

вигляді певних інституціональних норм та обмежень. Такий підхід дозволяє ввести до механізму корпоративного розвитку настанови організації управління (організація як інституціональна регламентація) відповідним матеріально-технічним забезпеченням.

Таким чином, у статті висвітлено параметри організації матеріально-технічного забезпечення корпоративного розвитку в контексті формування відповідного управлінського механізму, орієнтованого на об'єднання ресурсного та діяльнісного підходів до розуміння стратегічного процесу. Систему реалізації корпоративних відносин, як підґрунтя корпоративного розвитку, визначено як підґрунтя для забезпечення корпоративному підприємству економічно безпечної присутності на ринках ресурсів та активів. Доведено до речності фіксування складових організації матеріально-технічного забезпечення корпоративного розвитку в рамках відповідної системи інституціональних правил здійснення корпоративних відносин. Разом з тим, потребує проведення подальших досліджень розробка підходів до формалізованого фіксування таких інституціональних правил та їх імплементації до механізму управління корпоративним розвитком. ■

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MENTAL AND ETHICAL ASPECTS IN JUVENILE-ORIENTED BRAND DEVELOPMENT

SHUBIN A. A., KRIVONOS A. A.

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Shubin A. A., Krivonos A. A. Mental and Ethical Aspects in Juvenile-oriented Brand Development

This article is dedicated to mental and ethical aspects that arise in the process of developing brands for a juvenile target group. A highly optimized way of discerning and satisfying the emotional demands of children and rational motives of their parents is proposed. To create a trademark concept that accounts for interaction of complex systems in a state of unsteady equilibrium, a matrix of dual-targeting trademark creation is developed.

Key words: brand, target group, promotion, juvenile brand, segmentation, targeting, demand.

Figures.: 5. **Tabl.:** 1. **Bibl.:** 6.

Shubin Aleksandr A. – Doctor of Science (Economics), Professor, Rector, Donetsk National University of Economy and Trade named after M. Tugan-Baranovsky (vul. Shchorssa, 31, Donetsk, 83050, Ukraine)

Krivonos Alina A. – Assistant, Department of Marketing and CP, Donetsk National University of Economy and Trade named after M. Tugan-Baranovsky (vul. Shchorssa, 31, Donetsk, 83050, Ukraine)

E-mail: 7307676@gmail.com

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Шубін О. О., Кривоніс А. О. Психологічні та етичні аспекти розвитку бренда з орієнтацією на дитячу аудиторію

Статтю присвячено морально-етичним аспектам, які виникають в процесі розробки бренда для дитячої аудиторії. Запропоновано оптимальний варіант виявлення і задоволення емоційних потреб дитячої аудиторії і раціональних мотивів їх батьків. Для створення концепції торговельної марки, що враховує взаємодію складних систем у сфері нестійкої рівноваги, розроблено матрицю створення торговельної марки в умовах двійкового таргетування.

Ключові слова: бренд, цільова аудиторія, просування, дитячий бренд, сегментація, таргетування, потреба.

Рис.: 5. **Табл.:** 1. **Бібл.:** 6.

Шубін Олександр Олександрович – доктор економічних наук, професор, ректор Донецького національного університету економіки і торгівлі ім. М. Туган-Барановського (вул. Щорса, 31, Донецьк, 83050, Україна)

Кривоніс Аліна Олександрівна – асистент, кафедра маркетингу та КС, Донецький національний університет економіки і торгівлі ім. М. Туган-Барановського (вул. Щорса, 31, Донецьк, 83050, Україна)

E-mail: 7307676@gmail.com

УДК 659.126-053.6

Шубин А. А., Кривонос А. А. Психологические и этические аспекты развития бренда с ориентацией на детскую аудиторию

Статья посвящена морально-этическим аспектам, которые возникают в процессе разработки бренда для детской аудитории. Предложен оптимальный вариант выявления и удовлетворения эмоциональных потребностей детской аудитории и рациональных мотивов их родителей. Для создания концепции торговой марки, учитывающей взаимодействие сложных систем в области неустойчивого равновесия, разработана матрица создания торговой марки в условиях двичного таргетирования.

Ключевые слова: бренд, целевая аудитория, продвижение, детский бренд, сегментация, таргетирование, потребность.

Рис.: 5. **Табл.:** 1. **Библ.:** 6.

