

PROSPECTS OF THE MARKETING COMMUNICATION DEVELOPMENT OF TRADE ENTERPRISES IN CURRENT CONDITIONS

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Abstract

Within the article, the main directions of the marketing communication development of trade enterprises are analyzed. The purpose of the article is to substantiate the prospects for the development of marketing communications of commercial enterprises in modern conditions of development, taking into account trends in the digitalization of economic processes. The methodological basis for the study of prospects for the development of marketing communications of commercial enterprises is a comprehensive approach that includes systems and processes. The use of a systems approach makes it possible to explore the components of marketing communications as part of a general system that can give a result greater than the individual components of this system, as well as to justify the recurrent relationship of functional dependence of marketing communications. The main components of marketing communications are identified. It is substantiated that marketing communications should be considered not only in terms of the use of appropriate tools, but also take into account the information component of sales channels. The subsystems of the marketing communication environment that promote information exchange between consumers and enterprises in the formation of effective interaction are studied. Recommendations for the application of omnichannel strategy of the marketing communication development of commercial enterprises have been proposed. The expediency of introduction of the client-oriented approach taking into account current conditions of functioning of trade enterprises is substantiated. It was found that for the effective functioning of commercial enterprises it is necessary to apply a combined approach, which includes both omnichannel and traditional sales channels. To assess the effectiveness of the system of omnichannel marketing communications of a commercial enterprise, it is proposed to use a recurrent ratio.

Keywords: *marketing communications, trade enterprises, strategy, sales channels, directions.*

JEL Codes: *O1, O2, O4.*

Introduction

In current conditions of development of the trade enterprise found themselves in conditions of uncertainty and variability of the

external environment. This situation requires companies to find and implement modern communication policies that promote innovative

development of the enterprise, ensure effective cooperation with stakeholders, form a positive image of the company, increase its competitiveness, increase sales.

The work of many foreign and domestic scientists is devoted to the study of the problem of marketing communications of trade enterprises. However, the peculiarities of the implementation of marketing communications in modern conditions of commercial enterprises are not fully covered, as the new economic realities are harsh and need to be addressed, which determines the relevance and timeliness of the selected study.

The purpose of the article is to substantiate the prospects for the development of marketing communications of commercial enterprises in modern conditions of development, taking into account trends in the digitalization of economic processes.

Literature review

The following leading scientists have devoted their research to the study of the peculiarities of the development of marketing communications of commercial enterprises: Abramova A., Busic B., Grigoraş-Ichim C., Hati S.R.H., Hovorushchenko T., Ivanova N., Lyeonov S., Plotnikova L.I., Popelo O., Pratonom A.H., Rakhmanova A.K., Savin S., Schüller D., Shkarlet S., Ugolkov Ie., Vovk O., Yang C. and other.

The authors of the article (Pratono A.H. et al., 2022) developed a structural equation model to empirically test the relationships between marketing communications, sales opportunities, product development, and sustained competitive advantage. Researchers (Yang C. et al., 2021) are exploring the omnichannel approach, which combines traditional and digital marketing channels of communication and takes into account the interests of stakeholders.

The authors of the article (Rakhmanova A.K. et al., 2021) explore the possibilities of solving problems of integrated marketing communications related to the organization of

planning and management, ensuring the priority of consumer opinion, the creation of individualized goods and services. The research (Busic B. et al., 2021) defines the organization of integrated marketing, and then, based on the studied capabilities of Internet technologies, integrated marketing communication as an organizational model of effective process. The study (Ugolkov Ie. et al., 2020) found that only high-quality content can provide a company with a high level of customer conversion and significant visibility of its website in various search engines.

The authors (Hati S.R.H. et al., 2019) examine the role of the leader and the authority of the organization in influencing the intentions of clients to support Islamic social enterprises. Scientists (Schüller D. et al., 2019) have proven that marketing communication is unique and complex because it focuses on feelings, moods and personal preferences. The authors (Plotnikova L. et al., 2019) propose the use of crowdsourcing technology based on the use of resources (potential, group intelligence, principles of self-expression and self-realization of the individual) with the use of information and communication technologies.

Methodology

The methodological basis for the study of prospects for the development of marketing communications of commercial enterprises is a comprehensive approach that includes systems and processes. The use of a systems approach makes it possible to explore the components of marketing communications as part of a general system that can give a result greater than the individual components of this system, as well as to justify the recurrent relationship of functional dependence of marketing communications. The validity of the use of the process approach is due to the rapid changes taking place in the external and digital environment leading to changes in the marketing communication policy of commercial enterprises and the need to move management from functional to process.

