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INNOVATION, OF THE MARKETING OF VALUES AND OMNICHANNEL MARKETING IN THE COMPANY'S PURCHASING ACTIVITIES

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ІННОВАЦІЇ, МАРКЕТИНГ ЦІННОСТЕЙ ТА ОМНІКАНАЛЬНИЙ МАРКЕТИНГ В ЗАКУПІВЕЛЬНІЙ ДІЯЛЬНОСТІ КОМПАНІЇ

The protracted Russian-Ukrainian war led to a combinatorial all-encompassing crisis in Ukraine, reflected in the humanitarian, ecological, social, demographic, energy and economic spheres. It disrupted long-term business relationships and agreements, supply and sales channels for traditional products, and negatively affected the competitiveness of companies. The presented article considered the modern functional components of increasing the attractiveness of products for the client based on the creation of a unique complex of value marketing in the field of procurement using the advantages of omnichannel, multichannel marketing and improving the principles of material flow management. Aspects of increasing the effectiveness of the company's purchasing activities based on the formation and use of innovation features, value marketing and omnichannel marketing were studied, the reasons for the appearance of current innovative products on the market were considered. Staged stages of marketing development from marketing 1.0 to marketing 5.0 are analyzed with the formation of classification features and justification of the place of the marketing the values among its forms. A proposed interpretation of the marketing the values and a defined scientific approach to the formation of its constituent components.

Marketing of values is based on elements of socio-ethical innovative, ecological and aesthetic marketing. The specifics of omni-channel and multi-channel marketing and their role in improving the quality of customer service when organizing the purchase of necessary raw materials, materials, and products and increasing the level of the company's competitiveness are analyzed. The rationale for the development strategy of the corporate "procurement" function is based on the growing role of innovation, the ever-increasing exchange of resources and information between market entities, potential clientele, and the strengthening of the importance of strategic agreements with suppliers based on the marketing of individual and social values when applying omni-channel and multi-channel marketing technologies.

Довготривала російсько-українська війна призвела до комбінаторної всеохоплюючої кризи в Україні. Вона відобразилась в гуманітарній, екологічній, соціальній, демографічній, енергетичній та економічній сферах. Кризовий стан соціально-економічних стосунків порушив довготривалі підприємницькі зв'язки та угоди, канали постачання й збуту традиційної продукції, негативно вплинув на функціональну дієвість й конкурентоздатність компаній та корпорацій. Представлена стаття розглянула сучасні ринкові чинники та функціональні компоненти підвищення привабливості продукції та послуг для клієнта на основі створення унікального комплексу маркетингу цінностей в сфері закупівель із використанням переваг омніканального, багатоканального маркетингу та удосконалення принципів управління матеріальними потоками. Досліджені аспекти підвищення ефективності закупівельної діяльності компанії на засадах формування та використання особливостей інновацій, маркетингу цінностей та омніканального маркетингу, розглянуті підстави появи на ринку актуальних інноваційних продуктів. Проаналізовані стадійні етапи розвитку маркетингу від маркетингу 1.0 до маркетингу 5.0 з формуванням класифікаційних ознак та обґрунтуванням місця маркетингу цінностей серед його форм при формуванні "кошика задоволення інтересів клієнта". Запропонована трактовка маркетингу цінностей. Визначений науковий підхід до комбінаторного формування його складових компонент. Проаналізована специфіка цінності омніканального та багатоканального маркетингу при реалізації продукції та послуг, а також їх роль в підвищенні якості обслуговування клієнтури при організації закупівлі необхідної сировини, матеріалів, продукції з урахуванням екологічних вимог й зростання рівня конкурентоспроможності компанії. Обґрунтування стратегії розвитку корпоративної функції "закупівля" сформовано на зростаючій ролі інновацій, все більшому обміну ресурсами, комбінації паралельного і послідовного подання інформації на основі різних джерел з використанням різних інформаційно-комунікаційних технологій й технологій омніканального, багатоканального маркетингу для максимізації охоплення суб'єктів ринку, існуючої та потенційної клієнтури, посилення значення стратегічних угод з постачальниками на засадах і при використанні інструментарію маркетингу індивідуальних і суспільних цінностей.

Keywords: innovation, of the Marketing of values, of the omnichannel marketing, purchasing activities of the company.

Ключові слова: інновації, маркетинг цінностей, омніканальний маркетинг, закупівельна діяльність компанії.