Шубин Александр Александрович – доктор экономических наук, профессор, ректор, Донецкий национальный университет экономики и торговли им. М. Туган-Барановского (ул. Щорса, 31, Донецк, 83050, Украина)

Кривонос Алина Александровна – ассистент, кафедра маркетинга и КС, Донецкий национальный университет экономики и торговли им. М. Туган-Барановского (ул. Щорса, 31, Донецк, 83050, Украина)

E-mail: 7307676@gmail.com

In the process of developing a juvenile trademark it is necessary to account for the specifics of juvenile buying behaviour and perception of brand and brand-communications by children. The base of a child's buying psychology is formed by wants and needs that are cardinally different from the ones of adults, yet playing a decisive role in child's behaviour. Toys, dreams and fantasy worlds are necessary attributes of juvenile's development, forming one's communicative skills, spatial and image thinking and ability to adopt new information. Younger age group of confectionery consumers is characterized by emotionally rich communication, denial of any rules and decorum, high degree of originality, desire for self-expression, indifference towards younger children and domination of peer authority, starting with grade school.

Problem of brand perception is fairly current and multifarious at the moment. Within the existing body of theoretical works and scientific concepts, the ideas of S. Cumber, S. Pashutin, R. Kolyadyuk, M. Remarenko, Z. M. Makasheva, T. Gad, Rein Irving, as well as the relevant Ukrainian laws «On advertising», «On childhood protection», «On child nutrition» deserve a thorough examination.

The aim of this article lies with describing major attributes required to make the adult audience accept a juvenile product as well as discovering children's demands, creating recommendations for constructing a successful brand on the confectionery market and its further promotion, while keeping it subject to mental and ethical principles.

Children are, namely, the primary group of confectionery consumers. However, this market is nuanced: parents play an important role in deciding whether to actually buy a certain product or not, acting as a secondary audience.

Relying on the aforesaid characteristics, the model of purchasing child oriented confectioneries can be represented as follows (fig. 1).

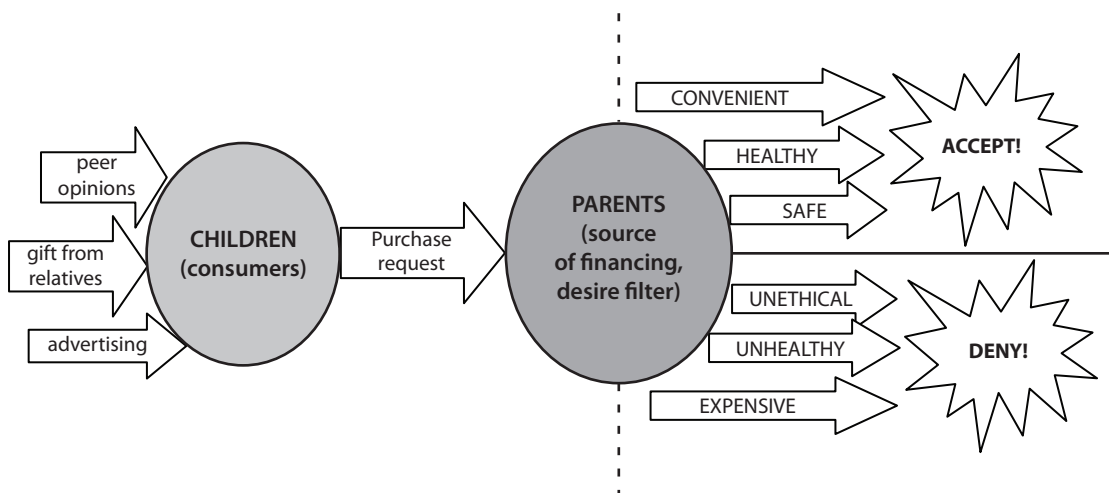


Fig. 1. Model of purchasing confectioneries

Source: authors.

This scheme denotes that the classic model for new trademark development based on the marketing-mix complex is inadequate for this market, since it only accounts for the needs of a single target group and surmises creation of several product modifications for different consumer groups.

Development of a juvenile-oriented product requires synergistic approach to discovering and satiating the emo-

tional demands of juvenile audience and rational motives of their parents.

A matrix of dual-targeting trademark creation is made to assist in creation of a trademark concept accounting for interaction of complex systems in the state of unsteady equilibrium (fig. 2).

This matrix already contains some known data about juvenile and adult audiences.

However, this model is versatile and can be used for other dual-targeted markets.

In the process of studying specific questions an according field in the matrix is filled out for a particular audience, then a single concept is formed on based on the received data, allowing for a synergistic effect.

The predominant trend for consumption of colourful, tasty and equally harmful products has exhausted itself. At the moment parents are highly concerned with increase of chronic and allergic diseases in their children. Based on the claims of State committee of sports and youth affairs chairman Ravil Safiullin, the rate of illness among the school aged children increased by 27% in last 10 years. While the rate of chronic diseases is only 30% for grade school, it reaches a 50% mark by fifth grade and 64% by ninth [5].