Substantiation of the use of system and process approaches to marketing communications of commercial enterprises provides an opportunity to outline the principles of use of marketing communications. Such principles include: purposefulness, which presupposes compliance of the mission with the goals, orientation on the solution of marketing problems and search for satisfaction of consumer needs; optimality, which involves reasonable specialization, ensuring unity in marketing activities; coordination, which provides a comprehensive use of marketing communications, which contributes to a synergistic effect of the tools used; efficiency, which provides for the rationality of financing programs for the use of marketing communications. Adherence to the outlined principles will help to increase the effectiveness of marketing communications of commercial enterprises.

Results

To form appropriate prospects for the development of marketing communications for commercial enterprises, it is advisable to consider the main theoretical and methodological aspects of marketing communications. Today, more and more attention is paid to the management of economic relations and relations that arise in the process of production, distribution, redistribution and consumption of public goods between people and the environment. Despite the positive trends in the socio-economic development of society, uncertainty and variability of the external environment is growing, which has a negative impact on economic actors.

Effective marketing communication requires compliance with the requirements of the communication environment, which consists of two subsystems: communication and information. The communication system of the enterprise performs certain functions, namely

the function of communicative interaction and the function of communicative influence. The function of communicative interaction provides a study of consumer needs to promote the company's product to the end consumer, and the function of communicative influence encourages consumers to buy the product based on highlighting its competitive advantages, brand strength, customer loyalty. The information subsystem provides the influence of marketing communications on the formation of customer orientation of the enterprise, determines the type of consumer behavior in the target segment, forms a positive image of the enterprise and promotes the formation of customer loyalty.

Changes in marketing communication policy as producers, suppliers and intermediaries are due to the globalization of markets, increasing competition, rapid development of Internet technologies that make significant changes in the communication policy of enterprises. Such changes occur in all spheres of economic activity of market relations and contribute to the formation of new marketing communications of commercial enterprises from functions to process, from resources to knowledge, from agreement to interaction, from profit to performance, from competition to competitive marketing communications. Thus, qualitative changes in the organization of business processes contribute to the formation of a new approach to management, from functional to process.

The new conditions require a comprehensive approach to ensure effective marketing communication, which is aimed at the result, which is measured by customer satisfaction and increase profits. The development of the company's marketing communication policy influences the choice of communication tools that connect the company with consumers and stakeholders and shape its business environment.

Today, in the context of the COVID-19 pandemic and other threats and risks, the

requirements for the communication policy of enterprises have changed. At the very top of the priority was to meet the needs of consumers with the maximum restriction of their movement both within the country and in many countries around the world. Therefore, trade enterprises face new challenges in meeting these needs and maintaining their competitive position. The preservation of their competitive position and consumer segment depends on how quickly each company is able to adapt to new conditions. Relevant restrictions that have arisen in connection with these situations have led to a change in consumer purchasing power. In general, the process of changing purchasing power goes through several stages, namely: cognitive, emotional and behavioral.

Representatives of the main consumer segment go through all these stages, and the main task of marketers is to identify the stage at which the main consumer segment, to respond in a timely manner and promote their products and services. In total, there are five elements that are present in marketing communications: consumer beliefs, goals and mission of stakeholders, participants in the marketing process and types of marketing communications.

The main tasks of marketing communications include the formation of consumer awareness of the brand, dissemination of information about the product, the development of market culture and the formation of a positive image of the company. The main purpose of marketing communication is to increase the company's profits by selling goods to customers.

To develop a communication policy, companies use such tools as advertising, sales

promotion, direct marketing, personal selling, public relations and public relations.

There are different types of marketing communications, while the main role in choosing the means of marketing communications is played by the external environment of the trading company. The development of information technology allows to form a single digital space of trade, from acquaintance to the purchase of goods. The digitalization of many aspects of human life has become especially important during the pandemic. Because restrictions on movement required new approaches to meet their consumer needs. Most commercial enterprises quickly adapted to the new conditions and needs of consumers based on the use of digitalization. Businesses that were able to quickly adapt to new challenges were able not only to maintain their level of competitiveness, but also to expand the customer segment.

Today, the most effective is the introduction of marketing communications based on the use of omnichannel and customer-oriented marketing.

