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MECHANISM OF THE INDUSTRIAL ENTERPRISES MARKETING COMMUNICATION SYNTHESIZED EFFECT FORMATION

The author analyzes the laws regulating synthesized marketing communications, generalizes principles and functions of marketing communications synthesized effect, suggests the mechanism formation of marketing communications synthesized effect of industrial enterprises and substantiates practicability of its use.

Keywords: synthesized marketing communications, synthesized effect, principles, functions, mechanism, industrial enterprise.

Setting the task in general form. The basis of any enterprise commercial activities is to establish long-term relationships with potential customers and to keep mutually beneficial relationships with existing ones. Issues of sustainable enterprise development in the long term become urgent in market economy conditions and highly competitive industrial market. On the other hand, communicative market undergoes the rapid changes, where in conditions of advertising information saturation traditional promotion tools lose their effectiveness.

The integrated marketing communications (IMC) become a peculiar step to transfer from simple promotion complex to receiving of additional effect, which appears after the communications tools interaction. Integrating of communication tools makes it possible to obtain a synergistic effect, which differs from the simple sum of each MC instrument effect on the value provided by the interaction of the whole IMC complex. This concept is widespread and gradually developed into traditional promotion form.

Variables and growing external and internal requirements for operation of domestic industrial enterprises need transition to the next advanced stage, search new forms of communication with consumers. This form may include synthesized marketing communications (SMC), which provide synthesized effect in long-term perspective.

Analysis of the recent research and publications. In the native scientists' studies IMC are examined through using of different approaches. So, Syrenko K. [11] and Romanenko A.A. [9] define IMC as a concept, Krause O. [3] – as technology and product promotion and define IMC as marketing philosophy in general. Yankovska G.V. [13] considers IMC as informational and psychological influence, Pan L.V. [5] defines the IMC essence as synchronized communication, Raupov R. [8] gives similar version, defining IMC as a set of agreed MC. Authors emphasize the existence of IMC synergistic effect, which was investigated by Kozhukhivska R.B. [2], Hmarska I.A. [1] and others. Approach to the synergistic effect was investigated by Praude V. and Shalkovska E. [6], Melnyk L.G., Degtyarev A.I. [4] et al. Functions of economic analysis in general and problems of accounting and analytical support of enterprise were explored by Trynka L.Ya. [12]. Raykovska I.T. [7] investigated principles of economic analysis. Characteristics of economic analysis features in the context of business entities management were studied by Shkaraban S. and Lazaryshyna I. [10]. Unresolved problem consists in the IMC further development stage and the formation mechanism of their use effect.

The aim of the article is to propose mechanism to form synthesized effect of integrated marketing communications due to the industrial enterprise types.

Main material. Synthesized marketing communication is promotion toolkit, appearing after synthesis (combination) of communication existing forms features, integrating due to types (ATL – “above the line”, BTL – “below the line” and TTL – “through the line”) and causing the synthesized effect.

Synthesized effect may be presented as the sum of economic effects after each promotion instrument, synergetic effect after MC integration and synergy effect growth by three product promotion periods (operational, tactical and strategic levels). An indispensable component of MC mechanism synthesized effect is the legislation that governs to use synthesized marketing communications and obtains synthesized effect from using them. It can be divided into three groups:

1) legislation that regulates entrepreneurial activities (Law of Ukraine “On entrepreneurial activities”, Law of Ukraine “On property”, Law of Ukraine “On restriction of monopoly and prevent unfair competition in entrepreneurial activities”);

2) legislation that governs communication activities (Law of Ukraine “On Protection of Public Morality”, Law of Ukraine “On Advertising”, Law of Ukraine “On Television and Radio”, Resolution of the Cabinet of Ministers of Ukraine “On approval of common repair rules and maintenance of roads, streets, railway crossings, rules of their use and protection”, Resolution of Cabinet of Ministers of Ukraine “On approval of penalties imposition for legislation on advertising violation”);

3) legislation that governs innovation activities (Norms of Constitution of Ukraine, Norms of Economic Code, Law of Ukraine “On the innovation activities”, Law of Ukraine “On priority directions of innovation activity in Ukraine”, Law of Ukraine “On investment activity”, Law of Ukraine “On scientific and technical activities”).

