

key benefits of reporting on sustainable development on stakeholders levels – corporate, regional and macro level. A challenges in reporting on sustainable development in the context of the general problems of presentation, quality assurance and verification of such reports are discussed. Particular attention is paid to the sharing of sustainability reporting among the world's leading companies, despite the fact that an integrated format for its provision was still on little demand. The main focus in sustainability reporting considered by authors is the standardization of approaches to its compilation, provision, confirmation by independent third parties and interpretation.

Key words: reporting on sustainable development, stakeholders, integrated reporting, corporate responsibility.

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Investigation of Integrated Marketing Communications to the Buyer in the Retail Trade Network

Overview scientific approaches to the specific functioning of integrated marketing communications at point of sale; described five major influence over buyers in the retail trade network; results of research and analyzes the effectiveness of the impact of integrated marketing communications in the retail trade network shoes «Chobitok».

Key words: integrated marketing communications, retail trade network indicator RMI, efficiency IMC

Formulation of Scientific Problem and its Significance. Today, with the greatest effect to influence the target audience, business entities have to address the issue of possible contacts with potential customers as an important part of its marketing policy. However, some product promotions at the point of sale does not give significant effect and only the sharing of all elements of integrated marketing communication at points of sale (IMKMP) can get the desired communicative effect and significantly increase sales. Often, it is because of unreasonable use of certain high cost IMKMP. They do not bring the desired results and even compensate spent on this type of promotion funds.

The issues in marketing communications management of modern enterprises have been engaged in foreign and domestic scientists, including: J. berets [1], T. Lukyanets [8], J. Lenskold [7], E. Romat [9], N. Skryhun [12] and others. However, it was not given due to attention to the problem of the effectiveness of marketing integrated communications at point of sale. We agree with the statement which gives A. V. Kataev. He said that today you can often find a situation where well-planned communication program is not implemented in the final step of the movement of goods from the producer to the consumer at the point of sale. Owners of brands spend big money to promote their products, but without the integration of communications to sell the overall strategy of all marketing communications, even perfectly designed advertising campaigns will not give the desired result [3]. Therefore, there is a need for more detailed analysis of the impact and evaluating the effectiveness of integrated marketing communications to the buyer at the point of sale of certain product groups.

The Purpose and Objectives of the Article. The aim of this article is to study the impact of integrated marketing communications to the buyer in the retail trade network shoes «Chobitok».

The Main Material and Justification of the Results of the Study. Exploring research sources [1–12] aware that there are more and more application has integrated marketing communications in the enterprise. So, it is necessary to make a synthesis of scientific approaches to the specifics of the system of marketing communications. Dzh. Beret defines integrated marketing communications (IMC) as a concept of marketing communications planning that comes from the need to assess the strategic role of individual areas (advertising, sales promotion, PR, etc.). He finds the optimal mix for their clarity, consistency and maximizing action

communication applications via integration of discrete applications [1]. EV Romat believes that IMC is a concept of marketing communications planning, based on the need to assess the strategic goal of certain areas, and search for the optimal combination of clarity, consistency and maximizing the impact of communications programs using consistent integration of all individual messages [11]. According to Lukyanets T. IMC, concept combines all the tools of marketing communications designed to create applications that are sent to the target audience and employees for sales promotion company to the consumer. [8] Stetsenko A. think that the IMC proposes to consider how the system prevailing means of influencing the subjects of market relations associated now with the establishment of bilateral relations with a view to communication and economic effect [12].

Tools IMC at points of sale are divided into two groups: external and internal. External assets include items that are located near the shop and attract the attention of potential customers: external signs, light board and outer windows of retail trade enterprises, objects that are close to the shops and attracted the attention of spontaneous potential buyers. The main objective of these funds – is to stimulate buyer visiting the outlet [6].

The internal facilities include IMKMP techniques and methods promote the products directly sold on the trading floor. The main objectives of these funds is to draw attention reminder allocation among similar products of competitors, stimulating the decision to purchase the advertised product; system development tools demonstrations, symbols and other methods of positioning the brand in a particular commercial enterprise [12]. Speaking about the system of marketing communications at point of sale, we cannot ignore such a powerful communication tool as packaging. Skryhun N. P. thinks that it is important to note informative packaging. Its importance is so great that some experts consider the package as a separate element of the IMC system [11].

