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ОСОБЛИВОСТІ МАРКЕТИНГОВИХ КОМУНІКАЦІЙ НА ЗАРУБІЖНОМУ РИНКУ

Анотація. У статті досліджені питання, пов'язані з удосконаленням маркетингових комунікацій промислових підприємств на зарубіжних ринках. В роботі розглянуто теоретичні аспекти маркетингових комунікацій, методи міжнародних комунікацій та виділено фактори, які впливають на вибір стратегії формування комплексу маркетингових комунікацій на зарубіжному ринку.

Ключові слова: маркетинг; система управління маркетинговими комунікаціями підприємства; стратегія маркетингових комунікацій; міжнародні маркетингові комунікації.

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ОСОБЕННОСТИ МАРКЕТИНГОВЫХ КОММУНИКАЦИЙ НА ЗАРУБЕЖНОМ РЫНКЕ

Аннотация. В статье исследованы вопросы, связанные с совершенствованием маркетинговых коммуникаций промышленных предприятий на зарубежных рынках. В работе рассмотрены теоретические аспекты маркетинговых коммуникаций, методы международных коммуникаций и выделены факторы, влияющие на выбор стратегии формирования комплекса маркетинговых коммуникаций на зарубежном рынке.

Ключевые слова: маркетинг; система управления маркетинговыми коммуникациями предприятия; стратегия маркетинговых коммуникаций; международные маркетинговые коммуникации.

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FEATURES OF MARKETING COMMUNICATIONS IN THE FOREIGN MARKET

Abstract. The article explores issues related to improving marketing communications of industrial enterprises in foreign markets. The paper considers the theoretical aspects of marketing communications, international communication methods and identifies factors that influence the choice of strategy for the formation of a complex of marketing communications in the foreign market.

Keywords: marketing; enterprise marketing communications management system; marketing communications strategy; international marketing communications.

Formulation of the problem. An increase in the number of industrial producers, an increase in the volume of goods in the markets, and fierce price competition necessitate the search for effective methods of promoting products to the final consumer. Marketing is one of the varieties of the enterprise, whose main task is to study and meet the needs of consumers. It connects the consumer with the manufacturer and makes it possible to create the necessary volume of sales of goods and services to obtain the maximum possible profit. Marketing communications - one of the elements of the marketing mix, provides communication and information exchange between producer and consumer. In today's business environment, the ability to properly implement a marketing communications policy is a great art. A well-developed marketing communications policy gives the company the opportunity to attract new customers, as well as increase sales already existing.

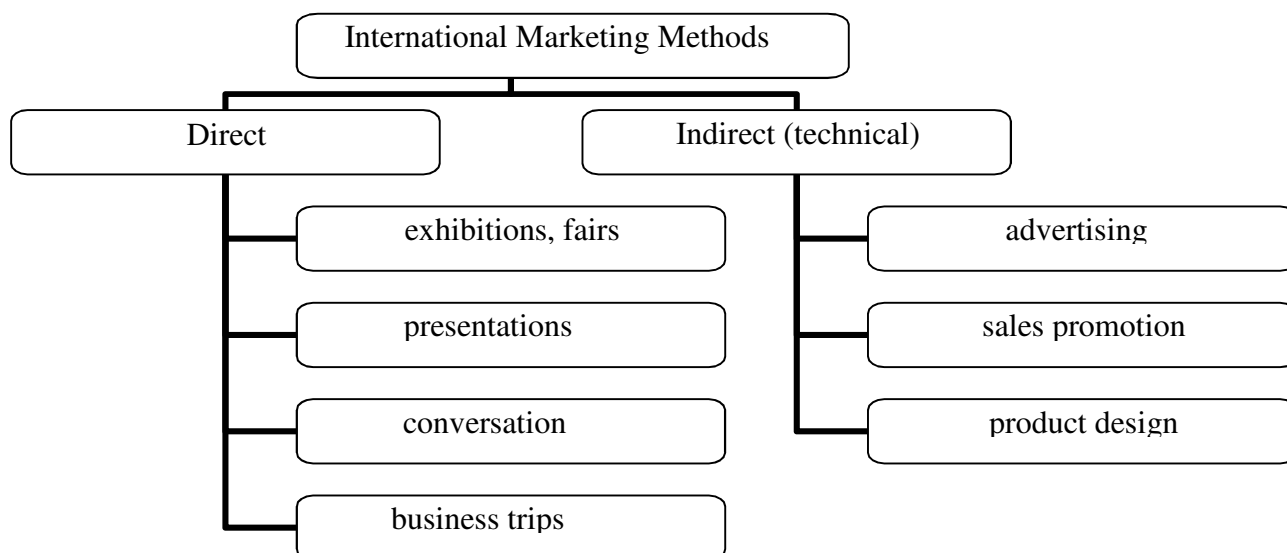
Analysis of recent research and publications. Fundamental theoretical, methodological and practical aspects of managing marketing communications are reflected in the works of many domestic and foreign scientists, in particular, J. Bateson [1], Alex R. Zablah, Danny N. Beuenger, Wesley J. Johnston [3] and etc.