Legislation of Ukraine, regulating communication activities, needs to be clarified in regulation of using the latest MC tools, their combination peculiarities, rules of their using and actions when applicable law is broken. Any enterprises economic activity is governed by principles that are divided into general and specific. Thus, Trynka’s L.Ya. [12] principles of economic analysis include: targeted using, scientific approach, systematic using, complexity, periodicity, reliability and accuracy, criticality and caution, clarity and adequacy of interpretation, capacity to act, effectiveness.

Raykovska I.T. [7], summarizing the system of economic analysis principles, identifies the following principles: faithfulness and accuracy, caution and criticality, validity, efficiency, democracy, periodicity, timeliness, conformity to the state, social, environmental, foreign policy and law, rating assessment, scientific character, systemacity, complexity, clarity and adequacy of interpretation.

We suggest the following set of synthesized effect formation principles, a brief description of which is given in Table. 1. One of the general synthesized effect principles is the systemacity principle that reflects features of MC integration due to types. Another essential requirement to form synthesized effect is the communication efficiency of enterprise. However, in terms of integration MC by types, the study subject is time range, on which MC are resultant, so in the context of this integration form it is advisable to consider the principle to focus on synthesized effect result. Category of the general economic principle also includes periodicity principle taking into consideration the formation of synthesized effect peculiarities (by levels of management).

Table 1 – Formation principles of MC synthesized effect

<i>Principle</i>	<i>Essence</i>
1. <i>Systemacity</i>	Connection between communication tools within the same type, and intertypes connection by creating an integrated communication idea that ensures the integrity of promoting process
2. <i>Effectiveness</i>	Orientation of all communication process participants to achieve the intended result through the goals and objectives fulfillment
3. <i>Periodicity:</i>	Planning, implementation and summarizing of the enterprise communication activity results by three periods (levels of management): strategic, tactical and operational
– synthesizing	Interrelation and interaction between all MC instruments, which cause appearance of new promoting tools. Their using in practice provides synthesized effect at the strategic level
– synergy	Integration of MC due to types (ATL-, BTL- and TTL-communications) provides the synergistic effect at tactical level of management that is different from the simple sum of promotion tools effects
– complexity	Comprehensive study of each used MC instrument economic, communicative and psychological effectiveness, analysis of their change in time and making of timely corrective measures during the promotion process that provides a comprehensive assessment of communication activity result at the management operational level

Economic analysis functions research is reflected in works of native scientists. Trynka L.Y. [12] distinguishes assessment, diagnosis and searching, and focuses on the function of accounting as an indispensable part of economic analysis.

Shkaraban S. and Lazaryshyna I. [10] study assessment and diagnostic, regulative, searching, protective and communicative economic analysis functions in the subject management context. The essence of the last one is to provide connection between entity subject and environment. Since the synthesized effect describes the communicative component of marketing analysis, it is reasonably to examine communicative function as such, that is related to specific category and reflects synthesized effect features. Synthesized effect performs functions, which are subdued to general principles of economic analysis. They are: *searching* reflects one of SMC features, that means to find unused reserves of communicative tools and their combination; *evaluation* is a calculated index, which evaluates communicative activity; *analysis* is a phased research of synthesized effect due to management levels, provides continuous promoting process diagnosis; *accounting* – synthesized effect is part of management accounting, it influences decision-making concerning enterprise communication policy. The MC synthesized effect specific features essence consists in the following positions:

- *planning function* means to determin basic parameters of the enterprise communicative activity due to management levels (strategic, tactical and operational) and ways of their achievement;
- *integration function* is a combined evaluation of enterprise communicative activity due to management levels, causing a synthesized effect;
- *communicative function* – synthesized effect can be considered as synthesized marketing communications indicator that shows extent of necessary information delivering to target audience;
- *synthesis implementation function* – synthesized effect is result of synthesized MC activation, being formed on the operational level, is able to influence process of further promotion.

Thus, the functions performed by SMC effect, caused by its subordination to economic analysis general principles and to marketing analyzes in particular, allows to conclude bilateral combination of features (Fig. 1).