Especially important role belongs to sales staff in the formation of the IMC in local sales IMC MP. According to studies, vendor awareness contributed to the fact that two thirds of customers buy the recommended product. When the seller was unfamiliar with the goods sold, it had bought only every fifth visitor shop [3]. Great popularity gain terminals with multiple video monitors, which display advertisements on products presented in the store. As carriers IMKMP carts can also be used for products placed on them with advertising appeal. There are instances when even a trolley equipped with special reproducing video devices [6].

However, today most retailers use only certain marketing communications: advertising media; local advertising, which provides customers instant response; Coupons retail trade; display of goods on the shelves and in shop windows; display with «special prices»; leaflets on the shelves; various events in the stores; sponsorship at the local level; own brands retailers. This set of communication tools is not complete, because all elements are not including advertising to sell [6].

The complex combines the promotion of five major influence over buyers at the point of sale, advertising, sales promotion, personal selling, public relations, direct marketing [5]. According to the Law of Ukraine «On Advertising» advertising – is an information about a person or a product distributed in any form and in any manner or form and is designed to support consumer awareness of advertising and interest in respect of such persons or goods [2]. Role of advertising pays in the formation of marketing communication at point of sale. Currently, many shops open during allocated away from the main streets and public transport, in alleys, in the heart of neighborhoods, and often in the basement. For them it is extremely important means of advertising to attract the attention of potential buyers especially in the initial period. To this end, boards with posters have settled in the permanent crowded places, at intersections, main streets that inform the public about the store. Potential buyers can be attracted the attention of and settled at the store with a small, portable shields summary of the range of products sold etc. Important factors that attract the attention of potential buyers are type of store, its signs, color and lighting design [6]. An important moment in the campaign is to collect information about the market behavior of competitors, taking into account aspects of seasonality and the next holidays. To the above data, marketing the company should choose the advertising strategy and justify it to the management [5, p. 82].

Promotion items have the important role in the system IMKMP. Sales promotion is the use of short-term measures designed for rapid response in response to market offering their products now [9, p. 109]. In addition to traditional allocate specific techniques are used in retail establishments, (instant sale (fair sales).

Specific admission IMKMP is also «loss leader». Another promising area is the development IMKMP major stores customer loyalty programs [11].

Large commercial companies use public relations techniques: presentations (most major suppliers, new product, etc.), sending press releases, organizing events to mark the year’s N specific store, J-visitors and others [10]. Direct marketing is the kind of marketing that uses advertising means for direct appeal to potential customers in order to achieve a backlash outside retail or personal selling.

So, all the above means of communication are differ on certain parameters. Therefore, to ensure effective communication activities is necessary for their application in a single complex. We agree with Skryhun N. P. that the combination of various tools of marketing communication leads to the creation of synergy when simultaneous use communication elements allows to obtain a greater economic impact than individual using [10].

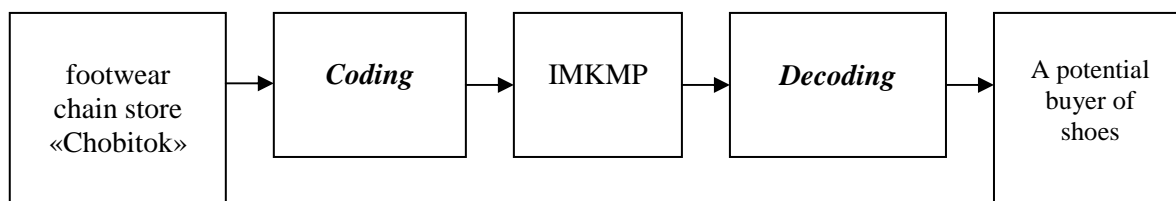
When we study the impact of integrated marketing communications to the buyer, we have studied the efficiency of integrated marketing communications in the retail trade network shoes «Chobitok».

