

APPLICATION OF MARKETING COMMUNICATIONS AT FOREST ENTERPRISES

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The studies of effectiveness of application of marketing communication at forest enterprises are resulted. As a result of the polling it was stated which elements of marketing communication are the most effective when applying at forestry enterprises.

Marketing communications, promoting, advertisement, ties with public, stimulation of sales, personal sales, forestry enterprises, forest products.

The appearance and development of marketing relations in Ukraine make it necessary to improve the system of management of forestry enterprises, orientation of management system at marketing conditions of ruling, the ability of quickly and effectively react at the change in marketing surroundings.

Local marketing science has some experience which was received thanks to reading fundamental works of American school of marketing. But existing problems are connected first of all with the necessity of giving a possibility to local products manufacturers' to understand their marketing actions and create the according system. Besides, searches done by local and foreign marketologists concern the marketing of goods "business to consumer" (b-to-c) [1]. Marketing of goods for industrial purposes, forest products as well, greatly differs from the marketing of goods for public. The differences are in the process of making product in its promoting and in the formation, functioning and development of forest products and in many other factors.

The main players at the market of forest products are state forestry enterprises that belong to State Forest Resources Agency (68%). Choosing the forest products
thПри виборі лісопродукції споживач також може consumer can prefer forestry

enterprises belonging to Ministry of agrarian policy and food of Ukraine (25%), military forest farms or dealers (5%).

Task outline was to differentiate the effectiveness of the impact of this or that element of communication on the process of making a decision by forestry enterprises' clients.

Material and methodology of the studies. To analyse the impact of elements of marketing communications on consumers' decision about buying the products of forestry enterprises the survey of experts was done with one-time filling the questionnaires.

Solving the problem of the number and the structure of an expert group the goal of the research was put into account it was to promote different marketing communications at the forest market with according priorities about their usage. So a questioning of 23 experts was used. These are owners of the enterprises from Lviv, Rivne, Chernihiv, Vinnytsa, Zhytomyr districts with evaluation 10 points according to the scale of effectiveness of using the particular communicative instruments [2, 3].

On the send stage the сформульовано питання та складено відповідну анкету. Основою д question was "tree of impact" of main marketing communication at the process of making a decision by a potential client, that is a graph, яке являєinterpretation of integrated communicative impact at the clients of forest farm and is of 5 levels [9].

The third stage formulated the rules of defining the summed points on the basis of some experts' evaluation. The fourth stage is the work with experts. At the last fifth stage the results of the survey were analysed.

All questions of the questionnaire has a scheme: experts had to evaluate the effectiveness of this or that element of marketing communication used to make the consumer decide about the service in the particular forestry enterprise.

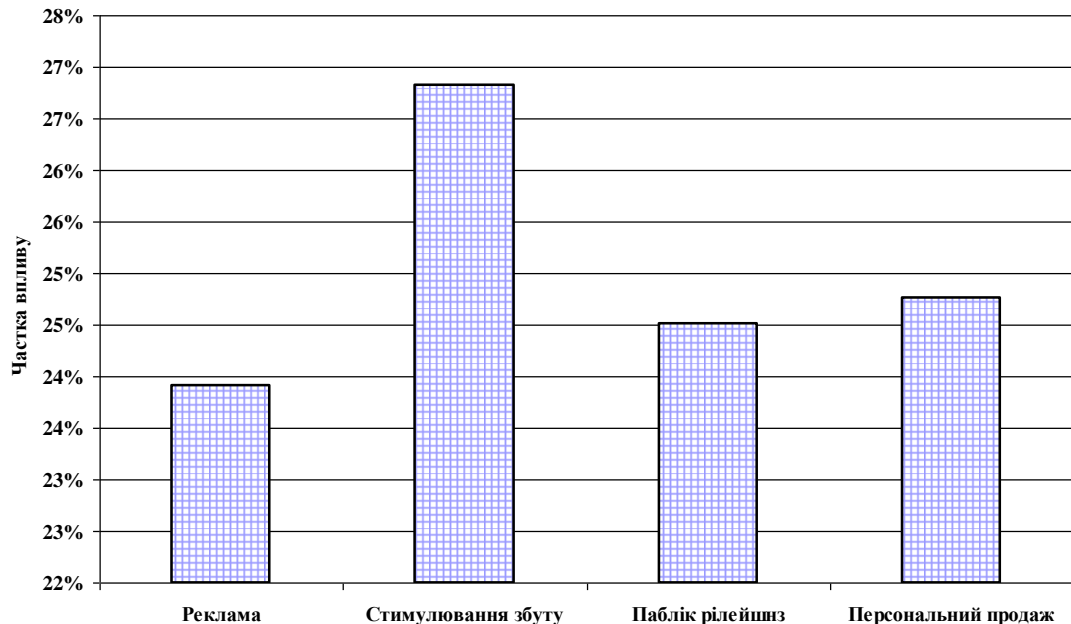
Taking into account that experts were chosen to have the same qualification, the evaluation was defined as an average.