Highlighting previously unresolved parts of a common problem. However, despite the presence of a significant number of scientific papers on the issues of marketing communications, at the same time, there was an objective need to clarify the theoretical provisions and develop methodological approaches to managing the company's communication activities in foreign markets. And all this determines the relevance of the research topic and determines its purpose.

The purpose of the article. The main goal of this article is a theoretical study of marketing communications in foreign markets.

Statement of the main research material. With the constant development of international markets and globalization processes, the role of communications and marketing communications at the international level is growing. Communication activity in the international space focuses on the presentation of certain information about the goods, creating consumer benefits of the product, creating the desired behavior of foreign consumers, ensuring brand awareness, creating a positive image of the company on the international stage. Marketing communications in foreign markets allow you to create a variety of company relationships with suppliers, consumers, local governments and other market entities. Such communications can be represented in the form of various methods and forms of presenting information and affect certain areas of the market, as a result of which message perceptions are created between market entities [4].

International marketing communication is the process of transmitting a message in order to promote a product to a foreign market and achieve the marketing goals of the company (Figure 1). The difference between marketing communications is that they occur between people within the same or different states in order to establish and maintain partnerships in the process of creating and exchanging products in foreign markets; are sources and carriers of information about goods, services, enterprises; act as an effective tool in implementing marketing mix strategies in foreign markets [1].



Source: [1].

Figure 1. Methods of international marketing communication

The main ways of presenting products in foreign markets are exhibitions and fairs. According to the definition of the International Bureau of Exhibitions, "an exhibition is a show (whatever its name), the main purpose of which is to educate the public by demonstrating the means at the disposal of mankind to meet needs, as well as to progress in one or more areas of its activity or future prospects" [3].

A fair is an international economic exhibition of samples, which, regardless of its name, in accordance with the customs of the states in whose territory it is held, is a voluminous market for consumer goods and / or equipment and operates on time for a certain period of time in one and the

same place. At it, exhibitors are allowed to present samples of their products for signing trade agreements nationally and internationally.

Exhibitions and fairs are a multifunctional method of communication.

The main functions are:

- presenting the market in a concentrated form as a model of selected markets;
- providing and enhancing market visibility;
- creating accessibility to new sales / supply markets;
- provide an opportunity to directly compare own products with competitors' products;
- development of an intensive exchange of information and establishing contacts with partners, customers, customers, consumers;
- stimulation of the creative potential of the personnel of the exhibitor company.

Participation in the exhibition / fair allows exhibitors to check and improve in the future the communicative, and pricing, and marketing, and product policies of their enterprise.

Another good communication method for representing the company at the international level is presentation – the official presentation of the enterprise, project, products, goods of the target audience (specially invited persons). It is produced, as a rule, as part of international exhibitions, during foreign business trips or when acquainting guests with the company. The advantage of this type of communication is the ability to quickly and accurately present the company to new partners. A successful presentation lays the foundation for future joint business, consolidates the firm's position in the market, and expands the circle of consumers / buyers of products. Therefore, each presentation must be carefully prepared. Preparation for the presentation consists of the following required actions:

- careful and detailed analysis of the potential audience;
- a clear definition of the main topic / problem of the presentation;
- formulation of the purpose of the presentation (in one clear and short sentence);
- development of a logical performance plan;
- preparation of the conclusion of the speech and introduction;
- preparation and training of using auxiliary material (schemes, tables, graphs, prospectuses, samples, etc.).

The criteria for a high-quality presentation are: accuracy, objectivity, completeness, relevance, high quality, intelligibility and impartiality.

International negotiations are direct marketing communications between partners in order to achieve coherence regarding the subject of negotiations, which meets the strategic or tactical goals of the parties [3].

The main approaches in the formation of a complex of marketing communications in foreign markets is the use of a standardization strategy, adaptation strategies and combination strategies. Standardization strategy - the main condition is the use of the same marketing communication tools, methods and methods of promoting products in all foreign markets. The strength of using a standardized set of marketing communications is saving resources on creating and implementing a marketing communications program, ensuring centralized coordination and control of the company's international communication activities in various countries, and creating a global image of the product and company at the international level. The disadvantage of using a standardized complex is that the standardization strategy is not universal for all goods, companies and markets, and also does not take into account differences in consumer behavior of a foreign consumer [4].

