

РИНКОВІ ДОСЛІДЖЕННЯ

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MOBILE TOOLS FOR PRODUCT PROMOTION

Mobile tools for product promotion play an important role in the marketing strategies of enterprises. The personality and constant presence of mobile devices ensures quick communication with target consumers. Therefore, it is important to study the possibilities of using mobile marketing tools to implement the strategic tasks of the marketing mix. The aim of the article is to reveal the role of mobile tools in the promotion of goods and to substantiate the areas of coordination of the marketing mix with the digital capabilities of the enterprise. The research was conducted using methods of analysis and synthesis, empirical, hypothesis testing, system-structural analysis, comparison, and graphic representation. Mobile marketing tools were analyzed, the advantages of using mobile promotion tools for expanding the target audience were revealed. The evolution of the marketing mix has been studied and the connection with

МОБІЛЬНІ ІНСТРУМЕНТИ ПРОСУВАННЯ ТОВАРІВ

Мобільні інструменти просування товарів відіграють важливу роль у маркетингових стратегіях підприємств. Персональність та постійна присутність мобільних пристроїв забезпечує швидку комунікацію з цільовими споживачами. Тому важливо досліджувати можливості використання інструментів мобільного маркетингу для реалізації стратегічних завдань маркетинг-міксу. Метою статті є розкриття ролі мобільних інструментів у просуванні товарів та обґрунтування напрямів узгодження маркетинг-міксу з цифровими можливостями підприємства. Дослідження проводилося з використанням методів аналізу та синтезу, емпіричних, перевірки гіпотез, системно-структурного аналізу, порівняння та графічного зображення. Проаналізовано інструменти мобільного маркетингу, виявлено переваги застосування інструментів мобільного просування для розширення



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alternative components has been established. It has been proven that the adaptation of marketing communications to the appropriate mobile tools for product promotion ensures the reduction of contact time with consumers and the acceleration of their purchase decisions.

Keywords: marketing mix, marketing complex, mobile marketing, mobile marketing technologies, mobile promotion tools.

цільової аудиторії. Досліджено еволюцію маркетинг-міксу та встановлено зв'язок з альтернативними складовими. Доведено, що адаптація маркетингових комунікацій до відповідних мобільних інструментів просування товарів забезпечує скорочення часу контакту зі споживачами та прискорення прийняття ними рішень про купівлю.

Ключові слова: маркетинг-мікс, комплекс маркетингу, мобільний маркетинг, технології мобільного маркетингу, інструменти мобільного просування.

JEL Classification: D11, D81, F01, L86.

Introduction.

Mobile promotion is a phenomenon that has a great influence and relevance for digital marketing communications in our time. The App Annie State of Mobile 2021 report shows that the average user spent 4.2 hours a day on the phone, which is 14.5 % more than a year earlier (Data.ai, 2020). Increased application consumption has increased the number and complexity of scenarios by which brands can create and maintain more durable relationships with consumers. According to the forecast of eMarketer, in the near future people will use a mobile device for 4.11 hours a day, and 88 % of this time will be active in applications (Insider intelligence, 2020). This fact confirms that when choosing mobile promotion tools, it is necessary not only to create a site, but also to develop an adaptation for a mobile device. Otherwise, there is a problem of losing up to 88 % of potential traffic. Regarding the understanding of the structure of the organization's marketing complex, it has a dynamic character and today continues to expand. Therefore, it is important to track changes for the flexibility of your own enterprise.

The use of mobile promotion tools in Ukraine, despite its relevance, remains insufficiently researched and developed, and therefore requires detailed study. Regarding the understanding of the structure of the organization's marketing complex, it is dynamic in nature and continues to expand and adapt. Therefore, it is important to track changes for the flexibility of your own enterprise.

Research of foreign and domestic scientists, in particular Y. Bondarev, R. Kamanina, A. Klymchuk, M. Dmytruk, N. Karpenko, P. Doyle, F. Stern, at the same time, further study requires scientific and practical approaches to adapt modern mobile marketing tools to the elements of the marketing complex.

