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CHARACTERISTIC OF THE COMPLEX MARKETING COMMUNICATIONS ELEMENTS

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Abstract

Purpose: The purpose and objectives of the article are detailed characterization of marketing communication's elements and characteristics of synthetic and communications. **Methods:** The stages of the campaign and main advantages and disadvantages of advertising have been disclosed and analyzed in the article. The marketing communication and some elements of marketing communications, the issues of formation and development of the theory of marketing communications have been studied. **Results:** This article describes the elements of marketing communications factors and basic tools of marketing communications: advertising, personal selling, complex sales promotion, publicity and public relation, direct marketing. **Discussion:** Companies must also transmit information to customers and carefully carry out selection of such information. For this order is a complex system of marketing communications. Often marketing communications identified with the products promotion which leads to a false understanding of the nature and, consequently, to the irrational use potential of marketing communications in market activity.

Keywords: marketing, communications, marketing activities management, advertising, business.

1. Introduction

The main tools of marketing communication are: advertising; personal selling; a set of sales promotion; publicity and public relations; direct marketing.

Advertising – is a non-personal form of communication with a potential buyer with the help of paid media in order to create knowledge, preferences and beliefs in the need to purchase goods, which is a clear source of funding. Advertising is public, it is impersonal, expressive, has a high degree of penetration and precision [3, c. 211].

2. Analysis of the latest research and publications

Research marketing communications and individual elements of the marketing communications system is subject of many scientific papers and articles. Problems of the formation and development the theory and practice of marketing communications management devoted a lot of fundamental works of famous specialists.

Theoretical questions on this issue within the overall marketing theory thoroughly developed in the works of foreign scientists as N.Anderson, N.Hovanni, Ya.Hordon, E.Hummesson, D.Dzhobber, F.Kotler,

T.Levitt, L.Mattsson, V.Praude, D.Aaker, J.Bernet, C.Black, A.Deyan, G.Karter.

Among domestic scholars have studied this issue by I.Aloshyna, B.Borysov, I.Vikentyev, L.Hermohenova, O.Holubkova, O.Krylov, E.Popov, G.Sinitsyna, I.Sinyayeva, T.Prymak, H.Ryzhkova and others.

3. Research tasks

The purpose of this article is detailed characterization of complex marketing communications elements and basic characteristics of synthetic and communications.

4. Presentation of main material.

American Marketing Association provides the following definition: Advertising - is any paid form of nonpersonal presentation and promotion of ideas or services on behalf of a famous sponsor.

W. Wells, J. Bennett, S. Moriarty tells us about the concept of advertising as: "Advertising - a paid non-personal communication is carried out identified sponsor that uses media, including interactive, in order to convince the audience something or affect it in some way" [2, p.25].

Advanced and rather give a complete definition of advertising known Russian experts in marketing, basic textbook authors T. Maslova, S. Bozhuk and L. Kovalik: "Advertising – is a tool for communication policy based on the use of personal forms of communication are not intended to the public persons by using paid means of disseminating information clearly indicated the source of funding form and maintain interest in individuals, legal persons, goods, ideas and promote their implementation".

The most complete definition, in our opinion, has a Ukrainian scientist E. Romat: "Advertising – is a kind of social media commercial communication which is formed and paid particular advertiser. It aims to promote advertising objects (goods, services, image, idea, person, company, etc.) to potential buyers determined the composition of which is uncertain. The purpose of communication is to develop certain psychological settings in recipients of advertising messages regarding advertising object" [5, p.20].

In the USA and other industrialized countries, the term "advertising" means advertising in the mass media (press, radio, television, billboards) and does not apply to measures to promote sales - "sales promotion", prestigious events aimed at winning public benevolent attitude - "public relations", as well as the specific area of advertising, which is booming in recent years, the essence of which is designed with the consumer producer relations - "direct marketing".

In domestic practice, unlike the western, concept of advertising is widely. It includes exhibition events, business seminars, packaging, printed materials, distribution of souvenirs and other means to stimulate trading activity.

Advertising, according to the Law of Ukraine "About Advertising", means specific information about individuals or products that are distributed in any form and in any way for direct or indirect profit [1].

