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METHODOLOGY MARKET MEASURING MARKET POTENTIAL OF THE ENTERPRISE

Zhudro M. M.

In article on the basis of comparative analytical, experimental and expert evaluation of existing tools quantify the market potential of the enterprise has been substantiated and proposed methodological approach to the study of market position on the markets for goods and services based on the integrated estimation of efficiency of investment, innovative, marketing and logistics activities of business structures. Developed a conceptual model and a practical algorithm for the use of integrated assessment of the market position of the enterprise, based on the proposed matrix market Growth, investment, innovation, sales, logistics services – market share" (integrated bathing-analysis).

Key words: theory, methodology, competitiveness, potential, model, matrix, marketing, investment, innovation, logistics, tools, integrated assessment.

МЕТОДОЛОГІЯ МАРКЕТИНГОВОГО ВИМІРЮВАННЯ РИНКОВОГО ПОТЕНЦІАЛУ ПІДПРИЄМСТВ

Жудро М. М.

В статті на основі виконаних порівняльних аналітичних, експериментальних та експертних оцінок існуючих інструментів кількісного виміру ринкового потенціалу підприємства обґрунтований і запропонований методологічний підхід до дослідження ринкового його положення на ринках товарів і послуг, заснованого на інтегрованої оцінки ефективності інвестиційної, інноваційної, маркетингової та логістичної діяльності бізнес-структури. Розроблено концептуальну модель і алгоритм практичного використання інтегрованої оцінки ринкового становища підприємства, що базується на запропонованій матриці «Зростання ринку інвестицій, інновацій, продажів, логістичних послуг - частка ринку» (інтегрований-аналіз).

Ключові слова: теорія, методологія, конкурентоспроможність, потенціал, модель, матриця, маркетинг, інвестиції, інновації, логістика, інструменти, інтегрованої оцінка.

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AUDIENCE RECEPTION OF MASS MEDIA ADVERTISING AS A FORM OF MARKETING COMMUNICATION

Ewa Jaska

Marketing communication involves the processes of transferring information between the company and its environment and this objective is tackled with the use of specific channels and measures. One possible for mass media advertising message, which conveys information about the company and its offer, shapes the needs and thereby stimulates the demand. The aim of the paper is to present advertising as a tool used by companies in the process of marketing communication, its audience reception and the features of effective advertising message. The theoretical part presents the concept and components of marketing communication with particular regard to effective advertising in the mass media. The empirical part presents the results of a survey exploring the audience reception of advertising. The study focuses on the impact mass media advertising has on attitudes and behavior of the audience because the potential consumer's response to the advertising message is crucial for entrepreneurs.

Keywords: marketing communication, market, enterprise, advertising

Introduction. Market communication is a purposeful activity of the company directed at its socio-economic environment. It aims to influence the behavior and attitudes of the target audience in order to implement both the current and strategic goals of the company. In particular, the purpose of such operations is to inform the market about the company and its products, as well as shape the

consumers' needs and thereby stimulate the demand. One of the measures used to meet the objectives is undoubtedly the advertising message.

The aim of the paper is to present advertising as a tool used by companies in the process of marketing communication, its audience reception and the features of effective communication. To meet this aim, the review of the literature has been carried

out and the results of a survey study have been presented. The study used techniques of data collecting, data processing and presentation of results.

The Concept and Components of Marketing Communication. The significance of information transfer and communication was recognized at the beginning of the last century by J. Devey, who claimed that the existence of society depends on the message transfer and communication processes[1]. In reference to this approach, similar concepts regarding enterprises appeared in the literature. They argued that also a company exists because it transfers information and communicates with the environment. This communication involves a set of measures and actions, which the company uses to transfer information to the market in order to characterize its brand and its products, shape the needs of customers and thereby create the demand.

In order to describe the interaction between the company and the target market the term marketing communication was coined. J. W. Wiktor argues that marketing communication is often inadequately used as synonymous with the term promotion, despite the fact that the two terms are not fully identical. The traditional concept of promotion is associated with one-way impact the company exerts on the market while marketing communication is a typical interactive process between the company and the environment[2]. Also B. Pilarczyk [3] accentuates the bidirectional nature of marketing communication. It is understood as one of the dimensions of a multifaceted communication process. The essence of marketing communication boils down to the process of communication between the company(the sender) and its environment(customers, stakeholders)with the use of specific tools.

Communication is also seen as an integral function of each company, which cannot be entirely delegated to the market participants. Even though companies often use the services of advertising agencies, the media and consulting companies, they also co-create and accept the final concept of marketing communication which must fit into the company's development strategy[2].