To expand marketing communications in a limited environment, effectively apply an omnichannel strategy for the development of marketing of commercial enterprises. Because the innovative model of development of commercial enterprises in the development of Internet technologies must take into account the current needs and expectations of consumers and involves the use of the maximum possible channels of interaction with customers. In marketing, there are four levels of relationship between businesses and consumers, depending on the chosen sales channels. The peculiarity of the use of each level is shown in Fig. 1.

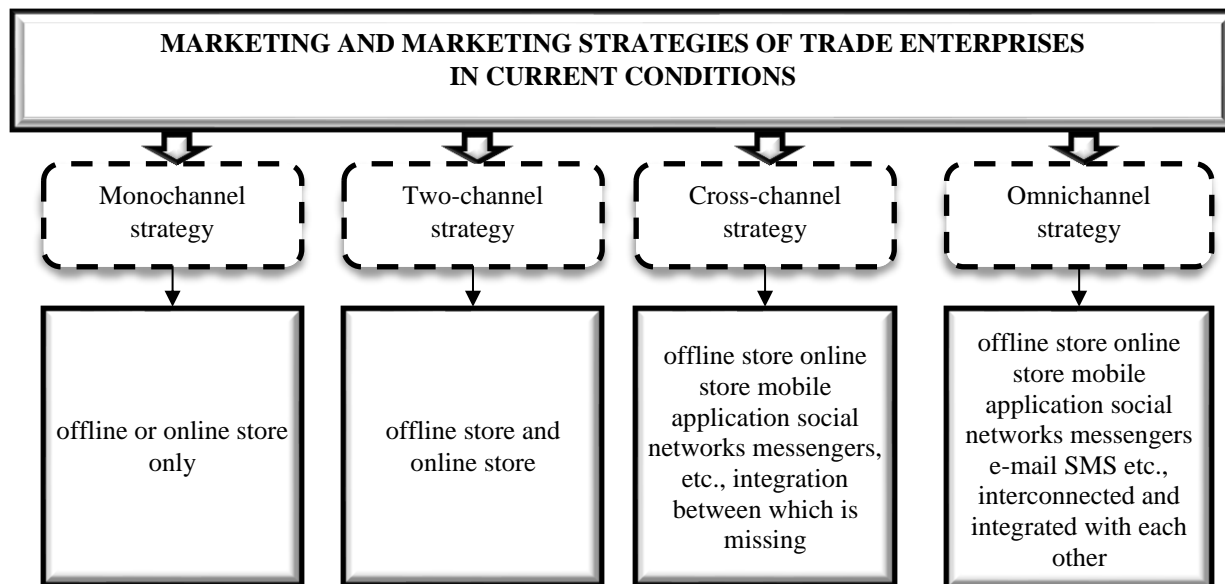


Figure 1. The main types of marketing strategies of enterprises

*Source: developed by the authors.

Thus, the first level of interaction is monochannel retail, which uses one sales channel. This is usually a traditional type of communication - a shop. However, with the development of digitalization, this channel of interaction has decreased in popularity, as more and more competitors are using the online environment to trade. With this development, a two-channel sales channel has become more effective, which includes the simultaneous sale of both online and offline goods and services. With the increasing use of modern gadgets, a cross-channel type of communication is developing, which involves the use, in addition to online and offline technologies, the use of mobile and digital tools for buying and selling goods and services. However, in such a communication system there is no connection between sales channels, which is the main disadvantage of this strategy.

In such communication, the customer uses all available methods to purchase the same product at the same time. However, this system has its drawbacks due to the lack of communication channels, which reduces customer satisfaction. Given the experience of

such customers, today most companies in the trade sector use an omnichannel strategy that takes into account the relationship between all sales channels, which ensures the synchronization of information and action.

With limited resources and savings, many retailers are moving to online sales channels. Such sales channels differ from traditional ones - logistics, customer behavior, return rules, quality and speed of service.

