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O. I. Zaitseva, Candidate of Economic Sciences, Associate Professor
S. V. Nechaev, Postgraduate**USE OF MARKETING TECHNOLOGIES AS AN INTANGIBLE ASSET IN THE CONTEXT OF BUSINESS EFFICIENCY**

Abstract. *The research in the article is about the evolution of branding by type of economy and use of interdisciplinary methodology, active management technologies of marketing and consumer behavior are defined, and the trends they use in the context of business performance are suggested.*

Keywords: *marketing technologies; interdisciplinary methodology; intangible assets; the efficiency of business.*

O. I. Зайцева, к. е. н., доцент,
С. В. Нечаєв, аспірант**ВИКОРИСТАННЯ МАРКЕТИНГОВИХ ТЕХНОЛОГІЙ ЯК НЕМАТЕРІАЛЬНИХ АКТИВІВ В КОНТЕКСТІ ЗАБЕЗПЕЧЕННЯ РЕЗУЛЬТАТИВНОСТІ БІЗНЕСУ**

Анотація. *В статті досліджено еволюцію брендингу за типами економіки з використанням міждисциплінарної методології, визначено активні маркетингові технології управління споживчою поведінкою і запропоновано напрямки їх застосування в контексті забезпечення результативності бізнесу.*

Ключові слова: *маркетингові технології; міждисциплінарна методологія; нематеріальні активи; результативність бізнесу.*

А. И. Зайцева, к. э. н., доцент,
С. В. Нечаев, аспирант**ИСПОЛЬЗОВАНИЕ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ КАК НЕМАТЕРИАЛЬНЫХ АКТИВОВ В КОНТЕКСТЕ ОБЕСПЕЧЕНИЯ РЕЗУЛЬТАТИВНОСТИ БИЗНЕСА**

Аннотация. *В статье исследована эволюция брендинга по типам экономики с использованием междисциплинарной методологии, определены активные маркетинговые технологии управления потребительским поведением и предложены направления их применения в контексте обеспечения результативности бизнеса.*

Ключевые слова: *маркетинговые технологии; междисциплинарная методология; нематериальные активы; результативность бизнеса.*

Urgency. The glut of products on a classical marketing and commercial communications are not just ineffective, but rather cause a defensive reaction of consumer resistance and rejection of not always truthful information. Shaping the defense mechanisms of the so-called "promotional garbage" and following the principle of "informational diet" consumers are becoming more demanding, knowledgeable and conscious. The trends require not simply react to changing market conditions and be proactive, and to predict future requests to establish civilized communication oriented on a client, creating "live" honest brands according to consumer expectations. As a result of partnership cooperation, trust and social exchange the perceived consumer culture will be formed, the spread of which in society and business environment requires new marketing techniques.

Target setting. The purpose of the article is the research of active marketing technologies of consumer behavior management and identification of the directions they use in the context of business performance.

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Actual scientific researches and issues analysis. Problems of the research of modern marketing technologies and their application in business as intangible became a subject of many scientific researches in Ukraine and abroad. Such famous scientists as Bosak O. V., Vudvud V. V., Harafonova A. I., Kang E. Y., Kopeika A. A. [2-8] have done a significant contribution to the development of theoretical and methodological aspects of this scientific direction. Paying tribute to the theoretical and practical values of previous research achievements, the need for systematic interdisciplinary study of the branding evolution by the types of economy as well as the ways of using marketing techniques as intangible assets in the context of business efficiency.

The statement of basic materials. At the time of information economy, where new products and services are created very quickly and life cycles of products reduce, the role of marketing and management is changing fundamentally and qualifying differently. World science and practice offers many methods of management for consumer behavior, for instance three marketing techniques of active influence: brand management (branding), neuromarketing and situational marketing.

