal, the degree of attraction of consumers to the means of communication, the effectiveness of the publication of advertisements, appeals, catalogs, the profitability of the marketing operation and others are distinguished.

The next level of tasks for evaluating the effectiveness of communications is related to determining the cause-and-effect relationships between the marketing operation and its results. Experiments with different groups of consumers are necessary to prove the power of the influence of marketing communications on sales volumes.

This is the only way to determine the influence of communication components on consumer demand and exclude the influence of other factors of the external and internal environment of the enterprise.

The third level of problems in researching the effectiveness of marketing communications is related to forecasting the results of marketing communications. For this, functions are used that most accurately reflect the relationship between the budget and the dynamics of product sales. Dynamic models are also formed, regression equations are constructed - the dependence of sales volumes on the budget of marketing communications. Accordingly, enterprises dealing with tasks of this level must have the necessary opportunities and resources (material, financial, informational, intellectual) for the correct decision.

It should be noted that in the practical activity of enterprises, the economic efficiency of marketing communication activities as a whole and communication means separately is usually determined by the ratio between the enterprise's costs for advertising and the result obtained from advertising for a certain period of time, as well as advertising income (the change in the volume of sales of goods, determined advertising). The communication effectiveness of marketing communication activity reflects the quality of the transmission of the necessary information to the target audience and forms a positive attitude towards the company and the product.

So, marketing communications is a whole set of managed communication elements, tools and means, combining which, manipulating which the company has the opportunity to present a product or service in an attractive way for the target audience. The choice of methods and methods of implementation of marketing communications depends on a significant number of factors, both internal and external marketing environment of the enterprise. In modern conditions, the effective implementation of marketing communications is one of the main tasks of the enterprise's market activity, an effective means of competitive struggle, achieving competitive advantages and ensuring stable positions on the market.