The effectiveness of the omnichannel marketing communications system (MC) of a trading company can be described for evaluation in the form of a recurrent ratio, which has the following form:

$$MK = \begin{cases} fA(oe, pa, ta, c, s, da, bp), \\ fSP(sc, p, ec, es, ei), \\ fDM(is), \\ fPS(cs, ts), \\ fPR(ee, pr, ei) \end{cases}$$

where the functional components are:
 advertising (A) - (oe - overall effect of advertising, pa - the effect of print advertising, ta - the effect of television advertising, c - coverage, s - change in sales due to promotional

activities, *da* - the dependence of sales of a commercial enterprise on the amount of advertising costs, *bp* - blade profit of the enterprise from advertising activities);

sales promotion (SP) - (*sc* - change in sales volumes due to the use of sales promotion measures, *p* - change in the profitability of sales of goods due to the application of sales promotion measures, *ec* - the effect of the price of informing customers, *es* - the effect of a special offer, *ei* - impulse buying effect);

direct marketing (DM) - (*is* - increase in sales of goods due to the use of direct marketing measures);

personal sale (PS) - (*cs* - change in sales volumes, *ts* - time spent by employees in relation to the volume of sales);

public relations (PR) - (*ee* - economic effectiveness of PR activities, *pr* - degree of public response, *ei* - the effect of publishing information about the company).

With the transition to omnichannel marketing communications, one of the obstacles to their widespread use is the increase in the cost of their implementation and the reluctance of some companies to use this type of service. The transition to such communications is not only an organizationally and operationally complex process, but also requires appropriate financial resources. The main channels used by commercial enterprises include physical stores and warehouses, mobile applications, websites, call centers, catalogs, television and more. When using such marketing communications should take into account their availability to the end user and, depending on their needs, use a particular channel for this segment of consumers. Some retailers use online terminals in their physical stores, which allows you to take advantage of online sales, such as speed of service.

The use of such communication methods promotes inseparable interaction between the client and the company on the basis of all available channels, which creates a competitive advantage for consumers. Various means of automating interaction with customers have become widespread, namely the use of bots,

artificial intelligence, SCOR-models, CRM-platforms.

The issue of establishing logistics channels is acute, which is also an element of competitive advantage for commercial enterprises based on rapid response to consumer inquiries, optimization of delivery of goods and services, increase turnover, reduce costs of fixed assets. In order to establish effective marketing communication, it is advisable for commercial enterprises to use the SCOR-model, which allows to assess the efficiency and effectiveness of logistics activities, identify problem areas, and develop appropriate measures to eliminate them. Modern CRM platforms are used to identify and identify the consumer, which allows to automate these processes. The implementation of these measures takes place in several stages, namely:

- ensuring the accounting and recognition of consumer devices;
- implementation of the principles of end-to-end remarketing;
- attribution of consumers at the whole stage of cooperation between seller and buyer;
- consumer management based on the use of LTV (LifetimeValue - customer life cycle).

The development of such processes at the enterprise can be considered in terms of implementation and integration of digitalization in the company's business processes, training employees in new technologies. Because despite the automation and digitalization of all processes, the main thing in the implementation of marketing communications is the staff who need to be trained in new technologies. Today, the speed of responding to consumer demands, their quality advice, taking into account the sales channel that he prefers (online, offline, messengers, social networks) information in which must be identical and reliable.

Therefore, the interconnectedness and integration of the channels is an important aspect. The use of marketing communications, which are based on the use of omnichannel strategies require constant monitoring of the viability of commercial enterprises, taking into

account changes in the market environment. Modeling the processes of changing consumer behavior makes it possible to establish appropriate points of contact and interaction with them. Timely identification and adaptation to new business conditions allows commercial enterprises to increase cash flow.

Carrying out such monitoring allows to establish and prevent outflows of clients, on the basis of responses of consumers to adjust strategy of conducting business for satisfaction of their needs, preservation and increase of new segments of consumers. Depending on the data obtained, change marketing communications in favor of more popular sales channels that have a larger target audience and higher performance.

Conclusions

Thus, a study on the prospects of the marketing communication development of commercial enterprises, showed that today most companies face the question of changing and optimizing their work. With limited and resource-saving, both material and monetary, most businesses try to optimize these costs more

efficiently. Therefore, one of such methods of marketing communication is to expand the online service of selling goods and services. However, it is necessary to maintain a customer-oriented approach, because for certain companies the relevant segment of consumers will not use digitalization tools, preferring offline service. The chosen marketing strategy should cover as much as possible all segments of consumers.

In order to assess the effectiveness of omnichannel marketing communications of a commercial enterprise, it is proposed to use a recurrence factor, which allows to determine the functionality of marketing communications in general and includes evaluation of the effectiveness of functional components of marketing communications, including advertising, sales public relations.

Further scientific research within the marketing communication development of commercial enterprises requires aspects of the methodology for evaluating the effectiveness of marketing communications in modern conditions, which would take into account the risks of commercial enterprises.

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