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Sales Promotion: Methods and Influences in the Modern Market

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Sales promotion is a marketing technology that marketing classic F. Kotler called "short-term incentive measures to encourage the purchase or sale of goods or services" [1, p. 532]. This technology differs from advertising, the purpose of which is the formation of demand and attracting long-term attention of the consumer and influencing him in the long term, in that in the process of stimulating sales it is necessary to: effectively and quickly attract the attention of the consumer; encourage him to make an immediate purchase; strengthen the informational effect that remains after the performed action. Therefore, the main focus in the sales promotion process is on the organization of various promotions aimed at promoting the product on the market. As a rule, the basis of such promotions is to provide information to the consumer about some special distinctive properties of the promoted product, supported by all kinds of incentives to purchase.

The following main methods of sales promotion are distinguished: price manipulation (price reduction, discounts, preferential coupons with the right to a discount, incentive loans, money-back guarantees in case the product does not fit); in-kind encouragement (holding tastings, providing free samples of products, giving small gifts to those present at the promotion, providing a set of products with a discount, accepting an outdated product as a payment for the purchase of a new one); game forms (contests at points of sale; contests on television, radio, in newspapers; lotteries of all kinds); special forms (provision of free demonstration and inspection of goods, distribution of various informational materials, conducting surveys in the places of action, merchandising).

Every day, thanks to the creativity of marketers and traders, all new forms and tools for product promotion on the market appear. Just as in the case of advertising, the effect of sales promotion is rather difficult to "measure", since during the promotion, consumer behavior is influenced by a wide variety of factors, from which it is difficult to separate the effect of these promotions [2].

Sales promotion measures are aimed at the buyer, who is already familiar with the properties of the product in practice, so the task of sales promotion measures is to encourage subsequent purchases of the product, large batches of it, and to promote the establishment of permanent long-term relationships.

Sales promotion measures are divided into those aimed at buyers, sellers of goods, and intermediaries.

Sales promotion measures aimed at buyers consist of offering a commercial benefit to those who buy a product under certain conditions. Such a benefit can be discounts for the volume of the purchased batch of goods, the frequency of buying a certain number of products, the possibility of granting a loan, waiving the initial payment, even a "gift" of a certain amount of money during the purchase of the product, free distribution of product samples in the calculation of the purchase of a large batch, free transfer goods for use "for testing", acceptance of used goods as the first payment for new goods.

Sales promotion measures include presentations of new products for potential buyers, press conferences about the introduction of a new product to the market. One of the most effective sales promotions is a price reduction that is widely publicized through the mass media.

Sales promotion measures aimed at sellers are aimed at achieving high sales figures, for which monetary incentives are used, additional vacation days are provided, trips are arranged at the company's expense, and valuable gifts are awarded.

Sales promotion measures aimed at intermediaries encourage them to sell goods with maximum energy, to expand the circle of buyers. Intermediaries are supplied free of charge or on preferential terms with special equipment for customer service, discounts are made on the sales price, part of the expenses related to advertising activities are reimbursed, mobile service points are provided, etc.

The coronavirus pandemic and the war in Ukraine have had a significant impact on sales promotion, in particular bringing several new methods of sales promotion that have become very popular. Here are some of them:

1. Social media marketing: Using platforms such as Instagram, Facebook, TikTok to promote products and services through user interaction.
2. Influencers and Brand Ambassadors: Engaging celebrities to promote products or services through their platforms.
3. Content marketing: creating interesting and useful content that attracts attention and attracts buyers.
4. Personalized marketing: using customer data to create personalized offers and advertising.
5. Interactive campaigns: using interactive tools such as games, surveys and contests to attract buyers.

6. Shopping bots: using shopping bots to automate the purchase and sales process.

7. Virtual and Augmented Reality (VR/AR): Using VR and AR to create new forms of customer interaction.

Such measures allow companies to quickly respond to changes in the market and consumer needs, which has become especially important in the conditions of a pandemic and war.

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Impact of COVID-19 on Global Marketing Strategies

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The COVID-19 pandemic has radically changed global marketing strategies. Companies are forced to adapt to new market realities, focusing on digitalization, flexibility and personalization of communications.

Restrictions caused by the pandemic have led to changes in consumer behavior. They have increasingly started to prefer contactless digital channels for shopping, especially in the electronics, apparel and food segments. Consumers were looking for fast and convenient ways to deliver goods to their homes, which led to an increase in demand for courier and logistics services. Shoppers have begun to pay more attention to safety measures when visiting stores, expecting compliance with sanitary standards and social distancing.

The COVID-19 pandemic has led to a rapid shift to remote work and remote sales, requiring companies to adapt quickly. Businesses had to digitize their processes, establish effective online communication and cooperation, and develop new sales and marketing channels. This test became especially difficult for traditional offline companies that had no previous experience in digital transformation. However, quick adaptation to the new reality allowed them to persist and even strengthen their position in the market.

Social media, e-mail, websites, instant messengers have become key channels for establishing contact with consumers during the pandemic. The collection and analysis of data on audience behavior allows for the creation of more personalized content and offers. The transition of consumers online has stimulated the development of tools for online sales, ordering and delivery.

The COVID-19 pandemic has forced brands to rethink their marketing strategies and positioning approaches. The focus has shifted to strengthening communication with customers, demonstrating social responsibility and adapting to new consumer needs.