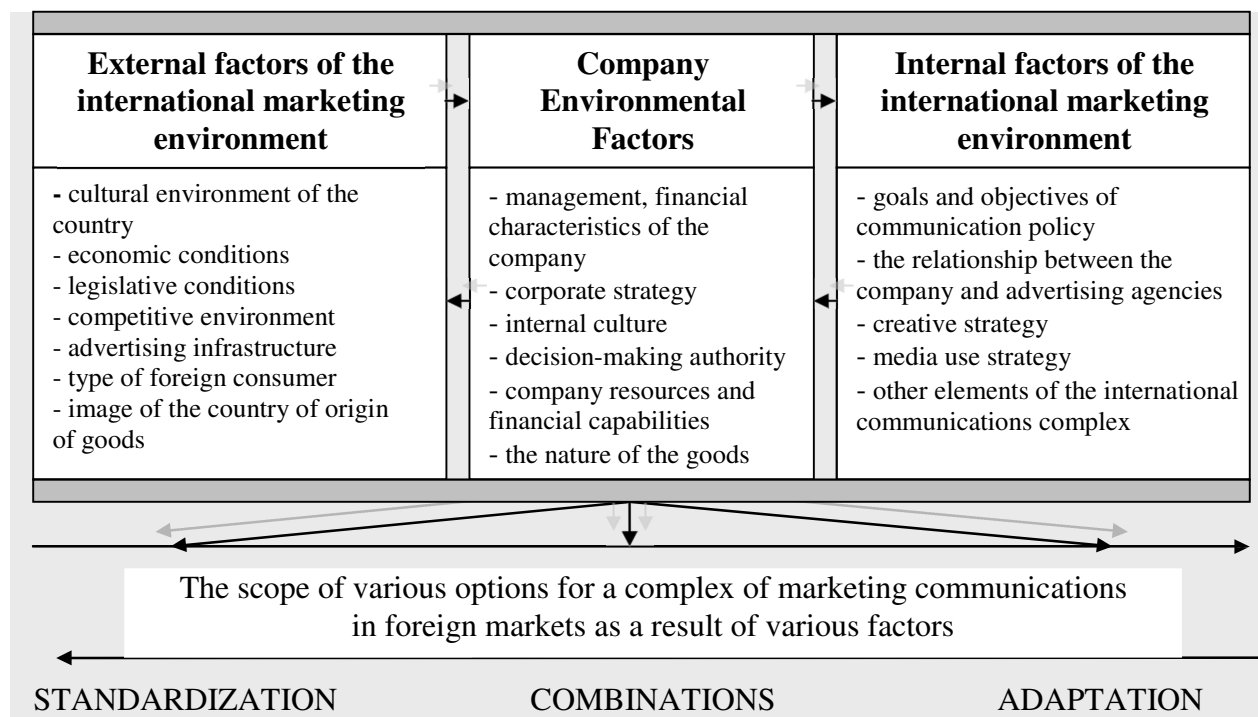
So, the standardization of the complex of marketing communications is an effective strategy for the company in the presence of two important conditions:

1. In foreign markets there is a segment of consumers with the same characteristics.
2. Accessibility and similarity of communication infrastructure to reach the target audience of the company in foreign countries.

Given that other countries and markets are different, the possibility of implementing a standardized set of international communications is very narrow for most firms. Because of this, companies are forced to adapt their international communication policy to the existing requirements and conditions of each foreign market [1]. The adaptation strategy feature is the use of various marketing communications tools, ways and methods of promoting goods in various foreign markets, depending on their availability. The main advantages of the adapted complex of marketing communications are the strengthening of the competitive position of the company in each foreign market by adapting to the requirements of consumers, reducing the risk of losing a specific target market through the implementation of an adapted program of studying it and the possibility of increasing the share of each foreign market and obtaining a higher level of profit compared to using a standardized set of marketing communications. The main disadvantage of the adapted complex of marketing communications is the significant cost of creating and implementing marketing communications campaigns to promote products abroad. However, completely complete standardization and absolutely complete adaptation can be considered "extreme" options and can rarely be used in international activities of companies [4].

Combination strategy - combines the elements of standardization and adaptation, this means that part of the means of marketing communications are used in all foreign markets equally, and some, on the contrary, are adapted to the differences of each foreign market. In the case of applying a combined strategy, the basic is a complex of marketing communications, which is implemented in the domestic market or specially designed for use on an international scale. Further, the complex of marketing communications is adjusted taking into account the basic conditions of the marketing environment of foreign countries [4].

A complex of marketing communications is formed in foreign markets, taking into account the influence of a large number of factors (Figure 2).



Source: [3].

Figure 2. Factors affecting the choice of strategy for the formation of a complex of marketing communications in the foreign market

The main reasons why companies enter foreign markets are:

- the domestic market is limited;
- the presence of a high level of competition;
- significant consumer mobility;
- the impact of cost factors, in particular the search and use of cheap raw materials, labor, production capacity, etc.
- the influence of quality factors (relevance of TQM)
- the desire to avoid the negative consequences of crisis phenomena [4, p. 6].

Conclusions. Ukrainian enterprises should carefully study the characteristics of culture, the behavior of the peoples whose markets the company seeks to enter. Very often, what is perceived by consumers in the Ukrainian market may not be accepted in the foreign market due to the misrepresentation of goods. Things that are acceptable in one culture can be offensive in another.

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