Ukrainian market's psychology returns to consumption of healthy, natural foods. Gustatory qualities of the product are overshadowed by health concerns. This statement is reinforced by the following trends on various food markets and consumer behaviour in years 2011 – 2012.

Based on the data of State statistics service, the production of soda in Ukraine in first 6 months of 2012 has reduced by 4.97% compared to the same period of year 2011, while production of juice-containing drinks increased [2].

Category: contains product category					
Purpose: purpose of trademark creation					
	Primary group – children		Secondary group – parents		Unified TM concept
P r o d u c t	Product's taste, form, package design, presence of additional value	P r o d u c t	Compound, nutritive value, safety, health benefits, ease of consumption	P r o d u c t	Description of a unified concept, aggregating the needs of both groups
P r i c e	Optimal price from the child's POV	P r i c e	Optimal price from adult's POV	P r i c e	Retail price
P r o m o t i o n	Appeal of the gaming concept, advertising channels, visual and emotional appeal	P r o m o t i o n	Compliance with advertising standards, rational message, detection of hidden emotions	P r o m o t i o n	Advertising concept based on psychological preferences of both children and adults
P l a c e	Channel for convenient purchase of product with parents and alone	P l a c e	Channel that ensures, sanitary and temperature norms of product storage	P l a c e	Channels for product retail

Fig. 2. Matrix for dual-targeting trademark creation

Source: authors.

Research carried out by Trendwatch in Ukraine in summer 2012 has shown that almost 40% of Ukrainians consider healthy nutrition an integral part of a healthy lifestyle, in other words – domestic consumers are eager to buy eco-friendly wares increasingly often. In 2009 – 2010 the portrait of the consumer shopping for natural foods had two key attributes: aged between 25 and 45, having monthly income of more than 8000 hrn. per household member. From the middle of 2011-2012 years it has primarily changed to include all families with infants, regardless of income. According to forecasts, Ukrainian organics market will increase by at least 8 – 12% a year [4].

According to experts, annual sales of organic wares already constitute around \$60 bln. By 2020 their total turnover might reach the \$200 – 250 bln mark [3].

This tendency is reinforced by series of TV broadcasts revealing the technological process behind manufacturing certain products: sweets, sausages, convenience foods, canned fish, et cetera. Even if the adults are prepared to keep buying foods that harm their health, harming health of their children is considered unacceptable.

Tendency to overprotect the younger generation is influenced by the following factors:

- ✦ problems with conception and heightening infertility rates;
- ✦ increasing child disease and mortality rates;
- ✦ high cost of treatment contrary to formally «free» medicare. Parents feel concerned that their financial assets might not be sufficient to treat a diseased child;

✦ low pension provision. Parents subconsciously hope for material support from their children in old age, and, thus, hope that their children will remain healthy and able.

Studying the above-listed market tendencies and principles of governmental regulation in juvenile marketing allowed us to formulate conclusions that were included in dual-targeting trademark creation matrix.

Results in each field are not immutable and subject to change as new material is being studied in the process of research.

More detailed product concept of confectioneries from the perspective of parental audience looks like this:

- ✦ minimal content of cocoa-beans (since beans are an offending allergic agent);
- ✦ replacement of artificial ingredients with natural ones: replacing milk solids with whole milk, etc.;
- ✦ enrichment of product with naturally derived vitamins: fruit purees, fruit concentrates, etc.;

- ✦ use of naturally derived colouring agents;
- ✦ repudiation of artificial preservative agents, reduction of products shell life span;
- ✦ the products compound has to be as simple as possible, and should not contain GMO;
- ✦ a high quality product can't be sold at a low price. Consumer does not trust the statement «high quality = cheap»;
- ✦ use of organic products in compounds for children. Based on the data International society of biological farmers, these products contain 70% more vitamins and amino acids. Organic goods do not increase body's tolerance to antibiotic treatment. Milk possesses higher concentration of polyunsaturated fatty acids.

According to current legislation, the following principles should be observed while developing the entity and components of integrated brand-communications (fig. 3).

The placement of child oriented product ads within the span of broadcasts designated for children is forbidden, according to article 14, paragraph 4 of Ukrainian law «On advertisement» (from 03.07.1996): «Interrupting sessions of Verkhovna Rada, sessions of Verkhovna Rada of Republic Autonomous Republic Krym, formal state arrangements, official statements of the President of Ukraine, Chief of Verkhovna Rada of Ukraine, Prime Minister of Ukraine, Chief of Constitutional Court of Ukraine, Chief of High Court of Ukraine, people's deputies of Ukraine, members of the Ukrainian Government, religious masses, shows for kids and news bulletins is forbidden».