The differential effectiveness of the impact of an element of communication at the decision by the clients was defined with the help of the summarizing data of

communicative impact.

Results of studies. The survey of the group of experts enables to state which main instruments of marketing communication are the most effective.

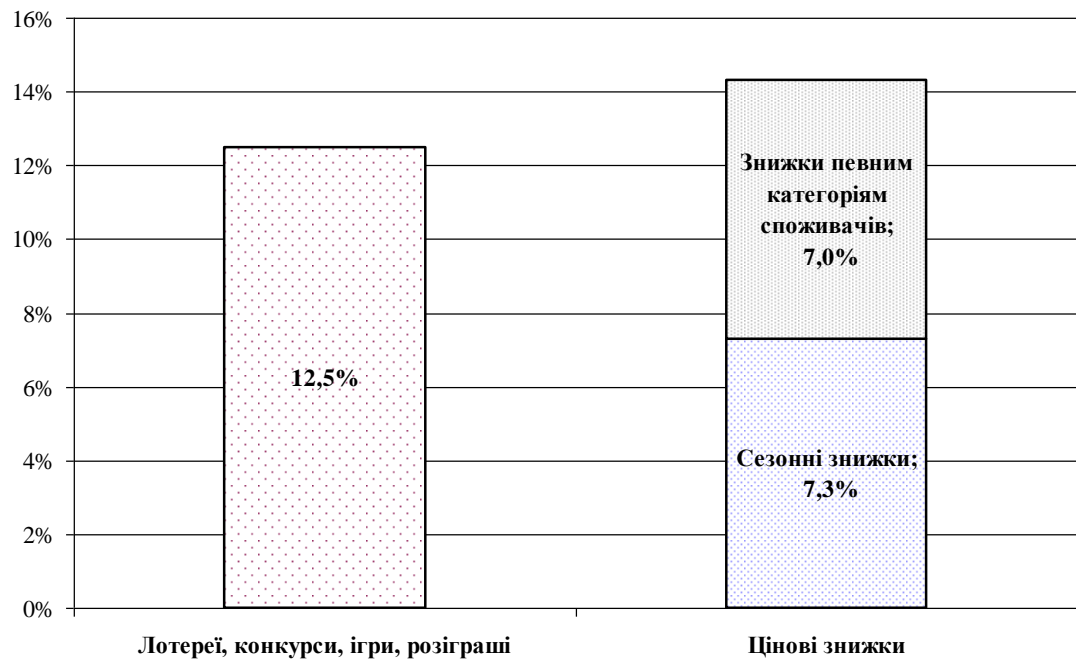
The first place take the actions to stimulate the sales (tab. 1).



Tab. 1 – the impact of elements of the complex of promotion, %

The paid form of short-lasting informative impact at the consumers of forest products to buy the products the forestry enterprises have to work out the following factors: strategic (to increase the number of consumers, to interest the clients, to enlarge the goods cycling; to fulfil the plan of sales; specific (to quicken the sales of the profitable products; to pro regularity of seasonal goods; to resist the competitors and one-time dealers; to support the advertisement campaign. All these factors should be used in complex, as state enterprise isn't able to use such things as price discount (seasonal, discount to certain buyers), and competitions, lotteries.

Here it is important to answer the question: which instruments and to what extent influence the consumer's decision (рис. 2).