The aim of the article is to substantiate the influence of the marketing mix on the process of choosing mobile marketing tools and to take into account the features when developing a promotion scenario.

Methods of analysis and synthesis (comparative analysis, generalization, classification) were used to represent the complex of marketing and identify mobile promotion tools; empirical methods (Internet monitoring, analyzer services), system-structural analysis, comparison and graphic image.

1. The structure of the organization's marketing complex.

The main thing in marketing is the target orientation and complexity of all individual components of marketing activities and their merging into one common mechanism. Marketing Mix is a marketing concept that the company uses to formulate a comprehensive supply of goods/services for its customers, which involves the study of several areas of interaction with the consumer (BMB, 2021). The marketing mix is also a combination of four components – goods, prices, distribution channels and distribution methods, sales promotion (Bondareva, 2017, p. 78).

Understanding the structure of the organization's marketing complex is dynamic and today everything continues to expand. Therefore, consider the understanding of the structure of marketing complex of the organization and its development.

The classic marketing strategy consists of four main elements – about four "P" (product, price, place, promotion) is presented in *Table 1*. This approach was proposed by Jerry McCarthy in 1964.

Table 1

Structural diagram of classic marketing complex

Marketing Mix			
Product	Price	Place	Promotion
Packaging	Price lists	Distribution channels, sales	PR
Assortment	Discounts	Intermediaries	Advertising
Quality	Markup	Sales levels	Exhibitions
Trademark	Terms of payment	Release form	Personal Sales
After-sales services	Credit	Transportation	Incentive Sales
Service	Conditions of payment	Warehouse stock	PR
Return, exchange		Placement	Direct sale

Source: (Bondareva, 2017, p. 78).

Today, there are various advanced variants of the marketing complex, consisting of more elements. The first option is 5P, or rather 3 variations. Another P is added to the existing classic model: Product, Price, Promotion, Place. In the first case, it is 4P + Personnel, in the second case – 4P + Package, in the third case – 4P + Publicity.

In addition to the concept 5P there is a 4P + 1S model in various variations, where S (Service) was added to the classic marketing mix. Service is partially included in Product, in particular, if we consider the three-tier

model of F. Kotler, these are additional services received by consumers. The service is also included in Place, or rather in the final level of distribution, which sells at retail. Service – is functional division of marketing and sales, where the task of marketing is to "bring" buyer to the store, and the task of the seller to "sell" the product.

Service also meets another model 5P + 1S, in the case of this model 5P with Personnel, here the service only strengthens the role of each marketing participant in terms of the need to implement additional services to each workplace (Kamanina & Chernychin, 2020, p. 96).

Of the described elements of the complex consists of another rare concept – 6P. The classic 4P adds Personnel and Publicity.

In 1981, B. Bumi and J. Bitner, describing the concept of marketing in the service sector, proposed to supplement the 4P with three additional (P), these are People, Process and Physical Evidence. The 7P model has been widely recognized and can be considered neoclassical after 4P. Since the 7P model was developed for services, a feature of which is the mandatory contact of people in the process of providing/receiving the service, People is staff and customers. If we line analogies with 4P, then People is part of communications, that is, Promotion (Klimchuk, 2015, p. 221). Process is the process of providing a service that is a continuation and development of the People element, but from a technical point of view. This service and quality of its implementation, for example, how convenient it is to place an order, how long to wait, whether it is possible to track in real time, etc. For Process services, this is part of the product (Product) (Karpenko, 2016, p. 173).

Physical Evidence, as already been noted, the services are not material, they cannot be touched, after their purchase, in addition to internal sensations, the consumer has nothing. Physical evidence of the service allows you to materialize the service. Recommendations, customer reviews, certificates, etc., can act as confirmation. It can be noted that all three additional components of the marketing mix relate to the internal factors of the company's work, and not its external characteristics, like the first four parts.

Another concept of marketing is currently gaining popularity – relationship marketing. Based on this concept, it is proposed to supplement the marketing mix with another component of "P" – Partnerships. Partnerships – long-term relationship between manufacturer or service provider and consumer (Dmutruk, 2017, p. 35). The essence of marketing relationships in controlling interactions individually with each client. This allows you to effectively track the change in its preferences, maintain loyalty, apply individualized methods of motivation.

