

MARKETING COMMUNICATIONS OF TRADE NETWORKS AS A FACTOR OF INFLUENCE ON BUYERS OF THE HOUSEHOLD APPLIANCES AND ELECTRONICS

Aldankova H.V.

Senior Instructor at Department of Marketing and Advertising,
Kyiv National University of Trade and Economics

With the advent and development of a digital model of advertising-information space, trade networks are obtaining a possibility of wider use of various means of marketing communications to deliver their offers to consumers. The emergence of new tools and channels of marketing communications in the system leads to more effective their use by integration in practice with other factors that contribute to consumer's choice of place of purchase. Competition in the market for home appliances and electronics, development of digital technology makes market leaders implement activities of the multi-technology trading network. It provides an integrated approach to the customer who selects the most convenient channel for information and the location and method of purchase. This article explores the factors that affect the choice of purchasers' place of purchase of home appliances and electronics. A special attention is paid to factors of marketing communications taking into account current digital technology. The analysis showed that among other incentives when choosing the place of purchase of home appliances and

electronics, buyers prefer first the quality products and the absence of fraud, value for money, the price level. Factors of marketing communications are not essential for buyers. Some special stimulation offers and social and ethical image of the network is very important and account for half of the total number of factors of this level. The analysis of the factors makes it possible not only to identify the main characteristics that influence the choice of a place of purchase but also to accentuate when creating or changing the image of the company, to build a campaign by selecting factors more interesting for buyers as an accent. Most of the factors of marketing communications respondents are graded as "not important". Found that means of mobile marketing as a channel of communication between the trade network and the buyer cannot now fully replace the more traditional instruments, but complement them. Reduced effectiveness of traditional communication channels, a glut of information flow necessitates personalization of communications that requires further research.