

Cite This Article:

Bozhkova V.V., Prokopenko O.V., Prokopenko M.O. Usage of patriotic motives in promotion of products in markets [Online] // *Economic Processes Management: International Scientific E-Journal*. 2015. № 4. Available: http://epm.fem.sumdu.edu.ua/download/2015_4/2015_4_9.pdf

Received
November 25, 2015

Accepted
December 5, 2015

JEL Classification: A13, D7, M31, Z13

**USAGE OF PATRIOTIC MOTIVES IN PROMOTION OF
PRODUCTS IN MARKETS**

Bozhkova Viktoriia Viktorivna¹

Doctor of Economics, Professor

Prokopenko Olha Volodymyrivna^{1,2}

Doctor of Economics, Professor

Prokopenko Maryna Olexandrivna¹

Student

¹*Sumy State University, Ukraine*

²*University of Economics and Humanities in Bielsko-Biala, Poland*

In the article the patriotic motives essence in the appeals of manufacturers has been analyzed; the classification of means, which can be used in the appeals with patriotic implication, has been proposed; the directions of justification of expediency of patriotic motives usage for manufacturers have been defined.

Keywords: *patriotic motives, production, means, marketing communications instruments, efficiency.*

Introduction. For Ukrainian consumers the reverent attitude to motherland has always taken the major place, as Ukraine gained independence only in 1991, and the years of oppression and humiliation deeply stuck in the subconsciousness of Ukrainians. However even in the beginning of the 21st century the hyperbolized utterance of patriotism was considered to be something demonstrative and characteristic of pathos. The Ukrainians cherished patriotism in their souls. It was in peacetime, and today, when everyday in Ukraine people die in the war, the patriotic symbols are acquiring special, greater significance. After the revolution of dignity (21.11.2013) the national symbols in Ukraine rapidly begin to appear everywhere (on houses and office buildings, cars, on clothes, bags and rucksacks, on bank cards, food products, in advertisements of mobile phone providers, internet shops, vodka brands, etc.).

Different attitude to patriotism and respectively usage of patriotic motives in the promotion of products in different periods of historical development is typical not only for Ukraine. For example, in the middle 1980s American marketing experts used the patriotic plots as the basis for advertisement strategies of various products (beer, clothes), what has led to reduction of advertisement efficiency, but the tragedy on 11.09.2001 contrariwise changed americans' attitude to patriotic motives [1].

Statement of the problem. Patriotic motives in product promotion is not just a fashionable trend, but also a social position, it is categoric “No” towards unified future [2], it is support of national identity and emphasis on national values. The development of positive perception by consumers, usage of patriotic motives in product promotion and a big amount of practice examples of their application cause the necessity to pay much attention to this phenomenon and condition the area of this research.

The analysis of recent researches and publications. The works of Y.V. Yanenko [2], T.O. Primak [3], E.V. Romat [4] were dedicated to the problems of patriotic motives usage in advertising campaigns in the whole. The dominating amount of scientific researches is focused on understanding extension of separate aspects of this problematics. Thus, the priorities of different groups of consumers, and the influence of natural and cultural memorials on formation of their patriotic motives were researched by S.M. Ilyashenko [5, 6]. Kevin Lein Keller analyzed the process of creation of the nation-wide master brand for promotion of other brands using New Zealand as an example [1], S.B. Rybalko researched the patriotic design in clothes through the example of Japanese costume [7], O. Savitskiy studied the peculiarities of practical aspects of Ukrainian products promotion under the slogan “Let's buy everything Ukrainian!”[8], L. Hromadska represented the practical examples of patriotic motives illustration on houses and buildings [9], K.P. Smirnova analyzed the motives of patriotism in commercial advertising in Sumy (Ukraine) in 2014-2015 [10].

However the question of justification and formalization of theoretical and methodical approaches to patriotic motives usage in product promotion in markets requires the further fundamental research.

The **purpose of this article** is to research the peculiarities of patriotic motives usage as an effective instrument of marketing communications in the process of product promotion in outlet markets. Within the framework of mentioned purpose the following tasks have been formulated:

- to determine the characteristic features of patriotic motives;
- to classify the means of patriotic motives;
- to define the directions of justification of expediency of patriotic motives usage for product manufacturers.

The main results. Patriotism presupposes pride for material and spiritual achievements of people, motherland, a desire to save its characteristic features, its cultural acquisition and protection of interests of the society, the people in whole [11]. The associative images of these feelings can be colours, illustrations, signs, symbols, sounds, smells, which in a certain way are connected with identification of a certain nation, people.

Due to the subconscious stimuli, which touch the deepest feelings of consumers, such appeals are always efficient (fig. 1, 2).