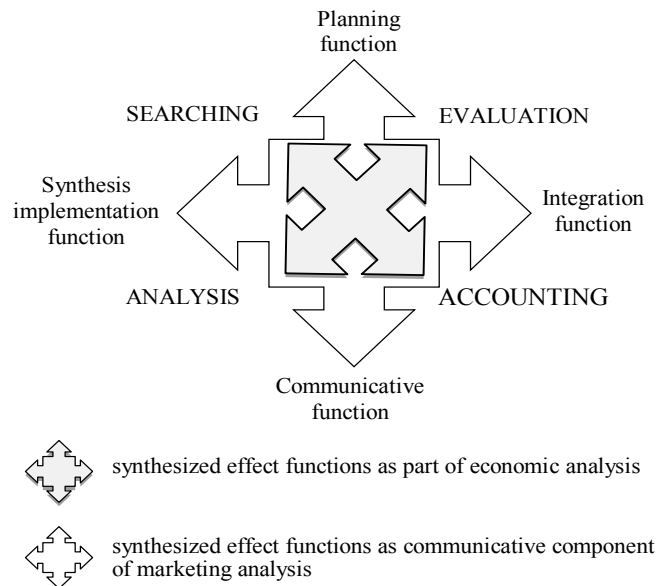


Figure 1 – Functions of MC synthesized effect

Formation mechanism of the MC synthesized effect at the industrial enterprise (Fig. 2) is a set of systems that are used in process of its creation due to management levels and reflects subject-object relationship between these systems.

Input elements system is formed by external and internal environment factors, information about which enterprise collects through market research. At the control and manageable subsystems level subjects of communicative activities analyze information that forms the basis to create synthesized promotion complex of enterprise products by management levels. Executors and users via synthesized MC, which are resultant at each level of management, gets results of communication activities at the end of promotion process, that is called synthesized effect.

Contrary to synergistic effect that allows to obtain an effect increasing from existing MC interaction, synthesized effect appears as a result of various promoting tools syntheses, combined features of which can create synergy effect growth. Using of the synthesized marketing communications by types allows clearly to integrate promoting toolkit in accordance with management level at which they will be resultant.

Using of synthesis dual system is reasonable not only with agreement of MC types by management levels, but during creating of formation synthesized effect mechanism subsystems. Thus, while providing subsystem combines common functions of economic analysis and specific functions of synergistic effect as the communicative analysis part. To divide control system into users and executors creates an additional connection to control system, improving the information movement within the enterprise.

Conclusions. One of the coordinated promotion instruments using forms is synthesized marketing communication integrated by types (ATL-, BTL- and TTL-communication). Integrating MC by types, i. e. synthesizing communicative tools, allows to increase synergy effect. Thus, enterprise receives synthesized effect, providing communication efficiency in long term and sustainable development in the enterprise.