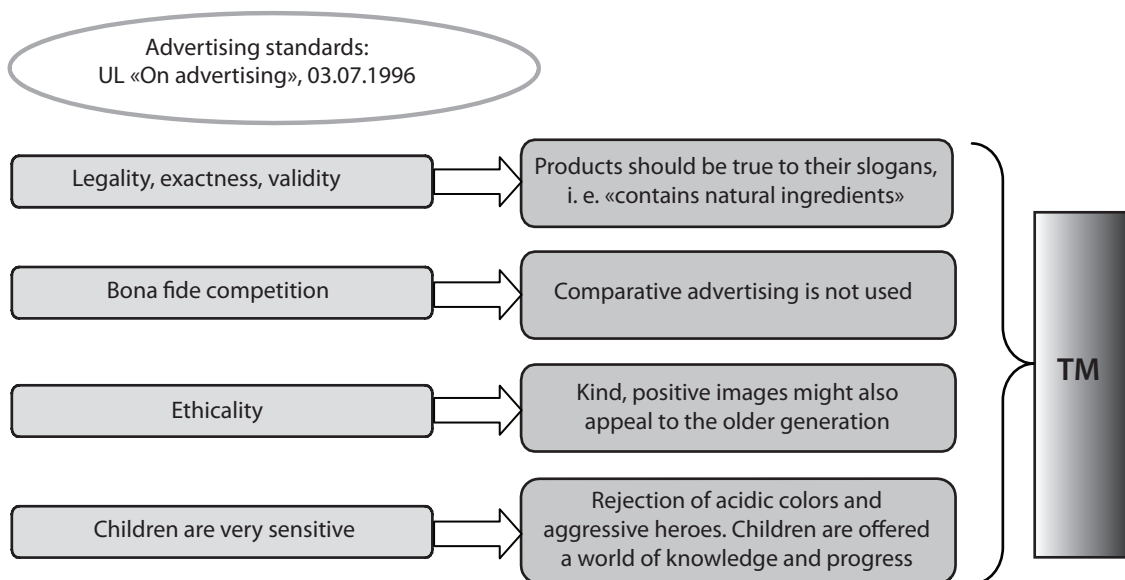


Fig. 3. Advertising legislation in creation of a juvenile trademark

Source: «On advertising» from 03.07.1996. a.7, author.

However, the law does not explicitly prohibit placement of advertisement before the start of a juvenile oriented broadcast. The child possesses the highest concentration of attention and active perception before their favourite show starts. On the other hand, children have a short memory span and wavering priorities, often making it advisable to reinforce the advertising effect once the show is over.

In the process of choosing means and methods of psychological advertising influence over children (the primary audience) and their children (the secondary audience) we should consider the legislative demands regarding depiction of children in advertising and content of child oriented ads. A whole article of Ukrainian law «On advertising» from 03.07.1996 is dedicated to this issue: «Article 20. Advertisement and children», where paragraph 1 states that depictions of children ingesting alcoholic beverages, smoking, narcotics or any other production that is restricted to adults, as well as depictions of authentic or toy like weapons in advertising is forbidden.

Advertising should not contain any statements similar to «parents don't know their way around life», «disregard the words of adults», «parents don't know that», aggressive adult behaviour aimed at children as well as other phrases and images that subvert the authority of parents, guardians, pedagogues, and might impair their credibility.

An important aspect of constructing an advertising message to children is described in a. 20 p. 1 UL «On advertising», which explicitly forbids prompting children to make a purchase or ask a third party to make it in their stead. Regardless, of the fact that the buying prompt is a mandatory element in adult oriented advertising, this approach is unacceptable with children.

Let's examine the transformation of the classical AIDA advertising model while working with children as primary audience. Fig. 4 shows classic advertising AIDA model that reflects consecutive stages of advertising. Adults are being specifically targeted at each stage, as well as being assaulted by the purchase drives: «Buy this!», «Make haste!», «Try this!».