Brand Management involves the forming and management of the promotion system of values regarding certain product, product line or brand. According to [1] branding - is an activity of creating a long attachment to a product or service based on a common impact at consumers of advertisements, brand, packaging, sales promotion materials and other elements of communication, combined with certain idea and branded that distinguish the product from the competition and create its image. Branding combines creative efforts of advertisers, advertising agencies, commercial firms and intermediaries in the wide-ranging influence on the minds at the consumer brand image - personified positive image of the brand based on scientifically substantiated conclusions of marketing researches. Well known neuroeconomics specialist Peter Kenning in the book "The effect of the beloved brand" wrote: "While seeing properly established brands that people like, the brain receives rapid intuitive decisions in their favor without any hesitation." He emphasizes that the effectiveness of the brand – is to be the first in the consumer's mind when he is in the process of buying, and products that are "almost bought" do not bring money.

Evolution by the types of branding economy is presented in Table 1.

Table 1

Branding evolution by the types of economy

Economics type		Branding evolution	Kinds of communication
1		2	3
Agrarian economy		Non-branded products offer of a simple range in saturated market (crop production, animal husbandry, crafts)	Simple horizontal single-channel communications
Industrial economy		The first "unbranded" - a prototype brand. Active promotion of brands. Offer simple and complex products range in the saturated market. Competition at rational consumer preferences. Reputation and brand communication crisis	Propaganda – is a form of communication aimed at the spreading of facts, arguments, rumors and other information to influence consumer behavior in favor of a particular brand and position of the manufacturer Monologue - a form of communication aimed at declaring brand values
Informational economy	Economy of services	Purchase of goods of a certain brand completes the service that presents them. Exclusive positioning the brand in a saturated market. Aggravation of reputational management and communicational crises of brands	Dialogue - two-way exchange of information, bringing information to consumers, their perception and a backlash to against them

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Continuation of Table 1

1		2	3
	Economy of impressions	Consumer choice is made in favor of the brand based on impressions. Competition at the level of irrational consumer preferences	Dialogue; story telling – is a form of communication by transmitting information via storytelling and presentation of stories; information attack
	Economy of relations	Between the consumer and manufacturer appears certain personal relationship, a loyal consumer audience is forming through the trust and creating of "live" honest brands according to expectations of consumers, formed conscious consumer culture	Cooperation, joint forming of the reputation establishing of the civilized communication between business, society and government through the conscious charity cocreation, sharing of social capital

An important part of branding is identity, called the brand style or corporate identification, «brand ID» or «corporate ID». Identity is designed to enhance brand recognizability and create an impression of integrity among everything that relates to the visualization of the brand, starting with logo and slogan, ending with the selection of appropriate fonts, colors, official documentation, promotional products and corporate attributes.

Identity is also an integral part of neuromarketing - relatively known as an interdisciplinary research toward commercial researches (integration of marketing, psychology and cognitive neuroscience), the subject of which is the study of unconscious sensorimotor, cognitive and emotional reaction of human to certain stimulations [2]. Most of the researchers define neuromarketing as a powerful mechanism for manipulating consumers at their subconscious [3]. And all the authors agree that neuromarketing is an efficient, modern complex of methods, and technologies that helps to establish a communication link between a company and the target audience at the subconscious level with a view to intensify the purchase of goods and services [4].

In practice neuromarketing is identified with sensory (touch) marketing, which helps to develop a conditioned reflex: When a person hears music, smells or sees the color combination - it having a clear association with particular brand. This is because all processes of neuromarketing provide sensory perception of products, its colors, images, aroma and sound design, because these technologies affect the five senses of a human, which opens new opportunities to influence consumer sales organization and building relationships with customers. The systematization of the main types and neuromarketing tools is presented according to [5], and in the interpretation of the authors in the Tab. 2.

Table 2

The systematization of the types and neuromarketing tools

Types	Tools	Means of implementation
1	2	3
Visual Marketing: image – is a versatile tool for attracting attention, 85% of people are distinct visualists	<u>Color spectrum</u>	Correctly selected color solution increases demand for 30%, color has its own psychology, makes its influence and causes certain associations, 66% of consumers pay attention to the color
	<u>The shape of the logo</u>	Right selected shape enhances trust: Circle – is associated with sun, security, trust; Square - stability, reliability, etc.
	<u>The shape and package</u>	Professionally executed presentation increases attendance for 100%