Fig 1. Cover of the exercise-book with usage of Ukrainian flag colours and the symbol of peace – the Pigeon



Fig 2. Covers of the exercise – books with usage of Ukrainian flag colours and the national symbols

The patriotic motives presuppose usage of different means, to which the following ones can be referred:

1) folklore:

- songs (old-time songs; modern songs on historical and patriotic topics);
- ornaments (embroidered on cloth, embossed on household items, pictured on houses, buildings);
- compositions of oral folk arts (cock-and-bull stories, humoresques, fairytales, sayings, proverbs);

2) signs and symbols:

- state symbols (emblem, flag);
- national/ethnic signs and symbols (snow-ball tree, motherland, house, embroidered shirt), fig. 2;

3) images of:

- national/folk heroes;
- saints;

4) illustrations of:

- historical cultic buildings;
- momentous (revolutionary) events etc.

This list can be prolonged and extended, but folk art is unlimited, and new “parallels” appear everyday.

Actually the usage of patriotic motives in product name is habitual for the Ukrainian market of alcohol. So, the Kozak on the battle elephant is pictured on the label of vodka “Bayka” (it is likely retold in fairy tales as well). In the beginning of 21st century under the trademark of umbrellas “Hetman” several “patriotic” products were introduced on market at the same time: trademark «Pisnya» (associated with Ukrainian hata-mazanka due to the relief window on the bottle and national patterns on the label), trademark “Aeneid” (it is the name of the famous composition by Kotlyarevskiy I.), trademark “Nalivayko” (it is the name of the famous national hero) [2].

Traditionally, analyzing patriotic mottos one can remember the words, which were used in state advertisement: “Buy products of national manufacturers!” [4, P.78; 8]. In last two years this motto in Ukraine was supported by another one (opposite one) “Produced tin Russia”, by which corresponding products are marked, and people are eloquently appealed not to acquire it.

The national patriotism is able to win even the global brands. Not so long time ago antiglobal appeals not to buy American products could be heard because of the war in Iraq. Thus, in 2003 in Germany the social organization “Consumers against the war” even made the list of American companies, the products of which everybody

should refuse. The most famous brands “Coca-Cola”, “Microsoft”, “McDonalds” were the first in the “black list”. In reply the Americans opened “patriotic” petrol stations having petrol made of oil fuel produced in the countries, loyal to the USA (Mexico, Norway, etc.). “Patriotic” petrol cost more expensive, but due to this fact the law abiding citizens had the possibility not to give financial support to the countries, which have tolerant attitude to international terrorism.[2].

It is necessary to note the appearance of passive remonstrative utterances of consumers because of refusal of buying certain products, which have antinational, antipatriotic associations without any appeals.

So, for example, after the presidential elections of Ukraine in 2004, in the consequence of which in Western Ukraine V.Yushchenko had more supporters than V.Yanukovich, in this region for some time products from the Eastern Ukraine were sold worse because this area was associated with the winner V.Yanukovich [2].

Patriotic motives spread everywhere, even in unexpected places. So, in Ukrainian business the tendency of displacement of foreign “fast-foods” by analogical domestic cafes with national coloration (“Shvydko”) and appearance of the net of confectioneries with patriotic names (“Lviv croissants”, “Lviv chocolate workshop”) is observed.

Ukrainian symbols, mottos, which appeal to the sense of pride for the native country, national ornaments and colours, begin to appear much oftener in printed advertisement last and this years [10].

In advertisement and packs of famous brands national and patriotic motives are often present: the advertisement of the Ukrainian vodka “Hlebnyj dar” with the motto “The vodka of bread state” and the map of the country contoured by ears of wheat. The brand “Sandora” used the patriotic motives bringing the trademark “Sadochok” to the market (motto: “Juices Sadochok – domestic, native!”). Mirgorod plant of mineral waters chose the similar strategy bringing the trademark “Sorochinska” to the market (besides the patriotic name, the national motives are present on the bottle, on which a woman in the national dress is pictured, a Ukrainian house, and the text of the Ukrainian song) [2].

In recent times usage of patriotic motives along with other factors caused the fact that Ukrainians, understanding the Russian language quite well, began to speak the native language emphatically oftener, especially in the areas bordering with Russia.

Little Ukrainians make various hand-made things much oftener (such as bracelets, trinkets for school rucksacks, and garnish for hair) with patriotic symbols and wear them proudly. Herewith, choosing the products, the coming generation is more sensitive to patriotic motives.

Consequently, during the process of product promotion in the market the patriotic motives find their embodiment in different instruments of marketing communications:

- advertisement;
- sales promotion;
- PR;
- Merchandizing;
- branding;
- packing;

- trade shows, bazaars (for example, National Sorochinsk bazaar in the village Sorochyntsi in Poltava region of Ukraine, where Ukrainian craftsmen sell their products, took place under the motto “Ukraine is one family!“ in 2015) etc. and, respectively, in different means (souvenir products, specially organized events, themed festivals, etc.).