The 10P model is not a continuation of the 7P, rather a kind of mix of pre-existing P (Product, Price, Place, Promotion, People, Personnel, Package, Public Relations) with the addition of two fundamentally new Purchase and Probe. Another feature of the model is another phrase for public relations, instead of Publicity, PR (Public Relations) is used (Dubchuk, 2015, p. 59).

Purchase – purchase, as the process, and prerequisites for making a purchase and the consequences of making such a decision. This element is important for understanding the buyers behavior, even it can dominate both the product and the price and even the place of sale when it comes to spontaneous unplanned purchases (Matviyev, 2015, p. 125). Probe – a study or test that should be considered not as an element of the marketing complex, but as a tool that complements and implements the marketing complex. For clarity, you can put it in a row with pricing, logistics, media planning and other tools. For example, media planning is used for both the Promotion element and several, for example, studies are used to determine the needs of buyers in the Product element, to determine the price in the Price element, to determine the best geographical location (Klimchuk, 2015, p. 224).

2. The result of the evolution of the marketing complex.

The evolution of the marketing mix is completed by the largest model consisting of 12P, which includes all the aforementioned "P" with the exception of Physical Evidence, since this specific element refers mainly to services, and adding two new ones – Physical Premises and Profit. Profit (capital) is not a pure marketing element, it is more of an indicator of the success of the marketing campaign, namely capital received in the form of income in relation to invested funds. Profit is actually ROI (return ratio per invested capital). However, this element shows the need to constantly monitor marketing performance indicators and adjust the marketing strategy depending on their size (Matviyev, 2015, p. 255). Physical Premises refers verbatim to the conditions created by the seller in order to sell his product more efficiently. In fact, this is a Promotion task. At the moment, there is no comprehensive approach to the formation of "sales environment" and instead of traditional ATL and BTL advertising, the concept of TTL (through the line) integrated marketing communications is actively used (Solotska, 2006, p. 435).

In addition to the strategic marketing complex based on the letter P, there are enough alternative approaches that will be considered. So in 1990, Professor Bob Lotheborn proposed an author's model based on "4C" (Customer needs and wants, Cost to the customer, Communication, Convenience) (BMB, 2021).

The needs of the buyer, costs of the buyer, the information exchange, convenience, the proposed elements perfectly fit into the existing classics of the 4P, but with one important point they reflects the view of the buyer, not the manufacturer.

The number 4 in the marketing complex is almost totemic. Next to the 4P and 4C appears 4A model: Acceptability, Affordability, Availability, Awareness, which is a play on words.

One of the last models of marketing, called "Humanistic" or 4E model by the name of the elements Ethics, Esthetics, Emotions, Eternities.

The difference between this model and existing models is a greater orientation to the external environment; mechanisms of its functioning are directed to formation of attachment, devotion of consumers by influence on their emotions through ethical and aesthetic channels (Karpenko, 2016, p. 87).

Also of interest is the 2005 model, proposed by Ch. Dev and D. Schultz as a reflection of consumers' perception of elements of the classical 4P model. The model was called SIVA as abbreviation of Solution, Information, Value, Access. The value of the goods is reflected in the price that the buyer is ready to pay, and the availability on sale is associated with access to the goods (Doil & Shtern, 2016).

To fully understand the development of approaches to the marketing complex, a comparative table of the evolution of the marketing complex was created, not including alternative models. This development is shown in *Table 2*.

*Table 2***Evolution of marketing complex**

Name	4P	5P(1)	5P(2)	5P(3)	4P+1S	5P+1S	6P	7P	10P	12P
Product	V	V	V	V	V	V	V	V	V	V
Price	V	V	V	V	V	V	V	V	V	V
Place	V	V	V	V	V	V	V	V	V	V
Promotion	V	V	V	V	V	V	V	V	V	V
Personnel		V				V	V		V	V
Publicity			V				V		V	V
Package				V					V	V
Process								V		V
People								V	V	V
Physical Evidence								V		
Purchase									V	V
Physical Premises									V	V
Profit										V
Service					V	V				