The main purpose of advertising – is formation (increase) in demand for product expansion (maintain) market share and increase enterprise efficiency. Advertising provides a popular product, informing customers and other audiences about the company, products, quality, new products; the impact on consumers and encouraging them to purchase; reminder goods company for a long period; storage attachment to the product or the company. The objective of advertising can be a positive image, enhance sales incentives,

presentation of new products, entering new markets, the expansion of consumer perceptions about the purpose and possible ways of using the product, positioning and so on.

Advertising as a process has four components:

- Advertisers - it is producers of goods, wholesale and retail trade enterprises, firms;
- Commercial organizations, enterprises, agencies, which have to be qualified experts in marketing, advertising manager, capable of high advertise. They work commissioned by advertisers;
- Means of advertising (advertising distribution channels). There are a lot of advertising, oral, radio advertisements, brochures, catalogs, brochures, leaflets, illuminated signs, advertisements, television advertising, promotional gifts, souvenirs, packaging, exhibitions, fairs etc.
- Consumers advertising - is the target audience, which will be directed advertising effect [3, p. 56].

Means of advertising sufficiently broad and diverse, so different authors is given a different classification. For example, Doctor of Economics, Professor F. Pankratov classifies them by the following criteria [4, p.36]:

- according to appointment promotional tools can be designed for wholesale and retail customers for certain groups of people (men, women, children, persons conducting household, athletes, tourists, students, farmers, etc.);
- according to place of the use of advertising media are divided into internal used directly on the retail trade and external enterprise located outside the retail or wholesale enterprise;
- according to the nature of the technical means used to disseminate advertising, distinguish the following types of advertising: Showcase, exhibition, advertising in the media (advertising in the press, audiovisual, radio and television advertising) print ads and more.

Advertising plays an important economic role, but has both positive and negative features (table 1).

Personal sales - non-personal form of communication with potential buyer via talks to sell the goods offered. Personal selling is carried out in stages on the model process personal selling lodged in Fig. 1.

Personal selling is an effective element of the complex promotion of products because the company is not required to articulate the message to the consumer in advance; sales representative in the communication process can assess the needs of the consumer and accordingly formulate an appeal to

him to assess his reaction and accordingly change its strategy; if the sale of the goods has not taken place, it is in direct contact buyer learns about the product and may buy it later. The technology involves the

sale of a personal choice of the sale. These may include: business meetings, presentations, telemarketing, multilevel marketing, demonstrations and more.

Table 1

Positive and negative features

Positive features	Negative features
The impact on the economy	
<ul style="list-style-type: none"> • promotes economic growth • supports competition • informs consumers 	<ul style="list-style-type: none"> • wasteful, leading to resource depletion • promotes monopolization • there are non-price competition factor
The impact on industry	
<ul style="list-style-type: none"> • expands markets for new products • promotes the development of competition between enterprises 	<ul style="list-style-type: none"> • create barriers to entry • can reduce competition between enterprises
The impact on business	
<ul style="list-style-type: none"> • provides growth of receipts in proportion to the amount of • reduces the extent of the risk in marketing activities 	<ul style="list-style-type: none"> • leads to higher costs and prices
The impact on consumers	
<ul style="list-style-type: none"> • provides information about the company, product quality and a means of quality control • promotes the formation of stimulating demand and raising living standards 	<ul style="list-style-type: none"> • gives no useful information • difficult choice if focuses on small differences catalog