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Continuation of Table 2

1	2	3
	<u>Sales location, video observation</u>	Merchandising, it is emotionally-bright visually colored set up of the store, style of the sale points. Experts say that deep "velvet" tones are more suitable for the goods of the highest category, and light and clear for the low-priced goods
	<u>Video Advertising</u>	The duration and frequency, the use of video advertising (creation of situation, character, atmosphere; story telling)
Aroma-marketing: people can define around million different odors, aromatization of the commercial rooms stimulate sales for 22-70% effective is the use of fragrances for zoning markets, emphasizes confidence and the pleasure of shopping	<u>Aromatization of the customer paths</u> (aromologists of the markets)	Usage of aroma marketing allows the company to increase customer stay in the trade hall; increase the level of readiness to buy; amplified positive impression of the store; improving the perception of offered products and services; a desire to visit this store again; increasing proportion of impulse purchases (fragrance of flowers influences positive at Jewelry trade, clothing the smell of mint and basil - clothing)
	<u>Aromatization of the rooms</u>	
	<u>Aromatization of the goods</u> or the elements, trial consignments, souvenirs	
	<u>Thematic aromatization</u> (conifers and tangerines for the New Year)	
Sensual Marketing: a tactile sensation, spatial, body and soul feelings, memories, association	<u>Internal sensation</u> for goods, services, advertising	Emotions, love, tenderness, security, reliability, confidence, security, trust, attachment, values, awareness, self-expression, image for society, humor, negative, disgust, shame, shock
	<u>Touch</u>	Material of goods (silk, flax, cotton, and leather)
		Material additional (comfortable mattress) or related products (fabric softener make it tender to the touch)
Taste marketing: satisfied and happy customer will return. The principle of balancing the tastes and aesthetics of presentation	<u>Flavor additive</u>	Are added to food (causing "attachment" to the taste of a certain product)
	<u>Tasting</u>	Products tasting for potential customers to present them flavor properties
	<u>Taste reminders</u>	The taste of childhood, the taste of summer vacation, the taste of victory
Sound marketing: creates a music background in a department and leads buyers from one shopping area to another	<u>The structure of audio-message</u>	"What," "when" and "where" to say in the message to be perceived
	<u>Musical accompaniment</u>	Tempo of music depends on the situation and sale point: music background "muzak" 60 beats per minute increases goods turnover for 46%
	<u>Sound message</u>	Duration and repetition, time of day sound

Presented tools of neuromarketing influence are chosen and adjusted depending on the saturation of the market, targeted audience of consumers, width and depth of the range, specialization of goods and services for which they apply.

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The proper use allows to increase the intensity of sales, creates and support customer loyalty and positive image of a socially-oriented company and its products, which will lead to a general increment of customers and profits.

Situational marketing is an effective technology of loyalty support and of increase of consumers - increment of marketing activity of the brand, that are based not on the traditional long-planned slant, but on the rapid response at the urgent topics and events among target audience here and now. For example holidays, championships, competitions, festivals, seasons and other predictable events as well as unusual events with ordinary people. News that caused the greatest impact can also be a cause for situational marketing. Situational marketing - is always provocative and acute, it is called "no ties" branding.

It should be noted that the described marketing technologies are not autonomous; they are interrelated and are the most efficient in their complex application. In spite of the opinions of some researchers that such technologies are manipulative, it should be noted that these research directions help to learn better insights of the consumer and his needs. Identified technologies allow to offer exact products and services that are needed now.

This is beneficial not only for manufacturers but also for consumers, because often enough they do not formulate a specific request and do not know what they want. Therefore, the authors recommend to use described technologies and tools for earning the loyalty of consumers and achieving bigger profits.

Conclusion. Summing up, we can conclude that brand management, neuromarketing and situational marketing - are effective and perspective technologies and already have been applied either abroad or in Ukraine. The justification of expenses for the research and application of these technologies are proved by the leading campaigns in terms of usefulness for all market players and, as a result of these marketing activities, each customer gets the right product and becomes more satisfied, current problems in society are solved by forming informed culture consumption, and every commercial and industrial enterprise gets profits and long-term prospects for a successful positioning in the market.

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