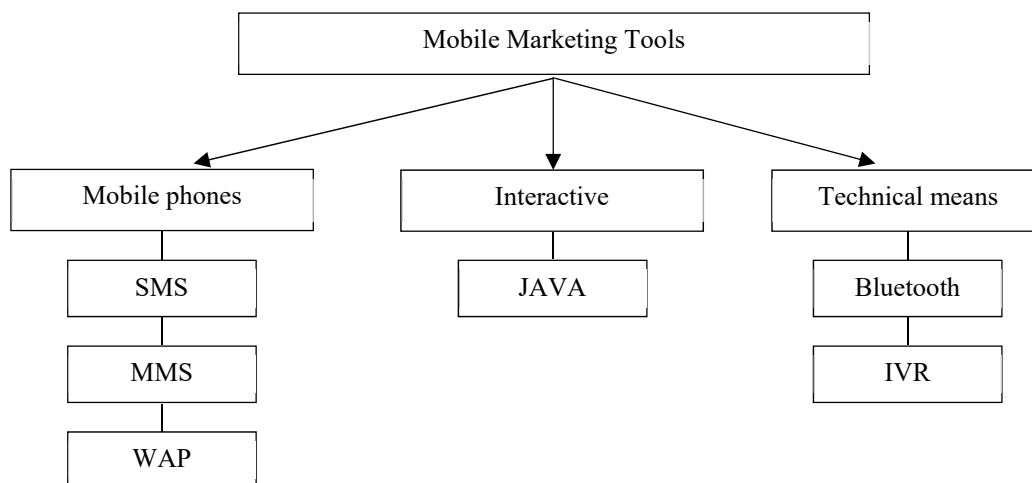
Source: compiled by authors.

3. Mobile marketing product promotion tools.

Every year, the time of using a mobile phone increases, which helps increase the number of advertising contacts with the audience. Increased consumption of mobile digital applications has increased the number and complexity of mobile promotion tools with which brands can create and maintain more durable relationships with consumers.

Mobile marketing is a set of activities aimed at promoting the product using mobile devices. The task of mobile marketing is to build a relationship with the client to increase the number of sales (Skvortsova, 2015, p. 55).

Mobile marketing product promotion tools are graphically presented in *Figure*.



Mobile Marketing Product Promotion Tools

Source: compiled by the authors based on (Investopedia, 2023).

Mobile phone advertising allows a potential buyer to obtain information about a product or service using SMS, MMS, Java (technology for creating games and applications), WAP (technical standard for transferring information from the Internet to users' mobile phones), IVR (interactive voice response system involving communication of the client with an automated audio informant), Bluetooth (wireless voice response system) With the help of mobile marketing, such tasks are effectively solved, this development is shown in *Table 3*:

- promotion of sales, attracting the attention of potential consumers with special offers;
- increasing the level of popularity of the brand, which is carried out using a quiz (in SMS-, WAP and Java versions), which allows not only to stimulate the purchase, but also to study the features of products;
- preservation of consumer loyalty, carried out using mobile technologies, through mobile devices (registration of purchase, receipt of bonuses, coupons for discounts, congratulations on holidays, etc.);
- increasing the level of information among consumers, carried out mainly through an SMS channel, which has such advantages as personalization, notification of delivery, consumer availability 24 hours a day and 7 days a week, accurate penetration into the target audience, etc.; communication with the consumer through receiving information from it using SMS or WAP solutions, and the consumer always has the opportunity to contact the brand;

- increase the efficiency of incentive programs involving instant reward of the consumer (gift content or transfer of money to the consumer's mobile phone) (Solotska, 2006, p. 432).