tab. 2 – Impact of elements of stimulating the sales, %

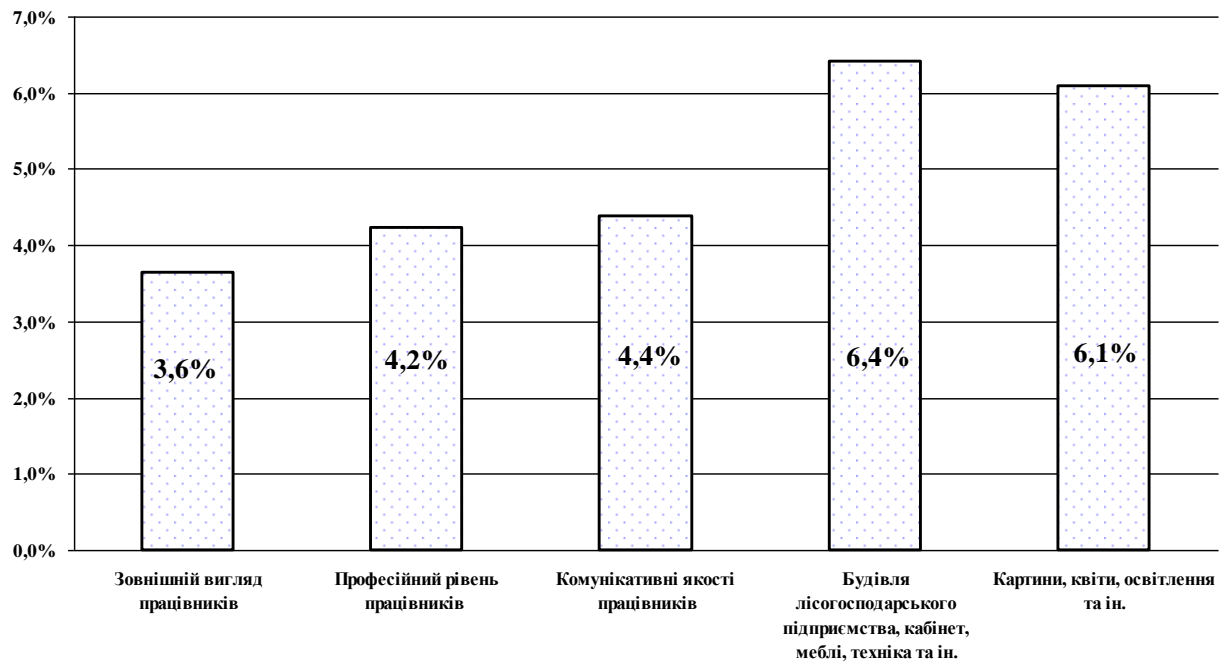
Among stimulating actions the most influential are price discount (14,3%). It is followed by lotteries, games, competitions (12,5%).

Most those surveyed are interested in the analysis of the structure of forming and consuming the wood at the certain regional level and they would like to get the informational material while personally conversing with employees. The second place is taken (24,8%) by personal sales.

To support the profitable relations with consumers, the workers of the sales department must:

- constantly inform the clients about the affairs at the forest products market;
- consult the clients;
- to promote the choice of the best variants of solving problems.

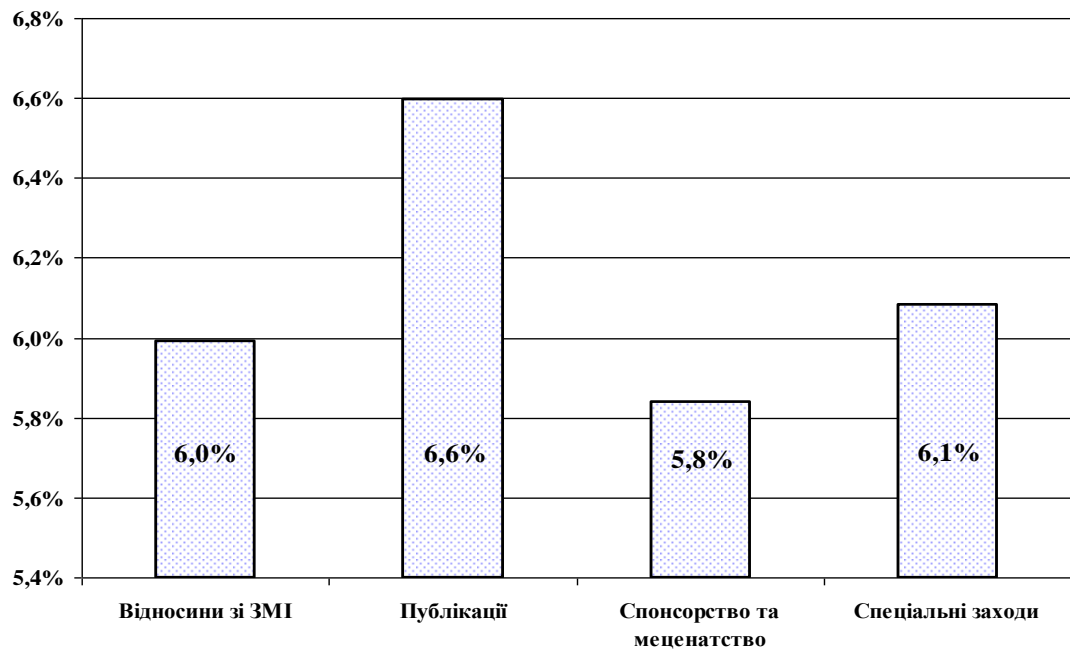
As a consequence of the conversation between the client and the workers of the forestry farm is the decision to buy the forestry product (рис. 3).