The method of data collection – observation.

Location research – shops trading network «Chobitok», located in Kiev and Bila Tserkva

Time survey – November 2015 – January 2016.

Communication provides for six elements: sender, message, channel communications receiver, the processes of encoding and decoding. For chain stores «Chobitok» they will look as follows: where the sender – a network of shoe stores «Chobitok» – channels of communication (advertising, sales promotion, direct marketing) – the recipient– the buyer Footwear (Figure 1). Developing a proper construction of the communication process will provide the consumer information.



Pic. 1. The Process of Communication Online Shoe Stores «Chobitok»

Complex promotion for the company served as a means of mass influence, advertising and sales promotion, direct marketing (SMS sending). Chain stores focused their attention on advertising, which is used to disseminate information about the sale of goods or services. The advertising campaign the company also evident prestigious advertising that is used to maintain the image of the company on long-term basis. Articles expenses for marketing communications network shoe stores «Chobitok» were the following: the cost of banners, posters at the entrance, flyers, SMS-mailing, delivery of flyers and posters to shops, as well as providing a fixed discount on production of shoes, bags and goods in cash register zone. Costs to shop during the campaign totaled 10,803 UAH in the first part and 11 988 UAH in the second part (List 1).

List 1

**The budget for the integrated marketing communications
1part (27.11 – 31.12.2015 p.) and 2 part (01.01. – 31.01.2016 p.)**

Title / Store Number	Costs (UAH)						Total Expenditure IMC (UAH)		Deviation the Second Wave of the First
	Advertising		Promotion		Direct Marketing		1 part	2 part	
	1 part	2 part	1 part	2 part	1 part	2 part			
Kyiv 1	644	574	25	25	1151	1856	1820	2455	34,89 %
Kyiv 2	352	232	20	15	2171	990	2543	1237	-51,36 %
Kyiv 3	1024	871	25	25	895	755	1944	1651	-15,07 %
Kyiv 4	464	464	25	30	1024	2031	1513	2525	66,89 %
Kyiv 5	851	1544	30	25	500	896	1381	2465	78,49 %
Bila Tserkva 1	464	464	30	25	106	289	600	778	29,67 %
Bila Tserkva 2	464	464	30	30	508	383	1002	877	-12,48 %
Total	4263	4613	185	175	6355	7200	10803	11988	10,97 %

According to the list 1, we can conclude that the cost of the second part were higher in the whole network to 10,97 %, due to the additional costs banners on New Year's Eve. Also, analyzing the individual stores, we can make a conclusion that only four stores (three in Kiev and one in the Bila Tserkva) costs increased by an average of 54,74 %, and the rest of them reduced to 31,41 %.

Advertising efficiency is determined by the economic and communicative level. Evaluation of communicative effect begins at the stage of advertising and provides for a method: associative tests, tests for visibility, measurement method of storing advertising and others. [4, p. 98] Cost-effectiveness of integrated marketing communications characterized the relationship between the results obtained from them, and investment for their implementation over time. Analysis IMC helps to evaluate in monetary terms of its effectiveness, determine the conditions of their impact on individual consumers. For this purpose use ROI [4]:

$$ROI = \frac{\text{Gross profit} - \text{Costs of IMC}}{\text{Gross profit}} \quad (1)$$

Indicator ROI can qualitatively evaluate, compare various marketing activities and determine the most effective. It describes the resulting gross profit for the period of use of integrated marketing communications by IMC net costs per unit cost of the complex promotion. Using RMI index, we compared the efficacy of IMC footwear distribution network «Chobitok» (List 2) Also it is necessary to note that in these times given a discount on shoes has changed, and the other range of products remained have not unchanged.

