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**Збірник тез доповідей
X Міжнародної
науково-практичної конференції**

**«МАРКЕТИНГ ІННОВАЦІЙ
І ІННОВАЦІЇ У МАРКЕТИНГУ»**

29 вересня – 1 жовтня 2016 року

Суми 2016

of a mobile phone and a portable computer, smartphones gained wide popularity and are currently owned by the majority of world's population (see Apple, 2013). While most of Apple devices were relatively expensive and therefore unavailable for the larger masses, the introduction of Android-based devices by Google made smartphones and tables widely available to the people from virtually all income groups.

A very cheap but effective way how to innovate the traditional tourism marketing approach in European cities might be through game-like appsmartphone and tablet apps based in a cultural destination that would involve local stories, myths and legends and blend them with popular culture, represented by literary works and films. These apps might constitute quest-like games often played by teenagers and adults in urban locations (known as «treasure hunts») bearing the elements of the legends and the stories, narratives of the city's most interesting parts and neighborhoods as well as including the interactive element of «being a part of the city». As far as the interactivity is concerned, the app should also include a contest-like element of multiple users playing against each other in real time, or competing for a prize or some incentive, thus resembling the «urban games» or «urban quests» that are often organized by the local residents in large cities and include elements of treasure hunt and gaming.

This contribution explores the potential of the geolocation game app based on the events of «Operation Anthropoid» that took place in Prague in 1942. The geolocation game represents a very interesting example of innovations in tourism marketing using novel technologies.

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INNOVATION IN MARKETING OF TATA MOTORS

Tata Motors Limited (formerly TELCO, short for Tata Engineering and Locomotive Company) is an Indian multinational automotive manufacturing company headquartered in Mumbai, Maharashtra, India, and a subsidiary of the Tata Group. Its products include passenger cars, trucks, vans, coaches, buses, construction equipment and military vehicles. It is the

world's 5th-largest motor vehicle manufacturing company, fourth-largest truck manufacturer, and second-largest bus manufacturer by volume. In 1998, Tata launched the first fully indigenous Indian passenger car, the Indica, and in 2008 launched the Tata Nano, the world's cheapest car (1500\$). Tata Motors acquired the South Korean truck manufacturer Daewoo Commercial Vehicles Company in 2004 and purchased Jaguar Land Rover from Ford in 2008.

The 4P Marketing mix of Tata Motors.

1. Product in the marketing mix of Tata Motors Tata has a very wide range of products it has passenger cars, utility vehicles, Trucks, Commercial passenger Carriers and Defence Vehicles

2. Price in the marketing mix of Tata Motors The prices of Tata motors are generally affordable & acceptable by the general public at large. Tata always have something for the lower class people with Tata Nano being their trump card. Giving discount every month and special promotion for certain type of vehicle also one of the strong strategy use by Tata Motors. Discount can be made from Company's profit or from dealer's profit at certain range.

3. Place in the marketing mix of Tata Motors – Tata Motors has an extensive dealer network covering Indian and International markets. Wherever you are, there is a Tata Motors Sales and Service dealership close to you. The channel of distribution, physical location, and dealership method of distribution and sales is generally adopted. The distribution of vehicle must be in a very systematic way, from the plant to dealership and to end user. This is not only in India itself but also to the world-wide dealership.

4. Promotion in the marketing mix of Tata Motors – During the first year of operation, the company will present new product in industrial events like Auto Expo, and will evaluate advertising campaign through the media like Television, Radio, Posters etc. After launching the product it will provide test-drive at show rooms and introduce high-tech features of the new product to the customers.

Green technologies.

Sustainability is one of the organization's pillars and also the heart of the innovation programme – an example of this is the intensive work being done on alternate fuels. Tata Motors has developed hydrogen fuel cell technology that can power both passenger and commercial vehicles to reduce dependency on fossil fuels. This technology was developed with support from the Government of India's Department of Scientific and Industrial Research.

The hydrogen fuel cell technology works by combining compressed hydrogen with oxygen to generate electricity in the fuel cell. This charges a

battery that powers the motor, with water vapour being the only emission. Tata Motors has already developed next-gen clean, green fuel based commercial vehicles, such as the Magic Iris Electric, a zero emission commercial passenger vehicle which uses solar energy for supplementary charging, and the hybrid Starbus, a clean fuel solution for public transport.

Culture of innovation.

Innovation at Tata Motors goes deep beyond product and technology to encompass other aspects of operations such as marketing and customer service. The customers get the benefit of the Tata Motors' creative approach at various touch points. For example, the Tiago offers a virtual test drive app that uses motion and gesture recognition technology to give the user a virtual on-road driving experience, while also showcasing the car's noteworthy features. India's first service app –Tata Motors Connect – gives its customers a stress-free driving experience by connecting instantly to the dealer and workshop network through GPS navigation. VTabs is another new service-related application that tracks vehicles that come in to their service centres through RFID readers; this helps reduce time taken for servicing, thus directly benefiting the customers. Innovative thinking percolates through the organization in many ways. Their people engage with each other through creative platforms such as the enterprise social networking tool Yammer, informal networking sessions, learning sessions and webinars, etc.

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CONSUMER MORALITY FACTORS: DO THEY INFLUENCE THE INTENTION TO BUY A CAUSE-RELATED PRODUCT?

The aim of the study. The study aims to determine the influence of moral identity and moral emotions (anticipatory guilt, empathy) on consumer decision to buy cause-related products.

Analysis and results. Literature analysis allows concluding that the purchase of cause-related product is influenced by numerous factors (Meijer