



TOOLS FOR MARKETING MANAGEMENT OF INDUSTRIAL ENTERPRISES IN UKRAINE BASED ON THE PRINCIPLES OF SUSTAINABLE DEVELOPMENT

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ABSTRACT

Today, there is a constant development of industrial marketing, because it is used by most enterprises as a leading tool of competitive ability. Modern marketing tools allow to conduct an effective pricing policy, develop a product range, realize the interests of employees, effectively promote products and establish sales activities. The variety of marketing tools contributes to the creation of separate areas of marketing activities of enterprises, which means that it requires careful research and analysis. The purpose of the study was to analyze the use of modern marketing tools in industrial enterprises in the context of implementing a sustainable development strategy. The results of the study allowed to highlight the key features of modern industrial marketing. Marketing is becoming socially responsible, the company will integrate various concepts of marketing in the sustainable development strategy. First of all, it is a manifestation in the coverage of information about all aspects of the company's activities. Enterprises of the processing industry of Ukraine are among the most active users of the Internet in various directions. The functionality of enterprise websites is being expanded. Social media is a less common marketing tool in the management of processing enterprises in Ukraine. This may be due to the lack of effectiveness of social

media in the B2B segment. Modern marketing uses big data, cloud technologies, and services in order to identify consumer needs and personalize the sales offer. Strategies for sustainable development of companies provide a positive impact on the social, environmental, innovative and investment components of activity, both within companies and on the external environment.

Keywords: Sustainable development, Industrial marketing, B2B marketing, B2B marketing tools, Digital marketing

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1. INTRODUCTION

It is important for managers of enterprises operating in the modern market to realize that the modernization of the industrial sector involves not only qualitative changes in the production process and the production of completely new products, but also improving sales activities and adapting them to modern market conditions [1, 2]. In this sense, issues related to the development of marketing in the field of industry and the use of marketing communications in order to develop and increase the sales market and increase the competitiveness of industrial products are becoming more relevant.

Marketing in the production sphere is carried out in two main markets – the market of industrial goods and the market of consumer goods [3-5]. The first market is characterized by the participation of enterprises and organizations that purchase goods for further use in the production of various goods and services, it is mainly large transactions for the purchase of significant amounts of raw materials and components [6]. It is well known that customers in the consumer goods market are consumers themselves, and many scientific and analytical works are devoted to the implementation of marketing activities in this market [2, 7].

The demand in the markets of industrial goods is determined by the demand for consumer goods, by its nature it is inelastic, since fluctuations in prices for industrial goods do not have a noticeable effect on the amount of demand. The amount of demand for industrial goods is changing at a faster rate than the demand for consumer goods under the influence of economic market conditions [8, 9]. Therefore, an increase or decrease in price usually does not cause a corresponding increase in sales and is mainly determined by the needs of the production process [10].

Marketing of industrial goods has a number of specific features that distinguish it from marketing of consumer goods, it is characterized by:

1. features of buyers, the number of which is determined in comparison with the number of buyers in the consumer goods market, but this limited number of buyers decide not to buy independently, but through long discussion in a group (special committee), concentrated geographically, have a high degree of professionalism (there are technical product experts);
2. characteristics of the demand for these products, which is determined by the demand for consumer goods, is that it is not elastic, and can change dramatically under the influence of scientific and technological progress and changes in the consumer market environment.

These features determine the need to apply a special approach to the implementation of marketing activities in the market for industrial goods [5, 11]. Marketing of industrial products

involves providing objective information about such products, regardless of their complexity [12, 13]. This increases the requirements for marketers and consumers of products, as well as the principles of using products. Marketing of industrial products, the development of which is stimulated by production technology, may change with the development of scientific and technological progress, so the object of research of the marketer in the market of industrial goods is not the consumer, but a specific practical situation [14].

2. MATERIALS AND METHODS

The method of analysis to organize the existing approaches used in the study, selection of marketing tools in the activities of industrial enterprises, determining the impact of internal and external environment for application at the enterprises of different marketing tools, determining the state of use of marketing tools of synthesis for the synthesis of scientific views of the authors and stages of development of various marketing concepts, tabular visualization of existing methods and for a better perception of the development of marketing tools.

To study the state of use of marketing tools in the management of industrial enterprises in Ukraine, data from the State statistics service [15, 16] for 2015-2018 were used.

3. RESULTS AND DISCUSSION

3.1. Modern marketing concept and tools

Marketing is becoming more and more digital, which leads to the emergence of new concepts. Today, there are several basic marketing concepts: digital, content marketing, Internet marketing, integrated marketing, customer-oriented marketing, personification, guerrilla marketing, and influence marketing that complement each other. Content marketing remains one of the most important components of Internet marketing, which determines the success of promoting products on the Internet, sending messages, and social media. Modern marketing concepts for industrial enterprises should be integrated into the overall development strategy.

