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THE ESSENCE OF THE CONCEPT OF MARKETING COMMUNICATION IN MARKETING

Abstract: This article describes the current role of marketing communication, the main means of communication with consumers of a modern company. In order to understand the essence of marketing communications, the scientific approaches of foreign and local scientists were studied. The main goals, elements, several classifications of marketing communications and the main types of communications have been studied, divided into separate groups. As a result of the conducted research, it is scientifically and practically based that the complex of marketing communications consists in developing and combining the actions of the organization to achieve marketing goals. In order to open wide opportunities for marketing communication of modern companies, scientific-theoretical proposals have been developed to improve the marketing management of enterprises in any field, and at the same time, to properly organize traditional marketing communications.

Key words: marketing communication, communication complex, model, encoding, decoding, feedback, cognitive level, advertising, personal selling, branding, internet marketing.

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Introduction

In the conditions of global competition, high market saturation, in order to ensure competitiveness, each manufacturer must develop and continuously maintain relationships with its target audience. The main means of a modern company to ensure communication with the consumer are marketing communications. In a general sense, marketing communications is the process of transferring information about products to the consumer.

There are many approaches to understanding the essence of marketing communications. So, Pankrukhin A.P., considers marketing communications as "...a set of means and specific actions to search, analyze, generate and disseminate information that is significant for the subjects of marketing relations" [1].

Burnet J., Moriarty S. marketing communications are considered as the process of transferring information about the product to the target audience [2]. A broader interpretation of marketing

communications is given by Eriashvili N. D., Korotkov A. V., Sinyaeva I. M. "...a set of signals coming from enterprises to various audiences, the complex impact of a company on the external marketing environment to create favorable conditions necessary for successful and profitable activity in the market" [3].

In modern conditions, it is not enough for companies to simply produce products and set a price, it is necessary to convey to potential consumers information about the product, its functional and quality characteristics, as well as the profitability of the acquisition. To do this, marketing communications are used to arouse interest in a product or service, convince them to make a purchase and maintain interest in the company in order to retain regular customers. Marketing communications carry out the transmission of messages to consumers in order to make the products services of organizations attractive to the target audience.

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Marketing communications is a complex system of market interaction between an organization and the public, associated with the movement of goods, the exchange of information, technology, knowledge, and experience. The complex of marketing communications consists in the development and integration of the organization's actions to achieve its marketing goals [4].

Marketing communications is a set of external and internal communications for the transfer of messages from the producer to the consumer to meet his needs and receive the planned profit.

Marketing communications are designed to convey information about the company's products and the conditions for their sale to potential consumers, as well as to convince consumers to buy this particular product (service) or purchase it in certain stores (from specific firms). In addition, marketing communications allow you to manage the attention of buyers, interest them in a specific product, and encourage the consumer to spend their money on the offered products [5].

The analysis of the presented approaches allows us to conclude that all marketing communications are aimed primarily at stimulating buyers to purchase their goods or services. At the same time, the considered approaches make it possible to highlight the benefits of using marketing communications, which, in addition to increasing profits and increasing product sales, should also include the ability to influence the audience, change its attitude to the company's products.

So, the main object of communicative influence is the target audience - the consumer, and the purpose of marketing communications is the impact on consumer behavior. To achieve the goal, the following tasks of marketing communications can be distinguished:

- informing the audience about the existence of certain goods and services, explaining their purpose;
- persuasion - the formation of a favorable attitude of the consumer to the organization and its brands;
- creating an image - the formation of an image of an organization associated with the differentiation by the consumer of the brands of the manufactured product;
- reinforcement - retention of regular customers [6].

The main objectives of marketing communications are:

1. target audience research;
2. determining the degree of readiness of consumers to make purchases [7];
3. identifying the desired consumer response;

4. writing messages for consumers;
5. development of a complex of marketing communications of the company;
6. development of the budget for the complex of marketing communications;
7. execution of a complex of marketing communications [8];
8. collection of information coming through feedback channels;
9. necessary changes in the complex of marketing communications.

Marketing communications are responsible for the success of enterprises in the market, so the toolkit is becoming more complex and expanding. Their role and purpose is to support the marketing plan by creating consumer understanding and confidence in the advantages of a given manufacturer over its competitors.

The marketing communications process is described using a model and consists of several elements:

1. sender is a party (manufacturer or seller) that sends a message to another party (consumer, client);
2. encoding is a set of characters that are transmitted by the sender [9];
3. means of dissemination of information - these are communication channels through which a message is transmitted from the sender to the recipient;
4. decryption is the process by which the recipient attaches meaning to the characters transmitted by the sender;
5. recipient is the party that receives the message from the other party;
6. response is a set of responses (reviews, comments) of the recipient that appeared as a result of contact with the message;
7. feedback is part of the response that the recipient brings to the attention of the sender [10];
8. interference is unplanned media interference or distortion, as a result, the recipient may receive a message that differs from that sent by the sender.