STATEMENT OF THE PROBLEM IN GENERAL AND ITS RELATIONSHIP WITH IMPORTANT SCIENTIFIC AND PRACTICAL TASKS

Given the limited resources and the lack of free access to them, the aspects of purchasing products by a company are basic for organizing the production of products and providing services to consumers, especially in conditions of force majeure and martial law. The quality and quantity of the production and trade assortment offer directly depends on the features of purchasing, supply, quality, cost, quantity, timeliness of receipt of resources necessary for production, timely and complete replenishment of stocks, conditions and terms of their storage, as well as the formation of corporate features of marketing values and the use of the advantages of omnichannel marketing.

ANALYSIS OF LATEST RESEARCH AND PUBLICATIONS

The domestic scientific heritage of research on procurement marketing, value marketing and

omnichannel marketing is extremely limited. The study of procurement aspects was paid attention to by O.F. Osnach [1], V.P. Pylypchuk, A.N. Korol [2], L.P. Kovalenko, O.S. Teletov, A.O. Starostina, Z.P. Kiktenko [3], V.V. Malchenko [4], I.V. Nikolayenko [5], V.D. Khurdey [6], F. Webster [7], I.V. Kupa, N.V. Rozumna [8] and others. However, a combinatorial consideration of the issue that comprehensively revealed the features of procurement marketing is lacking.

FORMULATION OF GOALS (TASK SETTING)

The purpose of the article is a theoretical study of the features of innovation, value marketing and omnichannel marketing in the process of a company's purchasing activities.

PRESENTATION OF THE MAIN MATERIAL OF THE RESEARCH

A modern company, regardless of the form of ownership and management, the segment it occu-

pies in the market, in the process of business activities is focused on the interests and needs of the external environment. The theory of the "external environment school" [6, 7] identified the external environment as the main factor in the formation of strategy. Systematization of the interaction of the company-consumer and suppliers is a stimulant for the emergence of innovative products on the market. In the case of mass procurement by corporations, in the case when the need for specific qualities of the product does not find offers on the market, the company itself formulates the task of developing a new product with new qualities.

Strengthening the interaction "company — consumer and supplier" blurs organizational boundaries, accelerates mutual penetration and influence on decision-making based on the use of value marketing, omnichannel marketing, Internet technologies, electronic communications, etc. Openness of activities and improvement of the quality of the final product require justification of resource greening, innovative approaches to marketing and corporate management, including in the management of procurement and supply systems.

The importance of procurement in the corporate activities of the company has evolved from selecting the necessary product on the market to choosing an effective supplier and managing relations with it. Marketing covers the sphere of procurement as the management of material flows in the process of providing the company with material resources [6, p. 319]. The manufacturing company in the market of industrial goods has become a mediator between the owner of resources and the buyer of the finished product to meet needs. Traditionally, the task in the field of procurement has been to ensure the availability of "the necessary goods in the required quantity at the required price with delivery at the required time to the required place" [7, p. 38]. The above determines the smooth operation, compliance of product quality with technical requirements. The low selling price due to significant sales volumes is not reflected in the availability and quality of the company's products. The attractiveness of products during delivery is ensured by a complex of value marketing, omnichannel coverage of the clientele, the grounds for environmental and food safety of products, service, technical support for use, software, long-term relations with the supplier and a constant search for innovative sources of supply. The feeling of value is individual, diverse. The recognition of the value of the product by the consumer is different before and after its purchase, which must be taken into account by the formed

offer. Value marketing has replaced marketing 1.0 with "product orientation with maximizing its growth and the consumer as a wallet with money" and marketing 2.0 with the tendency to retain the consumer based on the satisfaction of material needs. It subtly affects the consumer's personality through the "subconscious, emotions and soul" based on the satisfaction of spiritual and material needs [9]. It "involves historical and cultural memory and heritage, individuality, spirituality, creativity, self-improvement, which corresponds to the degree of development of human capital, activation of market and socially oriented social processes, institutionalization, environmentalization, innovation and socialization" [10]. Its justification is: globalization, participation in joint value creation, political, legal, economic, social factors, social culture, market, differentiation, consumer creativity, image, independent communications, and the functions of innovative changes are institutionalization, environmentalization, socialization. Considering that its activities cover the micro, meso, macro and mega levels, it participates in the formation of individual, household, corporate, regional, national and supra-national capital.