From the company's perspective the communication effectiveness seems crucial as it is related to the economic aspect of the message and financial dimension of media promotional activities. The effectiveness of communication requires the transmitted message to be properly decoded by the recipient. This means that the participants in the communication process must use the same symbols. A good example would be the creation of advertising slogans, expressing in a concise form the main ideas of the company's marketing communication. Deciphering the meaning of the symbols in to concrete meaning by the recipient means decoding the message and if it is in line with the intentions and aims of the sender it increases the effectiveness of the message.

There are a few models used to define the communication process between the enterprise and the market, namely the interpersonal communication model, mass communication model and hypermedia and computing environment model[4,5].With regard to the aim of this paper it would be justified to remind only the model of mass communication, which describes process of company's communication with the market through the media. In this model, recipients receive the same message, regardless of individual needs and preferences. This type of marketing communication creates big and homogeneous audiences. In this model, the message is directed to the general public in the conditions of one-way message transfer and lack of feedback. The recipients have a very limited ability to respond through the same channel they received the message. The sender can influence the market behavior of consumers in a large scale. These facts should be taken into consideration when implementing advertising campaigns in the media.

The Features of Effective Advertising Message. To be effective, advertising must perform specific functions, including the basic function, which is to inform the recipient about the advertised product or service. However, if the effectiveness of communication is a priority it is necessary to use such means of expression that will ensure not only that the message reaches the consumer, but also encourage the decision to purchase the advertised product. In this manner the message fulfils the persuasive function, which is one of the key functions of advertising message next to information and reminding functions [6].

The determinants of effective advertising messages in the media most frequently mentioned in the literature are the following: character, persuasion, colors, slogan and emotions.

The image of the character used in advertising determines whether the product is remembered and positively associated or not, because the recipient identifies the product with the character. A.Benedikt also stresses the role of multiple repeats in various mass media, because it is important for the message to be remembered and correctly associated with the product, which obviously is a core objective of any advertising message[7]. The most often used character is the one representing the target audience, to which the advertising message is addressed. The commercials use women, men and children characters. The catalogue of women images in advertising includes mostly housewives, successful women and symbols of beauty. Men in adverts are often professionals or heads of the family. Usually men and women in the ads present stereotypical patterns of behavior and refer to standard thinking schemes in the recipient's mind[8]. The same is true about the image of a child who is associated with care and care giving, which generates a positive attitude of the recipient to the advertised

product.

The effectiveness of advertising message is very often determined by the choice of an appropriate persuasive mechanism which may include: the authority, familiar characters, testimonials, self-persuasion, incompleteness, stereotype, dissonance or comparative advertising[6]. For example, in adverts of rationally bought products, the image of authority will be commonly used. Appropriately chosen character, having the appropriate competencies, who is an expert in the field, will act as the authority, which increases the credibility of the message.

The advertisements also use self-persuasion, i.e. the consumers are made believe that the arguments presented in the advert are their own. Frequently advertisers supply a sample of the product to test and convince the potential customer that they should try it rather than believe the commercials. The denial of the credibility of the advertising message further increases the attractiveness of the message, because the recipient feels that they are not directly induced to buy the product, but they can make their own choice. Naturally the recipients' reactions are manipulated. Although they can test the product, they will not be offered a choice of other competing products. An example of such adverts will be print ads which often include samples. These are usually adverts of cosmetics, spices or personal hygiene product.

The specific technique of persuasion is provocation. Entrepreneurs and manufacturers are looking for increasingly controversial ways to make their advertising campaign and product stand out among many other messages, be remembered, and consequently be purchased. The essence of provocative (shocking) advertising is to surprise the recipient and focus their attention on the message. Provocative advertising is typically used by companies producing branded clothing, jewelry and cosmetics as well as those which target young and brave customers[9]. However, there are the recipients, who expect different values from advertising and believe that it should give food for thought, educate, amuse or entertain while a shock is at the bottom of their list of expectations[10].

Colors have symbolic meaning. Advertisers realize this fact and select appropriate colors to the advertising message to attract the attention of the recipient and form the expected associations. Different colors have different meanings, so it is important to match the colors to the content. For example, red color symbolizes love, strength, energy and heat, but also violence, aggression or danger. It is the color that attracts attention, stimulates the appetite, in creases interest and activates a violent desire to purchase. It is preferred particularly by young people. Red color, due to its strong emotional load is often used in advertisements. Most frequently it is applied in the advertisements of foods, cosmetics, medicines, cars and entertainment services[8]. Col-

ors are very important because certain associations come to mind, product qualities are emphasized and the advertised product is remembered in the intended way.