Table 3

Key Mobile Promotion Tools

Tool	Characteristics
Mobile site	This direction is developing rapidly and displaces offline storefronts, allowing the consumer to save time when shopping
Mobile app.	According to the latest data from the analytical company TNS Kantar, Viber is installed on 96.2 % of smartphones in Ukraine, and the international audience reaches 1 billion people from 190 countries (Kantar Ukraine, 2022). Also, in the first half of 2020, almost 3 million applications were available for download on Google Play; and in the Apple App Store – about 4.4 million positions, judging by the statistics of the Statista resource (Statista, 2022).
Mobile banner	Banner can be located on the main page, under the goods in the catalog. You can also configure an arbitrary number of unique media, such as banners will not be displayed on the desktop version and vice versa
SMS content	This category includes all mobile promotion achievements related to messages (Push, SMS, MMS, CpaaS, RCS, messages in games and applications)
Chatbot	Software that detects the needs of users and then helps to meet them. Communication is carried out in text format, or voice
Icons and production for Store design	The icon of the application, or site, is a unique image, the first thing users see before making the transition. At the stage when the potential client decides whether to connect to the application, and the icon is exactly what will help to arouse interest and convince the user to take the target action

Source: compiled by authors.

Complementing the existing mobile promotion tools, you can also highlight such tool as augmented reality (AR). The user downloads the program, after which he brings the mobile phone camera to the physical media (directory, restaurant menu, etc.) and views the video on his mobile device.

In marketing maximum audience coverage achieved by using a mobile phone. While using of everyday information communication tools for contacting the client largely depends on the place and time, mobile marketing minimizes the loss of information distribution due to its ability to personalize and individualize (Gorelova, Vyshnyakov, Kulikova, 2020, p. 67).

Due to the personal nature of mobile devices, mobile advertising is much more effective in terms of product recognition and sales promotion. Given that messages are assigned to only one user. Thus, the most favorable conditions for increasing the purchase demand of a particular client are created and, as a result, the processes of movement of goods and sales of products are accelerated. Currently, recipients usually pay significantly more attention to mobile ads (for example, text after a message) than ads received using personal computers. In addition, mobile marketing allows you to get a

quick response from the client, calculate accurate statistics on the results of the shares, create the most personalized, targeted appeal to the consumer and remotely provoke him to make a purchase decision. All this provides companies with the opportunity to constantly keep the consumer in the zone of their marketing influence, create a certain information field, distribute in society the information necessary for market interaction (Berman, 2016). The study of research and practice of mobile marketing allows to distinguish the following features:

- unlike other types of Internet marketing, mobile marketing is characterized by increased interactivity of users;
- since mobile devices, as a rule, concentrate much more information about the user than "desktop" Internet use devices (including location, personal and downloaded media, contacts, list of used applications, text information, etc.), the amount of information that can be involved in analyzing user activity in mobile devices is much wider;
- technical capabilities of modern mobile devices allow you to use in the framework of mobile marketing all Marketing-Mix and traditional media interacting with it in real time or as the main events in the user's life occur;
- the response rate of target audiences in mobile devices is significantly higher than in traditional ones used by users to access the Internet (Eze, Chinedu-Eze, Bello, Inegbedion, Nwanji, Asamu, 2019).

Today, there are many approaches to understanding the structure of the marketing complex and as a consequence of supporters and opponents, new and old, but time-tested, concepts. The modern marketing mix will be the so-called "12P" model, consisting of the following integrated elements: Product, Price, Place, Promotion, Personal, Publicity, Package, Processes, People, Purchase, Physical Preferences, Profit.

Conclusions.

Marketing mix is a set that is subject to the control of some variable marketing factors, taking into account these factors, manipulating them and allows the company to cause the desired reaction from the market and includes 4 main elements: product; price; place of sale; movement of goods.

Among the main trends of the mobile marketing market are the following: the popularity of advertising in applications, the development of mobile advertising networks, the emergence of advertising campaigns using "augmented reality," the emergence of mobile loyalty programs, the growing popularity of geolocation services and geo-targeted advertising, the growth of the influence of social networks of the mobile marketing market, messaging. We can say that at present and in the future, the development of mobile marketing is very high.

In addition to its main functionality, mobile applications are now an effective tool for promoting and stimulating sales in mobile marketing. Thus, companies that provide services in which mobile marketing is involved

should focus not only on the internal state of affairs, but also on the latest technologies. The integration of the latest mobile promotion tools will allow companies not only to attract the attention of potential customers, but also will allow them to develop more mobile promotion tools.

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