Value marketing is based on elements of socially and ethically innovative, ecological and aesthetic marketing. Innovative marketing uses innovative tools, digital, technologies, measures and techniques to promote innovations, existing products to the market. Ecological marketing is aimed at resource goods that help preserve the environment and use ecological products, responsible consumption, satisfy ecological needs, form ecological goods, greening production and consumption. Aesthetic marketing combines the art of getting pleasure from purchasing, purchasing and selling. Socially and ethical marketing, determining the quality of integrated marketing, considers relationship marketing and socially responsible marketing, innovation marketing, social and ethical marketing. Integrated marketing orients the activities of all divisions to subjugate the interests of consumers. Innovation marketing based on technology and the marketing mix promotes innovations to the market. Relationship marketing (F. Kotler) is a system of long-term mutually beneficial, privileged relations of a company with "its key, interested partners who interact in the market (suppliers, consumers, distributors, employees, advertising agencies, scientists) to form a unique asset of the company (marketing system of interaction with a certain amount of transaction costs), which ensures the competition not so much of the manufacturing compa-

nies — but of the interaction system as a whole [12]. Ethical marketing reflects ethical issues in the procurement of resources, development, production and commercialization of goods. Socially responsible marketing is defined by F. Kotler as "a marketing philosophy that involves the involvement of factors of social well-being in the basic elements of the marketing concept, which are consumer satisfaction and profitable activity, in the short and long term" [9, p. 49] "Social marketing is diverse and is considered as a responsibility to society and consumers for the consequences of corporate activities and as a type of marketing of non-profit organizations.

Value marketing permeates consumer and industrial marketing, supply and distribution marketing. Consumer and industrial marketing have specific actions regarding the organization and functioning of the activities of individuals and legal entities acting as consumers. An industrial producer adapts the resource range to the needs of the client when applying effective technologies to obtain profit as a result of production and/or processing in the conditions of the functioning of the market of homogeneous goods and a small number of producers. The subjects of the industrial company's activity are represented mainly by legal entities, the parameters of the result differ from the consumer one — in terms of purchase volumes, a significant number of persons with a different list of criteria when making a purchase decision, a request for proposals, the number and size of purchase and sale agreements, etc., the need to comply with regulatory requirements of state standards and limits. The concept of intensification of commercial efforts is not applicable in the industrial market because a rational industrial buyer is only interested in the offer of resources and products that, when involved in production, ensure net profit. In the functional hierarchy of an industrial company, to ensure a guarantee of fulfillment of obligations and security of operations in conditions of force majeure, there is a minimization of the number of suppliers and their efficiency, strengthening the role of price in supply and quality assurance, replacing long-term cooperation agreements with one-time and short-term purchases [4, p. 141]; systematic market analysis, increased customer demand. Procurement marketing forms the optimal product range as high-quality goods needed by the customer in the required quantity at a certain time. It represents a toolkit for identifying sources of purchases of necessary materials, researching consumer demand, forming and issuing orders, and delivering the necessary products based on supply logistics. It

resolves the contradiction between the desire to systematize the purchase of a significant amount of resources and materials necessary for the production of products and the provision of services, and the efficiency of fund management, which is based on their minimization in a certain period of time. The effectiveness of procurement marketing in force majeure circumstances is primarily determined by the principles of environmental friendliness, safety suitability of resources, which makes products competitive, ensures increased profitability, and provides opportunities for the development of the enterprise in the long term" [8, p. 131].

For the success of the company's activities in the industrial market, procurement marketing must be combined with sales marketing. Procurement is conditioned by a certain contradiction when buyers strive to purchase a large number of resources, materials, raw materials, etc., but at the same time they feel the need for effective management of funds, which is possible only if they are minimized. Procurement marketing helps to resolve the contradiction and considers the formation of relationships in supply and sales channels, combines the interests of specific manufacturers, wholesale and retail trade, logistics with clientele, consumers, where the most active role is played by the company that performs the corresponding function [3, p. 102; 5, p. 10]. At the same time, procurement marketing is considered as "management of material flows in the process of providing the enterprise with material resources" [6, p. 319]. Contextually, if procurement marketing characterizes the relationship between the supplier and the manufacturer and a certain marketing complex regarding the search for a resource, its acquisition and use in production, then sales marketing is based on the formation of relationships between the manufacturer and the consumer regarding the search for finished (semi-finished) products as a result of its production, processing, supply to the market and sale. Therefore, in both the first and second cases, a value marketing mix is formed reflecting the interests of each party to the transaction. The specificity of value marketing in procurement in supply depends on the orientation towards one of four marketing strategies, namely, the selection of global suppliers; the selection of single suppliers; the organization of modular supplies and the purchase of modules; a comprehensive functional-cost analysis. The orientation towards reducing procurement and logistics costs is achieved when using the strategy of single suppliers, when the supply of goods is carried out for a long time by a large specialized