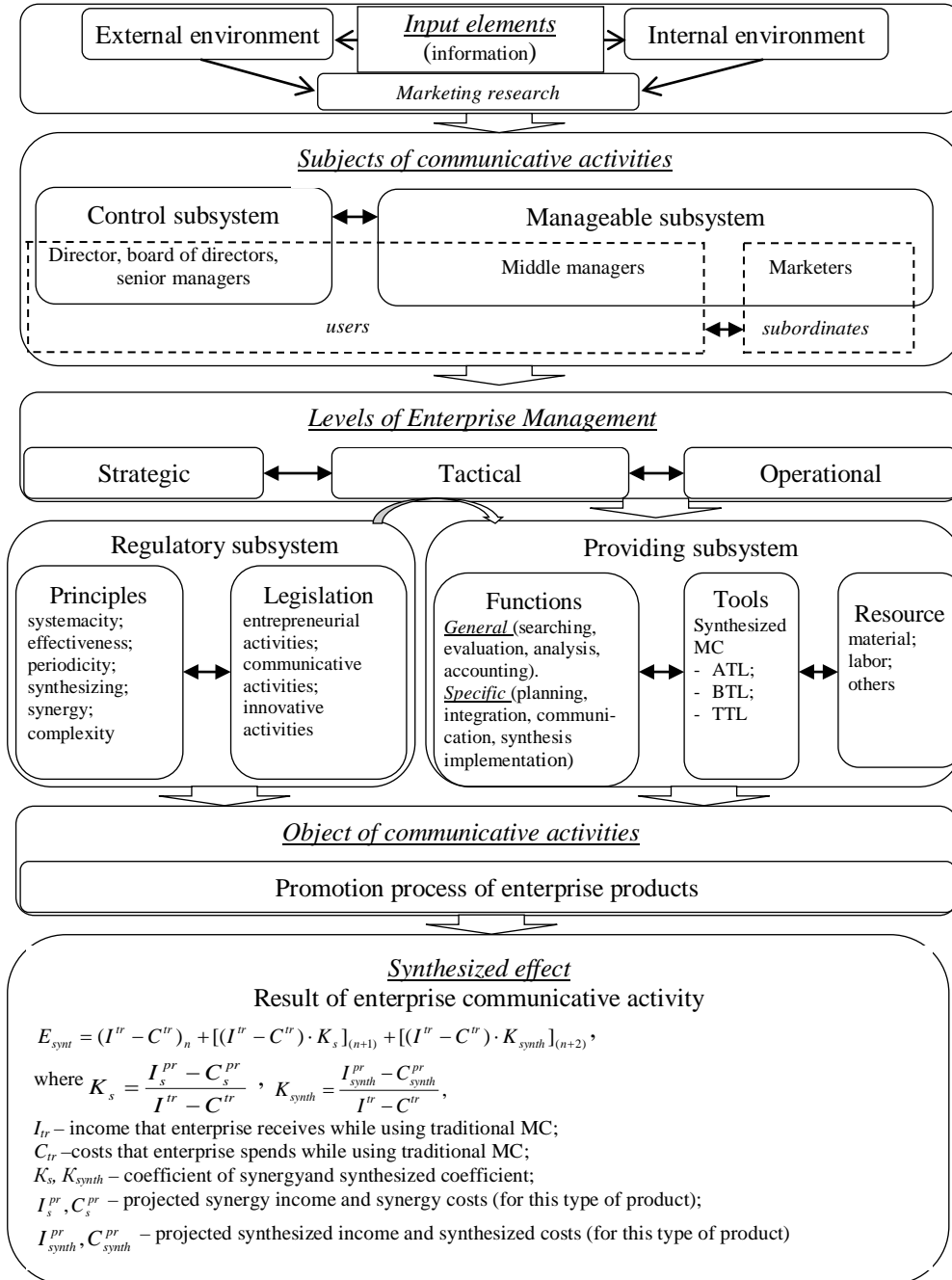


Figure 2 – Mechanism formation MC synthesized effect of industrial enterprises

Integrated results of research consist in the following positions: system of principles fit with synthesized effect creating stages due to management levels; regulatory subsystem components defines fundamentals that affect synthesized effect formation in the enterprises marketing communication activities; synthesized effect functions division into general and specific recreates the place of communication analysis in economic analysis structure and focuses on MC synthesized effect features; synthesized marketing communications implementation in the industrial enterprises activities expand promoting toolkit and ensure long-term sustainable; proposed mechanism to form MC synthesized effect of industrial enterprises provides necessary subsystems combination and reflects subject-object relationship between these subsystems.

Subject for further research is to investigate economic component of MC synthesized effect mechanism formation in the industrial enterprises. Results of research may be applied in further investigations and in industrial enterprises practice.

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Механізм формування синтезованого ефекту маркетингових комунікацій промислового підприємства

У статті проаналізовано законодавство, що регламентує синтезовані маркетингові комунікації, узагальнено принципи та функції синтезованого ефекту маркетингових комунікацій, запропоновано механізм формування синтезованого ефекту маркетингових комунікацій та обґрунтовано доцільність його використання.

Ключові слова: синтезовані маркетингові комунікації, синтезований ефект, принципи, функції, механізм, промислове підприємство.

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Механизм формирования синтезированного эффекта маркетинговых коммуникаций промышленного предприятия

В статье проанализировано законодательство, регламентирующее синтезированные маркетинговые коммуникации, обобщены принципы и функции синтезированного эффекта маркетинговых коммуникаций, предложен механизм формирования синтезированного эффекта маркетинговых коммуникаций и обоснована целесообразность его использования.

Ключевые слова: синтезированные маркетинговые коммуникации, синтезированный эффект, принципы, функции, механизм, промышленное предприятие.

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