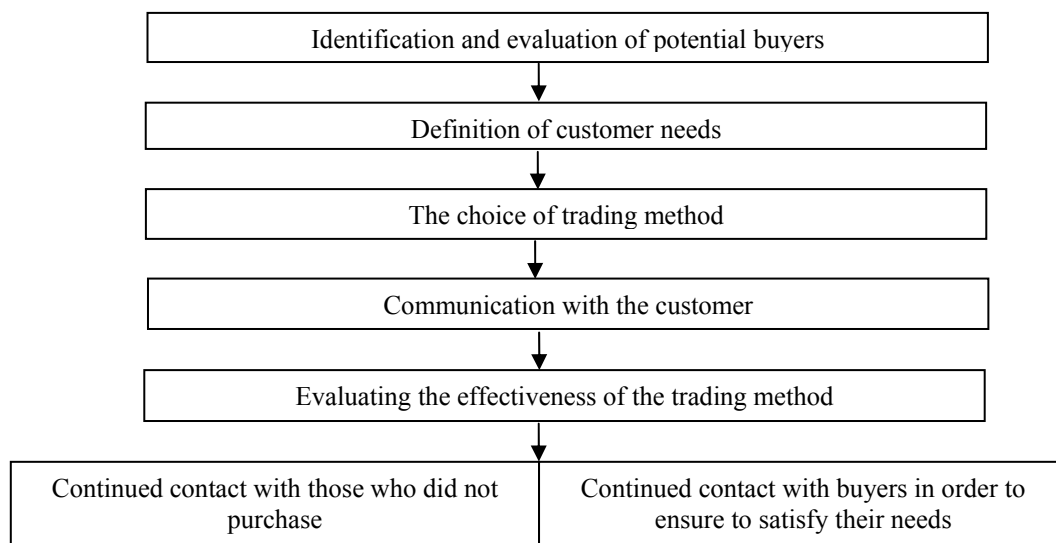


Fig. 1. Model of the personal selling process

Complex sales promotion – is a set of different methods stimulus impact that encourages the purchase or sale of goods and services. Sales promotion aims to have informed consumers of the product, possibly on personal experience familiar from its use properties. The activities of sales promotion is particularly important when the market many competitive products, little different in their consumer properties, so buyers do not have specific

grounds for benefits, sales promotion and customer promise tangible benefits. However, if systematically sales promotion, the customers can connect it to the deteriorating quality of goods [2, p. 204].

5. Conclusions

To succeed work at the market, the company is not enough to produce a quality product and set

reasonable and affordable prices for target consumers. Companies must also transmit information to its customers and carefully carry out the selection of such information. For this in company's order is a complex system of marketing communications. Often marketing communications identified the promotion of products, which leads to a false understanding of the nature and, consequently, to the irrational use potential of marketing communications in market activity.

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Мета: Мета та завдання статті полягає в детальній характеристиці елементів комплексу маркетингових комунікацій та характеристика основних та синтетичних комунікацій. **Методи дослідження:** Етапи кампанії і основні переваги, а також недоліки реклами були розкриті за рахунок методів аналізу. Були вивчені методи формування маркетингових комунікацій і основних елементів маркетингових комунікацій. **Результати:** У даній статті було описано і доведено існування основних елементних факторів в області маркетингових комунікацій і основних інструментів маркетингових комунікацій: реклами, особистого продажу, комплексу по стимулюванню збуту, реклами і зв'язків з громадськістю, прямого маркетингу. **Обговорення:** Компанії також повинні передавати інформацію клієнтам і ретельно здійснювати підбір такої інформації. Для цього необхідна комплексна система маркетингових комунікацій. Часто маркетингові комунікації пов'язують тільки з поняттям просування продукції, що призводить до помилкового розуміння природи даних речей і, це призводить, в свою чергу, до нераціонального використання потенціалу маркетингових комунікацій в діяльності ринку.

Ключові слова: комунікації; маркетинг; підприємство; реклама; управління маркетинговою діяльністю.

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Цель: Цель и задачи статьи заключается в детальной характеристике элементов комплекса маркетинговых коммуникаций и характеристика основных и синтетических коммуникаций. **Методы исследования:** Этапы кампании и основные преимущества, а также недостатки рекламы были раскрыты за счет методов анализа. Были изучены методы формирования маркетинговых коммуникаций и основных элементов маркетинговых коммуникаций. **Результаты:** В данной статье было описано и доведено существование основных элементных факторов в области маркетинговых коммуникаций и основных инструментов маркетинговых коммуникаций: рекламы, личных продаж, комплекса по стимулированию сбыта, рекламы и связей с общественностью, прямого маркетинга. **Обсуждение:** Компании также должны передавать информацию клиентам и тщательно осуществлять подбор такой информации. Для этого необходима комплексная система маркетинговых коммуникаций. Часто маркетинговые коммуникации связывают только с понятием продвижения продукции, что приводит к ложному пониманию природы данных вещей и, это приводит, следовательно, к нерациональному использованию потенциала маркетинговых коммуникаций в деятельности рынка.

Ключевые слова: коммуникации; маркетинг; предприятие; реклама; управление маркетинговой деятельностью.

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