Tab. 3 – Impact of instruments of personal sales, %

The great importance to enlarge the number of clients and retain the existed is the formation of the identity of such concepts as “forestry enterprises of State Forest Resources Agency” and safety, stability, certified wood, qualified service” the confidence here is formed being influenced by different means of «public relations». Various publications have been recognized the most effective in this sphere.

If a potential client is not confident in safety, stability, positive image of a forestry eEnterprise, it’s impossible to build good, long-lasting relations. None would trust the very forestry farm if there are other forestry enterprises on the same territory. The third place while forming the structure of the complex of the marketing communication policy is taken by different means "public relations" (24,5%) (tab. 4).



tab. 4 – Impact of instruments “public relations”, %

here it is important to answer the question Which instruments of public relations and to what extent impact the formation the image of the given forestry enterprise and the process of making a decision by a potential client?the most effective here are publications (6,6%). The publication of a firm (own) journal about its activity greatly influence the formation of positive image – 3,5%. Not so much effective are publications of yearly accounts – 3,1%.

The second important instrument of "public relations" the professionals consider special actions (6,1%). To promote forest products it is very important to organize the informational seminars and scientific conferences (0,7%), presentations and parties (0,7%) Day Open Door is evaluated in 0,7%.

These data confirm the fact the rapport of state forestry enterprises is promoted not only advertising at the offices and along the roads but first of all public speeches of heads and top specialists.

Special actions are followed by relations with mass media (6,0%). Press conferences are interesting here (interviews) – 2,0%, press-releases preparation 2,0%, publications of various articles and other printed materials – 2,9%.

The last place among the suggested instruments of “public relations” is taken

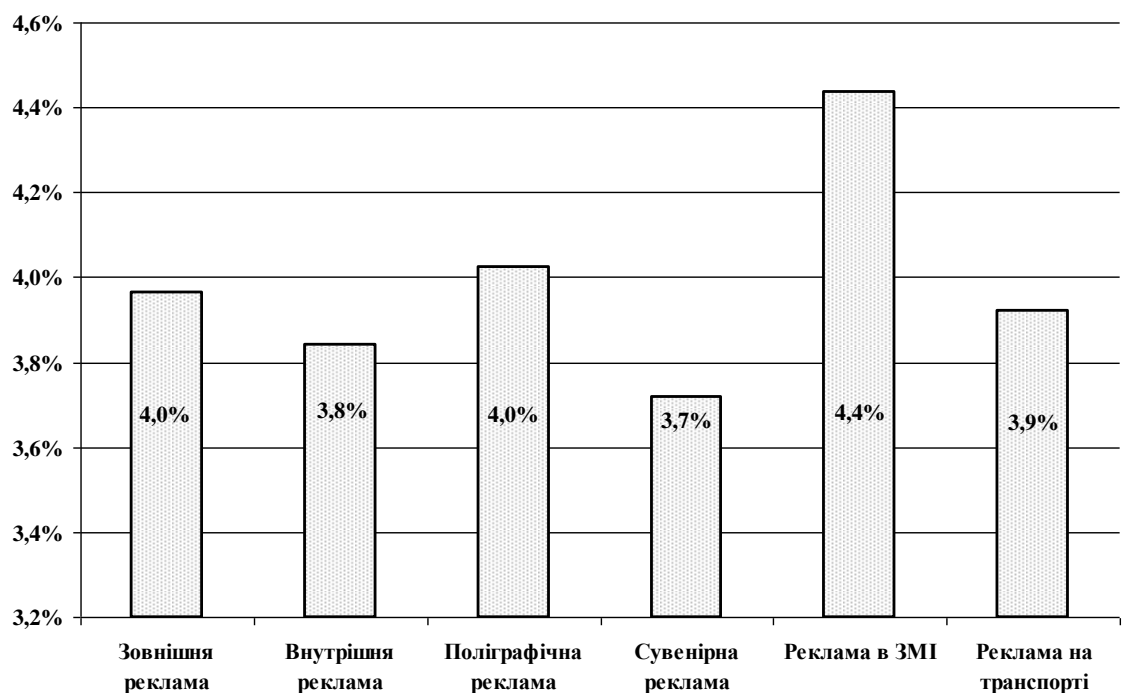
by sponsoring and patronship (5,8%) mostly in sports, art, social sphere Sponsoring and patronship take the leading place in social sphere (2,1%). It is true that financial participation in solving such social problems as environmental protection, problems of protecting health and education, scientific and research work, help unprotected categories of population, municipal lacks promote the increase of the rapport of forestry enterprises.