It should be noted that for manufacturers the usage of patriotic motives has high economical and communicative efficiency in product promotion in the market. The products acquire additional lines of image, which are approvingly supported by conscious consumers and stimulate increase of sales volume and rising of buyers’ loyalty towards both the product and the manufacturer (fig. 3).



Fig. 3. Rucksack decorated with national embroidery pattern

Therefore, improvement of competitive positions, entry into the new sales markets, expansion of existing market sectors are the problems, which can be solved due to patriotic motives usage in product promotion in the market.

Conclusions and trends of the further research. According to the results of performed study it is possible to make the following conclusions:

1. In the process of product promotion in the markets the patriotic motives in the manufacturers appeals have unique peculiarities, connected with the possibilities to notify the different target audiences about the competitive edges of certain manufacturers' products due to actual subconscious stimuli, which touch the deepest feelings.

2. The usage of patriotic motives in the process of product promotion in the market changes consumer favour, especially the favour of coming generation and deepens the patriotic feelings.

3. The study of characteristic differences of patriotic motives allowed to systemize them according to the groups of means, what can be used by manufacturers in practice activity in the future.

4. The usage of patriotic motives can be applied to the product promotion into the international markets. This not only provides increase of sales volume of products, but also stimulates raising of operating efficiency of Ukrainian economics in the whole.

The results of this research can be used in practice activity of manufacturers, and taken as a basis for the further scientific working of theoretical and methodological background of communicative activity management of the companies.

References

1. Kevin Lein Keller Strategic brand-management of creation, evaluation, and control of branded capital. 2nd edition. Translated from English. – M.: Publishing house "Vilyamovy".
2. Yanenko Y.V. Battle for local markets. – Access mode:: https://books.google.com.ua/books?id=qbugAAAAQBAJ&pg=PT131&lpg=PT131&dq=%D0%BF%D0%B0%D1%82%D1%80%D0%B8%D0%BE%D1%82%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%B8%D0%B5+%D0%BC%D0%BE%D1%82%D0%B8%D0%B2%D1%8B+%D0%B2+%D1%80%D0%B5%D0%BA%D0%BB%D0%B0%D0%BC%D0%B5&source=bl&ots=JVTssLFXDL&sig=Mw3hEPjIhrF4DBB_MnKhGpSqE0s&hl=ru&sa=X&ved=0CD0Q6AEwCWoVChMlrYr_JuayAIV6P5yCh2pVANA#v=onepage&q=%D0%BF%D0%B0%D1%82%D1%80%D0%B8%D0%BE%D1%82%D0%B8%D1%87%D0%B5%D1%81%D0%BA%D0%B8%D0%B5%20%D0%BC%D0%BE%D1%82%D0%B8%D0%B2%D1%8B%20%D0%B2%20%D1%80%D0%B5%D0%BA%D0%BB%D0%B0%D0%B%D0%B5&f=false
3. Primak T.O. (2013). PR for managers and marketers: textbook. K. «TsUL».
4. Romat E.V. (2013). Advertisement: pupil for High Education Schools / E.V.Romat, D.V.Senderov. 8th edition. Third generation standard. SPb.: Petersburg.
5. Illyashenko S.M. (2005). Marketing product strategy: Textbook. Sumy: Publishing and trade house "University book".

6. Illyashenko S.M., Kaptilova V.I., Kulinich K. M. (2013). Research of influence of natural and cultural memorials on formation patriotic motives of consumers in Sumy. *Collection of research papers of Hmelnytskyi Cooperative Institute of Economics and Trade*. №. 5. p. 106-114. – Access mode: http://essuir.sumdu.edu.ua/bitstream/123456789/32752/1/Illyashenko_patriotizm_2013.pdf
7. Rybalko S.B. (2014). “Patriotic design”: Japanese costume of the first half of the 20th century // *Theory and history of design*. № 7. p. 28-33.
8. Savitskii O. (2009). «Let’s buy everything Ukrainian!» How to come from the motto over to really working strategy. *Day*. – Access mode: <http://www.day.kiev.ua/uk/article/ekonomika/kupuymo-ukrayinske>
9. Hromadska L. Patriotic motives. *News*. № 22 from 19.06.2015. – Access mode: http://i-visti.com/publications/22_783/10269/
10. Smirnova K.R. (2015). Motive of patriotism in commercial advertising in Sumy in 2014-2015. Social and humanitarian aspects of the modern society development : materials of All-Ukrainian scientific conference of teachers, graduate students, colleagues, and students, Sumy, 23-24th of April 2015. – Sumy: Sumy State University.
11. Wikipedia. Patriotism. – Access mode: <https://uk.wikipedia.org/wiki/%D0%9F%D0%B0%D1%82%D1%80%D1%96%D0%BE%D1%82%D0%B8%D0%B7%D0%BC>