The meaning and form of the slogan are subordinated to one goal—generate the need to purchase goods or receive services[7]. Due to the ease of remembering it, the slogan is very often used in advertising. It expresses the main idea of the advertising campaign in a few words. These words must be well chosen to impress, be remembered and repeated by the recipient. Effective slogan should stand out as a unique language formula, be suitable for the target audience and often repeated in the media.

Emotions play a significant role in shaping consumer attitudes to the advertising message. However, this does not mean that every body reacts in the same manner. The same situation may arouse different emotions in different people, but still emotions make it possible to influence the behavior of the recipient. The key aspects of emotional communication are: the dynamics of the emotional message and the coherence of the advert and the advertised product[11]. The dynamics of emotional communication involves the use of both positive and negative emotions of varying intensity. Research on advertising shows that dynamic advertisements are best received by consumers and capture their attention. In emotional messages, in addition to their dynamics, an important role is played by the coherence of expressed emotions and the presented product. Messages of high emotional coherence affiliate aroused emotions with the advertised product. Messages of low coherence show no clear connections between emotions and the advertised product.

The Impact of Advertising on the Attitudes and Behavior of the Audience in the Opinion of Respondents. In order to recognize the role of advertising in the marketing communication process and identify the determinants of an effective advertising message a pilot survey was carried out in 2014 on a group of 97 persons, the majority of which were women (83%). Most respondents (44%) were between -39 years of age. The majority had higher education (63%). Most of them were residents of big cities(over 100,000 inhabitants). The respondents were asked about their perception of advertisements, because the question of how customers and contractors react to this form of communication is crucial for entrepreneurs.

The study shows that the majority of the respondents (72%) perceive advertising as the main communication tool between the company and the market. Only 13% of the respondents agreed with the statement that the company does not communicate with the environment with the use of advertising. The others were not able to give a definite answer to the question.

More than half of the respondents (55%) de-

clared that they do not like advertisements and try to avoid them. Almost 30% of the respondents claimed that they do not like advertisements, but they are forced to watch, read or listen to them. The study shows that the respondents most frequently were exposed to television commercials. This answer was chosen by 54% of the respondents. They were much less frequently exposed to print adverts(18%) and radio commercials(15%). The significant minority of the respondents considered online advertising popular(13%), which may seem surprising, but this result is consistent with the opinion expressed by professionals responsible for creating company advertising policy. It was found that television commercials are more willingly watched than Internet advertisements. The popularity of television advertising was attributed to the use of celebrities endorsing products, ideas and music. On the other hand, those who favour online advertising over television commercials indicated such advantages as audio-visual attributes and the ability to disable ads[10]. However, the latter feature makes it impossible to decode the advertising message and thereby reduces its effectiveness.

Regarding the objectives of companies' advertising policies it should be emphasized that the vast majority of the respondents (78%) declared that they use the products which are advertised.

The biggest number of the respondents (38%) agreed with the statement that advertising strongly influences the image of the company, while 21% of those polled agreed with the statement that advertising rather influences the corporate image, but they

are not one hundred percent sure about that. Other respondents were of the opinion that there are many other determinants and it is difficult to determine the role of advertising among other image building measures. Only 5% of the respondents believed that advertising does not influence the image of the company.

For an entrepreneur, it is also important how potential customers react to commercials. The study shows that nearly half of the respondents(43%)turn off the TV witch to another channel during the commercial break. But they were not the only ones who avoid watching commercials. Only 8% of respondents declared that they watch commercials. The significant majority of the respondents(91%) are of the opinion that too many advertisements reach the potential consumer, but no one said that there are not enough advertisements.

For an entrepreneur is also important to find out if advertising campaigns make their brand recognizable. Therefore, the respondents were asked to match a slogan with a brand. The questionnaire item listed four brand names, of which only one was the correct response. The significant majority of the respondents associate the slogan "Closer to Christmas" properly with Coca-Cola brand, the slogan "Will give you wings" with Red Bull and the slogan "Not for Idiots" with Media Markt. None of the respondents indicated an incorrect brand and only a few did not know which slogan belongs to which brand. Detailed data is shown in Table 1.

Table 1. Brand Recognition by Advertising Slogan

Advertising slogan	Brand	[Number of respondents]	[%]
"Closer to Christmas"	Coca-Cola	81	93,1%
"Will give you wings"	Red Bull	85	97,7%
"Not for idiots"	Media Markt	83	95,4%

Source: own research.