The second after the effectiveness place is taken by sponsoring in the sphere of art and culture (1,9%). Here it is good to pay attention to sponsoring some art workers, folk groups, some concerts and tours.

Sponsoring in sports takes the third place (1,8%). Here it is preferred to sponsor school sport teams (olympiads, tournaments).

Forest products are rarely advertised. The thought that wood needn't marketing appeared because the market for this product has been the market of the seller for a long time.

The process of clients' making decision is influenced by different instruments of advertisement (23,9%). The most effective is mass media advertisement (4,4%) printed advertisement (4,0%). Then goes external (4,0%) and ads at the transport (3,9%). Fully ineffective is inner (3,8%) remembrance (3,7%) (tab. 5).



tab. 5 – impact of different instruments of advertisement, %

evaluating mass media such data are received: press (1,1%), television (1,2%) and Internet (1,1%), radio (1,1%). The leader among ads in press is advertising in professional issues, that reveal the problems of economy, finance, timber harvesting, forest regeneration and reforestation (0,3%). This is because the readers are their potential consumers – heads, top specialists those who decide to buy some kinds of forest products. Then – public and political issues (0,2%), газеты newspapers of advertisements (0,2%) and reference books (0,2%). The least effective is ad in entertaining newspapers and magazines.

The most effective among printed advertisement are articles in professional issues (0,4%) and interviews (0,4%). Using advertisement on ad blocks is not so effective (0,37%).

Internet advertising has a great impact at making decisions as most potential consumers have Internet access, so they have the possibility to see the web-site and ads on the page.

Television advertising is presented at national (0,6%) and regional (state and cable) channels (0,5%). The most important are interviews with heads and top specialists (0,4%) clips (0,4%). TV advertising in the form of a running line is ineffective.

The importance of printed ads is as follows (descending): posters, calendars, postcards (0,83%); booklets, leaflets (0,82%); catalogues of goods and services (0,81%); advertising material about certain forest product (0,81%); prospects (0,75%).

Among inner advertising the first place is taken by different advertising material (1,93%), informational stands (1,92%).

Among external advertising are indexes (1,1%), advertising shields – (1,0%) windows or doors of forestry enterprises (0,9%) portable ad constructions (0,9%). The less effective is ad on the transport (3,9%) remembrance ads (3,7%).

Important instruments of the marketing complex in “promoting” are workers’ high competence and enhancing their professional qualification, development of

public relations; main drawbacks are the absence of clear stated or week outdoor communication and advertising activeness, drawbacks in planning and estimating the work done by engineers responsible for sales.

Summarizing

In the period of transformative economics when at the market there function more than 300 forestry enterprises and the consumer has the right to choose long lasting profitable relations with clients (partners) play a key role in the relations between forestry enterprises and consumers which is connected with mutual realization of new consuming goals. The formation of the technologies of partnering relations and connected with it process start from the consumer, who must take part in the process of interactive cooperation. To effectively promote the forest products enterprises must have information about practically all potential consumers of its products. The studies of the effectiveness of the impact of the elements of marketing communication have a considerable value to form the structure of marketing policy of promoting and ideal division of money between certain communicative instruments to achieve the greatest impact.

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ПРИМЕНЕНИЕ МАРКЕТИНГОВЫХ КОММУНИКАЦИЙ В ЛЕСОХОЗЯЙСТВЕННЫХ ПРЕДПРИЯТИЯХ

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Приведены результаты исследования эффективности применения маркетинговых коммуникаций на лесохозяйственных предприятиях. В результате проведенного опроса установлено какие из элементов маркетинговых коммуникаций наиболее эффективны при применении на лесохозяйственных предприятиях.

Маркетинговые коммуникации, продвижение, реклама, связи с общественностью, стимулирование сбыта, персональная продажа, лесохозяйственные предприятия, лесопродукция.

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The research results of the effectiveness of marketing communications in the forestry enterprises are analyzed. As a result, the survey made to see which elements of marketing communications are most effective when applied to forest enterprises.

Marketing communications, promotion, advertising, public relations, sales promotion, personal selling, forest enterprises, forest products.