Various types of marketing communications are used in the activities of industrial enterprises, in particular: advertising (commercials at airports, outdoor advertising, product placement, etc.); public relations (press releases, feature articles, press kit, etc.); sales promotion (discounts, bonuses, loyalty cards, etc.); personal sales (creating a personal official representation of one legal entity on the territory of another business entity); direct marketing (database, email and mailing list); Internet promotion (websites, social media, Internet advertising, etc.).

Digital marketing is a special type of communication that includes local advertising aimed at the target audience; content personalization (using machine learning); visualization (photo, video marketing, maps); content marketing; gamification (quizzes, challenges, contests).

Digital channels and tools for interacting with consumers should include the following Internet channels: SEO-search engine optimization (Search Engine Optimization), SMM (social media marketing), email and SMS mailing lists, improving Landing page (landing pages of sites), and the like; digital television and virtual sponsorship on television, radio, mobile applications and mobile applications, social and viral videos, interactive screens, POS-terminals, local networks, QR codes in offline mode, chat bots, and the like. These tools must be interconnected. The integration of tools and communication channels has led to the development of integrated marketing, which is becoming increasingly personalized, ie targeted and needs of consumers. This is evidenced by the data of the State Statistics Committee of Ukraine for 2017-2018 (Table 1).

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Table 1 Dynamics of the number of processing enterprises that used the Internet in different directions in 2017-2018 in Ukraine, units [15]

Directions for using the Internet	2017		2018		Growth rate, %	
	Total	Processing industry	Total	Processing industry	Total	Processing industry
Number of enterprises that had access to the Internet	39582	9917	43303	10878	9,40	9,69
sending or receiving email messages	38929	9792	42733	10769	9,77	9,98
making phone calls via Internet / VoIP or video conferencing	12048	3215	13673	3598	13,49	11,91
getting information about products and services	34663	9012	38468	10004	10,98	11,01
use instant messaging and electronic Bulletin Board	18704	4927	21167	5510	13,17	11,83
obtaining information from public authorities	31571	7958	35034	8879	10,97	11,57
performing various operations with public authorities (except for obtaining information)	20158	5049	22413	5669	11,19	12,28
banking operations	38227	9604	42070	10591	10,05	10,28

The enterprises of the processing industry of Ukraine are among the most active users of the Internet in various directions (25.12% among all), in particular, most processing enterprises use the Internet to send or receive e-mail messages (99%), perform banking operations (97%), receive information about goods and services (92%), receive information from public authorities (82%), use instant messaging and an electronic Bulletin Board (51%).

The digitalization of business is gradually taking place in Ukraine (Table 2). The number of processing enterprises that had a website that operated on the Internet increased to 5,500 units.

Table 2 Dynamics of the number of processing enterprises that had a website that operated on the Internet and a website in various areas in 2017-2018 in Ukraine, units [15]

Website features when using the Internet	2017		2018		Growth, %	
	Total	Processing industry	Total	Processing industry	Total	Processing industry
Number of enterprises that had a website that operated on the Internet	16240	4910	22331	5500	37,51	12,02
client service	7442	2078	8305	2275	11,60	9,48
delivery of products and services online	2774	636	3088	688	11,32	8,18
ability of visitors to form orders for goods and services online	4457	1230	5061	1372	13,55	11,54
monitoring the status of placed orders	4003	1104	4537	1221	13,34	10,60
personalized content for your web site for regular or repeat customers	4018	995	4565	1176	13,61	18,19
links to the company website in social media	6847	1762	7980	2134	16,55	21,11
job openings or online job vacancies	4575	1175	5185	1377	13,33	17,19
personnel training	1598	345	1916	426	19,90	23,48

Manufacturing websites functioned to serve clients' needs (41%), links to the company's social media site (39%), opportunities for visitors to order goods and services online (25%), job openings or applying for vacancies online (25%), monitoring the status of placed orders (22%), "personalized website content for regular or repeat customers" (21%), delivery of products and services online (13%), staff training (8%). It is worth noting an increase in the number of businesses using the functionality of the website as a whole by 12.02%.

The number of processing enterprises using social media in Ukraine in 2017- 2018 is significantly lower than the number of those who have a website (Table 3).

Table 3 Dynamics of the number of processing enterprises that used social media in Ukraine in 2017-2018 [15]

Number of enterprises that used social media	2017		2018		Growth rate, %	
	Total	Processing industry	Total	Processing industry	Total	Processing industry
social networks	12321	2830	10558	2350	-14,31	-16,96
enterprise blogs or microblogs	3437	774	2910	676	-15,33	-12,66
Websites with multimedia content	6123	1499	5312	1289	-13,25	-14,01
means of sharing knowledge	5584	1239	5069	1113	-9,22	-10,17

One of the trends is a decrease in the number of enterprises that used social media in Ukraine in 2018 compared to 2017. In general, these trends are typical for all enterprises, but the rate of decline in the use of social media by processing enterprises exceeds the overall indicator. This may be due to the lack of effectiveness of social media in the B2B segment.