List 2

Calculation of the ROI in Footwear Distribution Network «Chobitok»

Title / Store Number	Gross Profit		Costs of IMC		ROI		Deviation ROI Second Part of the First, %
	1 part	2 part	1 part	2 part	1 part	2 part	
	622788,48	720369,36	1820,00	2455,00	341,19	292,43	-14,29
Kyiv 1	487400,15	530936,55	2543,00	1237,00	190,66	428,21	124,59
Kyiv 2	372269,62	471865,21	1944,00	1651,00	190,50	284,81	49,51
Kyiv 3	347660,74	400020,32	1513,00	2525,00	228,78	157,42	-31,19
Kyiv 4	349968,16	496587,63	1381,00	2465,00	252,42	200,46	-20,59
Kyiv 5	157488,57	200963,36	600,00	778,00	261,48	257,31	-1,60
Bila Tserkva 1	142291,89	265245,23	1002,00	877,00	141,01	301,45	113,78
Bila Tserkva 2	2479867,61	3085987,66	10803,00	11988,00	228,55	256,42	12,19

Analyzing the above part action, we can see a higher gross profit in the second part (List 2). In general, the network ROI index value is increased by 12, 19 %, which means efficiency investments in integrated marketing communications. Since ROI > 100, it means that the company is effectively using integrated marketing communications to promote the product. However, some stores increased investment in the second part has not brought a significant increase in gross profit. The average index of ROI over the network in the first Part of 228,55. To store Kyiv 1 (ROI = 341, 19) deviation is 49 % and is the largest due to significant revenue compared to the network. Store Bila Tserkva 2 has also the lowest figure RMI 141,01 and deviation of -38 %. This is due to the gross profit, which is much smaller on the network, but also the costs that are greater than, for example, in White Church 1. For the second part, the RMI is the largest store in Kyiv 2 (428,21), which is 67 % above the average for the network and the main factor is the significant reduction of costs compared to other stores in relation to the first part of 51 %. If we consider the lowest rate, it was in the second part of Kyiv 4 (157,42) and the deviation of -39 %, which caused a small increase in income by 15 % and the increase of 67 %. According to this we can conclude that the growth of spending in shops in the second part of more than 50 % reduced rate of efficiency IMC because no significant growth income. We calculate the correlation coefficient for assessing the closeness of the connection between RMI indicator of income under the influence of IMC and expenses at IMC. From this we can conclude that the growth of spending in shops in the second part of more than 50 % reduced rate of efficiency IMC because no significant income growth. Calculate the correlation coefficient for assessing the closeness of the connection between ROI indicator of income under the influence of the IMC and the cost of the IMC.

Calculation of Pearson's Correlation Coefficient Between the ROI, Gross Profit and the Cost of IMC

ROI and Gross Profit		ROI and Costs of IMC	
1 part	2 part	1 part	2 part
0,554751	0,215139	-0,03857	-0,54696

According to List 3 it can be argued that the relationship in the first part between ROI and income influenced IMC is straight and tall, the second part of this dependence is low. As for the connection between ROI and the cost of the IMC, in the first part is absent, and the second part is high. From this we can conclude that reducing costs in the second part of action, the network of shops «Chobitok» could have a greater indicator of the effectiveness of integrated marketing communications. That is why in the course of research, we make a conclusion that investing in marketing communications network shoe stores «Chobitok» in the second part, marketers needed to evaluate the effectiveness of previous marketing activities, explore element (advertising, sales promotion, direct marketing) brought the greatest return and where is the store. It was necessary to consider buying from any source received information about the campaign, saturation of demand, the quality of information (good use of complex promotion of integrated marketing communications), the work of sellers and others. Carrying out of diagnostics of marketing communications after the first part would significantly reduce costs and increase company revenue as under the influence of IMC and figure ROI.

Conclusions and Prospects for Further Research. Certain product promotions at the point of sale do not give significant effect and only sharing all elements IMKMP provides a communicative effect and significantly increase sales. But we should do not forget the advisability of careful planning to use them. Often it is unreasonable use of certain high cost IMKMP and they do not bring the desired results and even compensate spent on this type of promotion funds.