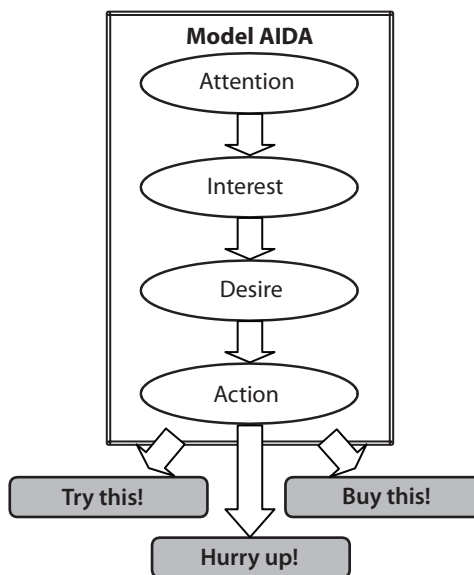


Fig. 4. Classic model of AIDA advertising, aimed strictly at the adult audience

Source: Lewis A., (USA)

Working with children as primary audience subjects advertising techniques to legislative limitations, making the AIDA model split in two target groups on the «Action» stage.

In the action prompt can be replaced with catch phrases similar to «Play!», «Collect!», «Advance!»

The secondary adult audience is targeted with a direct motivational message – «Buy this for your child!». However, it's not supported by the first three advertising stages of the AIDA model. To increase the effect on the adult audience, the children oriented ads should contain the advertising blocks aimed at adult consciousness on each stage of AIDA advertising model (fig. 5).

According to p. 2 – 5 of article 20 UL «On advertising» ads may not: contain children depicted in dangerous situations, potentially leading to attempts of reproducing

these situations in real life and promoting nonchalant attitude towards situations that are dangerous for child's life and well-being; cause negative moral influence on children or cause a feeling of inferiority; create a false image of product being financially affordable for any household budget; create an image of product conveying physical or moral superiority over other children.

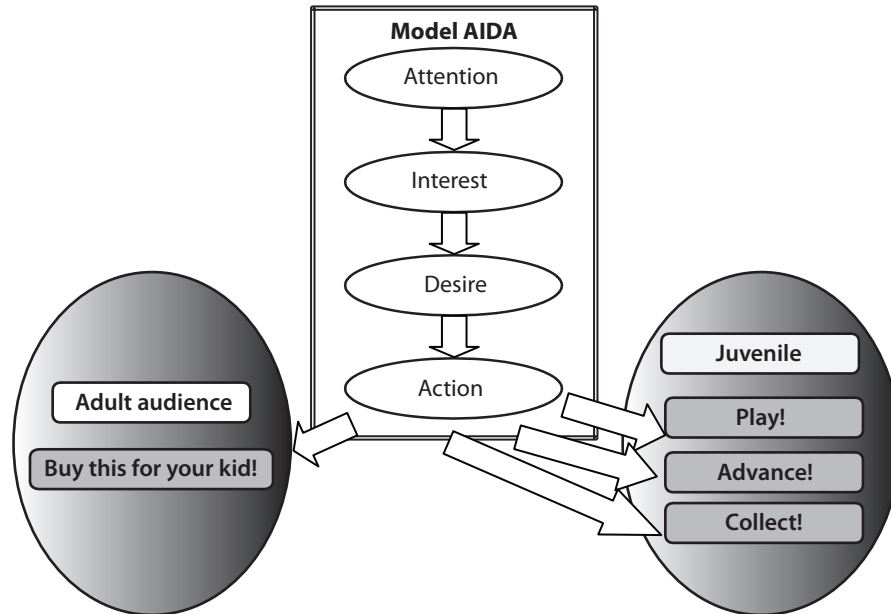


Fig. 5. Transformation of AIDA model in the process of child-oriented advertising campaign development

Source: author research based on the model of A. Lewis.

Evidently, current legislation regulates children oriented advertising thoroughly and inflexibly.

Each enterprise that produces goods or commences operations within the borders of Ukraine should abide and be well aware of the regulations listed above.

Infringers of advertising legislation are faced with disciplinary, civil, administrative and criminal liability (UL «On advertising», a. 27, p. 1).

The size and order of penalty exaction from transgressors is presented in *table 1*.

Table 1

Penalties for infringing advertising legislation

Advertisers	Advertisement designers	Advertising agents	Second violation in the same year	Order of determining the value of advertisements
Five times the total value of distributed ads	Five times the total value of manufactured ads	Five times the total value of distributed ads	Imposition of a double fine	Determined from the agreed cost without considering taxation and tillage

Source: UL «On advertising» from 03.07.1996 a. 27, p. 4 – 5.

Therefore, the advertising legislation not only ensures the safe behaviour of children after watching the juvenile oriented ads, but also cares about the ethical aspect of advertising: authority of elders, equality of people and ban on repression of personality.

Thus, the study of specific mental and ethical components of advertising messages aimed at children, as well analysis of nationwide tendencies in consumer preferences allowed us to outline the major qualities required to make the adult audience accept a child-oriented product. ■

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