The main purpose of using social media in enterprises is to present the company or advertise its work (goods, services), which is 26%, to cooperate with business partners or other organizations (20%), to receive customer feedback or to answer their questions (18%) , hiring employees (12%), engaging customers in the development or innovation of goods and services (11%), sharing views, thoughts or knowledge within the enterprise (11%).

Table 4 Dynamics of the number of processing enterprises that used social media for different purposes in Ukraine in 2017-2018 [15]

Purpose of using social media in enterprises	2017		2018		Growth rate, %	
	Total	Processing industry	Total	Processing industry	Total	Processing industry
representation of the enterprise or advertising of its work (goods, services)	11284	2795	9470	2306	-16,08	-17,50
getting customer feedback and providing answers to their questions	8260	1880	6871	1571	-16,82	-16,44
involvement of customers in development or innovation of goods and services	5221	1187	4388	1005	-15,95	-15,33
cooperation with business partners or other organizations	8427	2028	7339	1773	-12,91	-12,57
hiring employees	6276	1452	5131	1208	-18,24	-16,80
exchange of views, opinions, or knowledge within the enterprise	5563	1200	4615	945	-17,04	-21,25

Table 5 presents the dynamics of the number of cloud computing enterprises in Ukraine in 2017-2018. The number of processing enterprises purchasing cloud computing services during the year decreased by 17.35% in 2018. Among the main goals of acquiring cloud technologies

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are the following: email (54%), office software (42%), enterprise database hosting (36%), file storage service (36%), financial or accounting applications (58%), customer relationship management applications (25%), computer power for the operation of enterprise software (30%).

Table 5 Dynamics of the number of processing enterprises that used cloud computing in Ukraine in 2017-2018 [15]

Use of cloud computing services	2017		2018		Growth rate, %	
	Total	Processing industry	Total	Processing industry	Total	Processing industry
Number of enterprises that purchased cloud computing services during the year	4831	1124	4135	929	-14,41	-17,35
Email	2548	626	2175	501	-14,64	-19,97
office software	2125	482	1932	392	-9,08	-18,67
hosting databases in the enterprise	1664	375	1449	330	-12,92	-12,00
file storage service	1788	420	1447	338	-19,07	-19,52
financial or accounting software	2585	627	2413	537	-6,65	-14,35
customer relationship management software	1223	293	1050	236	-14,15	-19,45

Modern marketing uses big data, cloud technologies and services in order to identify consumer needs and personalize the trade offer.

Table 6 shows the dynamics of the number of processing companies that analyzed big data in 2017-2018. Enterprises are making extensive use of big data in managing development and identifying customer needs. In particular, data sources are data from processing enterprises themselves, obtained from smart devices or sensors (32%), geolocation data obtained from portable devices (15%), data generated from social media (15%), and other sources (39%). For big data analysis, businesses employ staff because of the cost of processing (74%) and external service providers (26%).

Table 6 Dynamics of the number of processing enterprises that performed big data analysis in 2017-2018 [15]

Analysis of "big data"	2017		2018		Growth rate, %	
	Total	Processing industry	Total	Processing industry	Total	Processing industry
Number of enterprises that analyzed "big data" obtained from						
company's data received from smart devices or sensors	2917	676	3194	750	9,50	10,95
geolocation data received from portable devices	1697	353	1584	345	-6,66	-2,27
data generated from social media	1600	340	1659	354	3,69	4,12
other source	2974	695	3815	921	28,28	32,52
Number of enterprises where big data analysis was performed						
enterprise workers	5256	1253	6177	1511	17,52	20,59
external service providers	2023	405	2349	524	16,11	29,38

The number of processing enterprises in Ukraine that received an order via the Internet for the sale of goods or services (except for orders received by email) was 673 units in 2018 (6.1% of the number of enterprises that used computers), and 737 units in 2017 (7.3% of the number of enterprises that used computers). The number of processing enterprises in Ukraine that made

purchases through computer networks of goods or services (except for orders received by email) was 2,440 units in 2018 (22.0% of the number of enterprises that used computers), and in 2017-1,973 (19.6% of the number of enterprises that used computers).

3.2. Industrial marketing management based on sustainable development business-model

Research on the marketing management of the activity of industrial enterprises on the principles of sustainable development should include consideration of indicators that characterize the state of achievement of sustainable development by industrial enterprises.