Investments in marketing communications help to increase profits. We found that marketers in the retail network shoes «Chobitok» did not qualitatively analyzed the situation in the market, such as competition policy, external conditions and the possible threat. Also, they did not appreciate the internal capabilities of the enterprise, staff, turnover, seasonal goods and so on. This affected in turn the quality of consumer information using integrated marketing communications. Calculation of the ROI showed that the company had carried out an effective program to move goods using the influence of mass advertising, direct marketing and sales promotion. But the second part of the campaign could be more effective in terms of ROI, but marketing department did not collect enough information after the first part. This software enterprise accurate and complete information about the internal and external market situation in the current rhythm of competition is an important and decisive factor. Calculating the correlation coefficient, we determined that the second wave was characterized by a strong relationship with the largest expenditures for the IMC and that quality work sales managers could increase the efficiency of complex product promotion.

So, to be successful, retail chain stores sales network should develop its own strategy of product promotion, focus on their own segment customers, analyze their preferences and changes in the market. This recommendations will help to maintain the unique shops and promote the development of prestige stores. This software enterprise accurate and complete information about the internal and external market situation in the current of competition is an important and decisive factor. Calculating the correlation coefficient, we determined that the second wave was characterized by a strong relationship with the largest expenditures for the IMC and that quality work sales managers could increase the efficiency of complex product promotion.

So, to be successful, retail chain stores sales network should develop its own strategy of product promotion, focus on their own segment customers, analyze their preferences and changes in the market. This recommendations will help to maintain the unique shops and promote the development of prestige stores.

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Алла Лялюк, Іванна Конох. Исследование влияния интегрированных маркетинговых коммуникаций на покупателя в розничной торговой сети. Обобщены научные подходы относительно специфики функционирования системы интегрированных маркетинговых коммуникаций в местах продаж; описано пять основных способов воздействия на покупателей в розничной торговой сети; отмечается, что важным моментом в рекламной кампании является сбор информации о рынке, поведение конкурентов, учета аспектов сезонности и ближайших праздников, необходимо анализировать не только внутреннюю информацию о деятельности предприятия, но и внешние факторы влияния на ее работу; с целью исследования влияния интегрированных маркетинговых коммуникаций на покупателя приведены результаты исследования использования интегрированных маркетинговых коммуникаций в розничной торговой сети обуви «Сапожок»; комплексом продвижения для компании служили средства массового воздействия: реклама и стимулирование сбыта, прямой маркетинг (смс-рассылка), рубрична и престижная реклама; используя показатель RMI, сделан вывод об эффективности ИМК в торговой сети обуви «Сапожок»; предложены направления совершенствования ИМК, которые должны, в первую очередь, основываться на выработке собственной стратегии продвижения товара, ориентированной на собственный сегмент потребителей.

Ключевые слова: интегрированные маркетинговые коммуникации, розничная торговая сеть, показатель RMI, эффективность ИМК.

Алла Лялюк, Іванна Конох. Дослідження впливу інтегрованих маркетингових комунікацій на покупця в роздрібній торговій мережі. Узагальнено наукові підходи до специфіки функціонування системи інтегрованих маркетингових комунікацій у місцях продажу; описано п'ять основних способів впливу на покупців у роздрібній торговельній мережі; відзначено, що важливим моментом у рекламній кампанії є збір інформації про ринок, поведінку конкурентів, урахування аспектів сезонності й найближчих свят. Також потрібно аналізувати не лише внутрішню інформацію про діяльність підприємства, а й зовнішні чинники впливу на його роботу. Для дослідження впливу інтегрованих маркетингових комунікацій на покупця наведено результати дослідження використання інтегрованих маркетингових комунікацій у роздрібній торговельній мережі взуття «Чобіток». Комплексом просування для компанії слугували засоби масового впливу: реклама й стимулювання збуту, прямий маркетинг (смс-розсилка), рубрична та престижна реклама. Використовуючи показник RMI, зроблено висновок про ефективність ИМК у торговій мережі взуття «Чобіток». Запропоновано напрями вдосконалення ИМК, які повинні насамперед ґрунтуватися на виробленні власної стратегії просування товару, орієнтованої на власний сегмент споживачів.

Ключові слова: інтегровані маркетингові комунікації, роздрібна торговельна мережа, показник RMI, ефективність ИМК.