The impact of mass media advertising on product recognition has also been confirmed when the respondents were asked to indicate the product brands which they remembered. The advertised products were ranked higher and the advertised brands were more recognizable and more willingly purchased. The brands and products named by the respondents were those widely advertised in the

mass media, although the medium seemed to matter. Television was recognized as the most effective medium.

The study also aimed to define the features of advertising message which improve the effectiveness of this form of communication with the market. The ranking of such features (expressed in a five-point Likert scale)is shown in Figure 1.

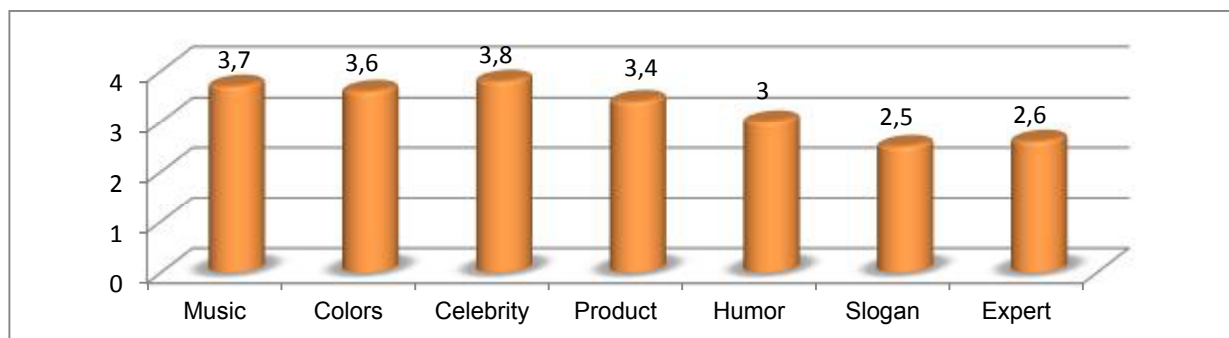


Figure 1. The Features of Effective Advertising Message in the Media

Source: own research.

In the opinion of the respondents the effectiveness of the advertising message is to the greatest extent determined by the use of celebrities, although music and colors seem nearly equally important. The slogan was declared the least determining feature, even though the respondents were able to correctly associate the given slogans with the advertised brands.

Conclusion. Any company which pursues market oriented objectives should develop effective communication with the socio-economic environment. Marketing communication is an integral instrument of marketing strategy and one of the measures it applies is mass media advertising. The advertising message reinforces the brand image, its position and features in the minds of the consumers.

The crucial role of advertising in the company's communication with the market has been confirmed by the results of the survey, which shows that most respondents perceive advertising as a form of communication with the market and see the impact of advertising on the company's brand image. The most important feature of effective advertising message, according to the respondents, was the use of celebrities. The study also confirmed the assumption that the advertising slogan is closely associated with the brand. Advertised brands are known, recognized and considered more prestigious. Advertised products and services reinforce the brand image in the consumers' minds, influence purchasing decisions and thereby stimulate the demand.

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СПРИЙНЯТТЯ РЕКЛАМНОЇ ІНФОРМАЦІЇ ЗАСОБАМИ МАС МЕДІА ЯК ФОРМА КОМУНІКАЦІЇ МАРКЕТИНГУ

Ева Ярка

Маркетингова комунікація включає процеси передачі інформації між компанією і її оточенням, і ця задача вирішується з використанням конкретних каналів і заходів. Одним з можливих видів рекламної кампанії є засоби масової інформації, які передають інформацію про компанію та формують потреби і тим самим стимулюють попит. Метою даної роботи є розглянути рекламу як інструмент, який використовується компаніями в процесі маркетингових комунікацій. У дослідженні основна увага приділяється впливу засобів масової інформації та поведінку аудиторії, тому що реакція потенційного споживача на рекламне повідомлення має вирішальне значення для підприємців.

Ключові слова: маркетингові комунікації, ринок, підприємство, реклама.

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ВПЛИВ МАРКЕТИНГОВОЇ КОМУНІКАЦІЇ НА ПОВЕДІНКОВУ РЕАКЦІЮ СПОЖИВАЧІВ

В. А. Муштай, к.е.н., доцент, Сумський національний аграрний університет

Сучасна концепція інтегрованих маркетингових комунікацій передбачає ретельно зважену та скоординовану роботу всіх каналів комунікації для формування чіткого, послідовного та переконливого уявлення про виробника та його продукт. Внаслідок такої роботи у споживачів формується певна поведінкова реакція, що й визначає обсяги продажу товару або товарної марки.