Pursuant to Goal 9: Industry, Innovation and Infrastructure, Ukraine has met indicators of achieving goals related to the activities of industrial enterprises, namely: 9.4. To facilitate the accelerated development of high- and medium-, high- tech sectors of the manufacturing industry, which are formed on the basis of the use of chains "education - science - production" and cluster approach in the areas of: development of innovative ecosystem; development of information and telecommunication technologies (ICT); use of information and communication technologies in agro-industrial complex, energy, transport and industry; high-tech mechanical engineering; creation of new materials; development of pharmaceutical and bioengineering industries. It is advisable to analyze the state of achievement of the goal by certain indicators (Table 7).

Table 7 Dynamics of goal achievement metrics 9.4 in Ukraine in 2015-2018 [16]

Indicators	2015	2016	2017	2018	Target for 2020
Share of value added by production costs of enterprises belonging to the high-tech manufacturing sector in total value added by production costs, %	1,9	1,9	1,7	1,4	-
Share of value added by production costs of enterprises belonging to medium-, high- tech manufacturing sector in total value added by production costs, %	4,7	3,3	3,4	3,8	7,5
Proportion of employees employed in enterprises belonging to the high- and medium-high-tech sectors of the processing industry, in the total number of employed workers in the industry, %	21,2	21,1	21,5	21,6	26
Share of compliance costs of research and development in GDP, %	0,55	0,48	0,45	0,47	1,5
Share of realized innovative products in the volume of industrial, %	1,4	-	0,7	0,8	5
Level of coverage of the population with Internet services, subscribers per 100 inhabitants	14	39	56	62	50

In accordance with the established goals of sustainable development, industrial enterprises in Ukraine should ensure an increase in the level of high-tech products, employment growth in enterprises belonging to the high- and medium- high-tech sectors of the processing industry. The main actors in sustainable production development are large companies, multinational corporations, which have a large amount of financial, labor and material resources. They are implementing sustainable development strategies that provide a multiplicative synergistic effect in combination with public policy. Sustainable development strategies for companies have a positive impact on social, environmental, innovation and investment components, both internally and externally.

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Sustainable development strategies of multinational corporations operating in Ukraine can be considered as examples of positive marketing management based on sustainable development (Nestlé, Anheuser-Busch InBev H.B., Bunge Limited, Carlsberg Group, Coca-Cola, Kernel Holding S.A.). These companies provide:

1. Development of alternative products, social contribution to health care and promotion of products that are less harmful to the population.
2. Development of research activities: conducting clinical studies published in peer-reviewed scientific journals of new methods and technologies of products.
3. Implementation of scientific standards.
4. Technological support and updating of technical condition, working conditions of personnel, quality assurance of products (for example, functioning of the laboratory for product testing), implemented international quality management standards ISO 9001, environmental standards ISO 14001 and the standard of production safety and health OHSAS 18001. Protecting the environment, reducing the environmental impact of production (for example, 98% of British American Tobacco Ukraine's waste is sorted and sent for recycling).
5. Waste management, energy efficiency, raising the environmental awareness of employees, implementing projects to implement environmental programs (tree planting programs).
6. Use of modern information technologies, automation of logistics and warehousing.
7. Protecting products from illegal distribution (Agreement with OLAF, an international European anti-fraud organization on cooperation in the fight against illegal tobacco trade).
8. Implementation of the system of monitoring of production movement to the level of the first Track & Tracing client.
9. Use a proactive approach in corporate strategy that minimizes risks and works to prevent accidents.

Thus, the sustainable development strategies of large enterprises and multinationals in the domestic market of Ukraine ensure safe working conditions, professional development of personnel, responsible marketing, compliance with environmental standards, information openness and transparency of activity, taking into account commercial interests of activities and interests of stakeholders.

4. CONCLUSION

The research makes it possible to highlight a number of features of modern marketing management of industrial enterprises in Ukraine. Marketing becomes socially responsible, companies integrate different marketing concepts into sustainable development strategies. Various types of marketing communications are used in the activities of industrial enterprises, in particular: advertising; Public Relations; sales promotion; personal sale; direct marketing; Internet promotion. Ukrainian processing companies are one of the most active users of the Internet in various directions. There is an expansion of the functionality of business websites. Social media is a less common marketing tool in the management of processing enterprises in Ukraine. One trend is the decline in the number of businesses that have used social media in Ukraine in 2018 compared to 2017. This may be due to the lack of performance of social media in the B2B segment. Modern marketing uses big data, cloud technologies and services to identify consumer needs and personalize the sales offering. Sustainable development strategies for companies have a positive impact on social, environmental, innovation and investment components, both internally and externally. Strategies for sustainable development of large

enterprises and transnational companies in the domestic market of Ukraine provide: safe working conditions, professional development of personnel, responsible marketing, compliance with environmental standards, information openness and transparency of activity, taking into account commercial interests of the activity and interests of stakeholders.

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