The basic elements of marketing communications are the sender, the message, the channel, and the recipient. In the process of communications, the impact on consumers (recipients of messages) is carried out at three levels:

- cognitive level - consumers must choose a product or service and determine its need;
- effective level - clients should express emotions and sympathy after receiving the message and believe it;
- behavioral level - the message should convince consumers to make a purchase.

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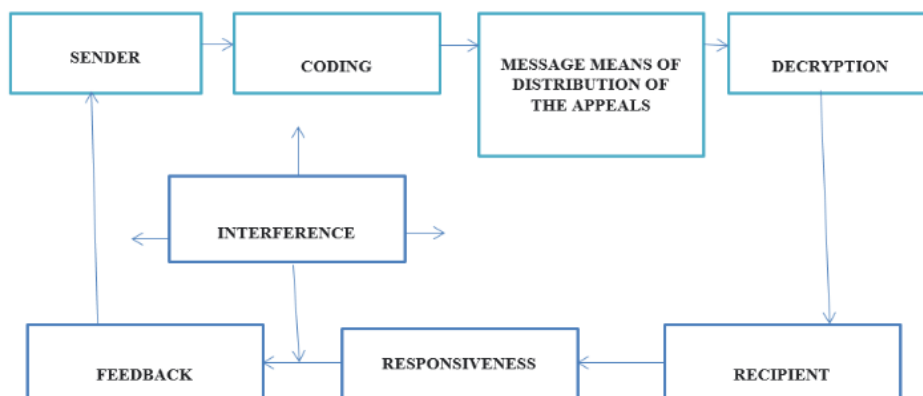


Figure 1. Marketing communications process

The main task of companies is not just to convince consumers of the need to purchase a product or service, but to inspire confidence that this product will satisfy their needs better than others. This means that the company is committed to turning the customer into a loyal customer.

To do this, you should follow three important stages of the marketing communications process:

- informing consumers about a product or service;
- persuading customers to purchase a product/service;
- a constant reminder to consumers of the existence of a product, brand or company.

There are several classifications of marketing communications. According to the type of organization of the process, direct communications and communications through an intermediary are distinguished. Direct communication is the process of

communication between two or more people to get to know each other, discuss and promote a product or service. When using intermediaries in communications, there is no possibility of an individual approach to the consumer, since advertising messages are designed for the "average" buyer. In addition, the perception of information by buyers depends on the attitude towards the sender of the message, which must be taken into account when choosing the media.

These two groups of marketing communications are divided into subgroups:

- paid and unpaid communication;
- long-term and short-term;
- personalized and non-personified.

Accordingly, there are a lot of types and varieties of marketing communications. Distinguish between planned and unplanned types of marketing communications.

Table 1. Classification of marketing communications

Planned marketing communication tools	Unplanned instruments marketing new communications
Advertising	Behavior of operating personnel
Sales promotion	Post equipment
Public relations	Vehicles
Direct marketing	Company's response to clients' appeals
Personal sale	Crisis management
Special products at the point of sales	Investigations by journalists or state authorities
Package	
Souvenirs	
Sponsorship	
Licensing	
Service maintenance	

Therefore, it is not worth limiting yourself to only four basic or main types of marketing communications, and depending on the goals and planned results, choose a set of types and tools of marketing communications.

Marketing communications include a set of elements and methods of influencing consumers that contribute to the formation of a positive attitude towards the products offered by the company, thereby facilitating its sale. The main types of marketing communications are:

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1. Advertising.
2. Sales promotion.
3. Personal selling.
4. Public relations (PR).

Advertising is a form of communication (non-personal), information brought to the consumer, designed to promote goods, services, draw attention to a particular product.

Sales promotion - a set of activities aimed at promoting products, short-term sales promotion measures or incentives designed to accelerate the response of consumers: coupons, discounts, free samples of goods, etc.

Public relations (public relations) is a set of activities, the purpose of which is to interact with the public to ensure the management of its opinion about the company, products: exhibition activities; sponsorship; public speaking, etc.

Personal selling is the establishment of personal contact (interaction, communication) with potential buyers in order to sell products. Personal selling is a type of direct marketing that involves a personal meeting between the seller and the buyer.

In addition, additional types of marketing communications include: branding; sponsorship, etc.

It is important to note that at present there is a decrease in the susceptibility of consumers to traditional marketing communications.

In the context of the intensive development of the information space, the global Internet, more and more modern companies are resorting to promoting their products using interactive technologies.

Internet marketing is the practice of using all the traditional elements and activities of Internet marketing to get a response from the audience: marketing research, product, price, distribution and communication policies, branding, as well as the general concept of marketing interaction.

Thus, the Internet allows you to quickly present all the necessary information about the product to a wide audience, form public opinion, build up and continuously maintain personal contacts, etc.

Thus, the Internet and modern information technologies open up wide opportunities for organizing marketing activities, allowing you to improve the marketing management of an enterprise in any industry, but at the same time, you should not forget about traditional marketing communications.

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