supplier. The organization of procurement in international markets is considered in the context of the strategy of selecting global suppliers. "Module procurement" as a type of strategy with an orientation towards reducing the number of suppliers and/or limiting the number of purchases of goods, but complexes — the so-called "supply modules". The strategy of complex functional-cost analysis is based on the study of the functions of a specific product to determine the conditions that ensure them, while simultaneously minimizing costs. At the same time, the procurement strategy is adequate to the distribution strategy by levels of intensity, exclusivity, selectivity. The competitive distribution strategy is most adequate to intensive distribution by the supplier. It considers the purchase of popular types and modifications of goods at competitive prices with limited capabilities from a large supplier using inexpensive logistics, normal payment terms. The exclusive distribution strategy establishes special relationships with suppliers, including through larger volumes of permanent purchases (at least 20% of the total production volume), the supplier depends on the buyer. The selective distribution strategy is intermediate between the intensive and exclusive strategies of the buyer, manifesting itself in the choice of separate purchase assortments, in quality requirements, in geographical binding to individual supply points, etc.

Purchasing centers of industrial enterprises study the markets of raw materials and materials, justify the need for material and technical resources, procurement plans and selection of suppliers, in contracts with suppliers, logistics organizations for the supply of raw materials and materials; arrange the acceptance of material resources into warehouses and ensure their storage, set a limit on material shop needs and monitor compliance with production stock standards; and also participate in advertising activities, exhibitions, fairs, etc. [1, p. 155]. The intra-company organization of purchasing activities provides for the effectiveness of relations between services and specialists in purchasing management (purchasing manager, brand manager, product manager, marketers, lawyers, warehouse workers, transport, logistics). It ensures the interactivity of relations by function and responsibility; contracts with suppliers; acceptance and payment of goods. In the process of purchasing control, the quality of cooperation, timeliness, competitiveness of the supplier's product portfolio, delivery plan execution and payment of fines, quantity-quality compliance are analyzed. Omnichannel marketing uses several channels to

provide access to a personalized customer and make a purchase. Multichannel marketing focuses more on one message distributed across several channels. So, in multichannel mode, a customer can see the same message on several platforms, while in omnichannel mode, the message is specified for an individual buyer. The effectiveness of omnichannel marketing means that the message, content, prices and brand mission will accompany a potential customer through his "purchase funnel". Integrated marketing provides a smooth transition between marketing strategies based on the emotional impact on the customer. The advantages of omnichannel and multichannel marketing include effective communication with the client through multiple channels, tracking multiple devices for communication with the client using automated marketing software regardless of the type of channel at each stage on the path to purchase, improving the quality of customer service based on personalization, choosing a customer retention strategy (which is cheaper than finding a new one), turning customers into brand advocates, encouraging regular customers to increase their spending when communicating with the brand, reducing the number of refusals from electronic purchases on the Internet (given that the average level of refusals from purchases is almost 70%).

Regulation of purchasing activities is carried out on the basis of legislative and legal principles, agreements for the supply of goods, internal regulation (rights, obligations for purchasing, job descriptions and regulations on functional units, elimination of planned deviations from purchases, timely replenishment of the product portfolio, maneuvering financial, labor and material resources). It becomes particularly relevant when implementing innovations to streamline procurement activities and optimize procurement chain management on the basis of systematicity and combinatoriality [13, 14].

The traditional system mainly considered the internal organizational processes of management and marketing and singled out the study of materials management, product distribution and logistics [15]. However, today requires the integration of elements of a complex process. K. Lyons, M. Gillingham noted that "attention is focused on procurement processes, relationships and performance indicators, rather than on products, their procurement with a distinction of operational and strategic significance" [16].

Innovations in the resource base, supply systems, marketing values and technologies have disrupted the traditional system of industrial procurement with serial production and clear

modification of products according to state standards, which involved the definition of the consumer, an application for the purchase of goods, examination of the application and identification of the goods on the market, identification of the supplier and procurement. However, innovative products and technologies have become the basis for the impossibility of carrying out identification. The buyer must determine the compliance of the consumer company's production with the market requirements of the products and technologies found on the market and coordinate the decision on the selection of the necessary found procurement object with production. Considering that today, according to expert assessment, more than 60% of outdated equipment used in the production of Ukrainian industrial companies is obsolete, the use of the found innovative goods becomes problematic and requires changes in the production process technology. This necessitates the formation of a "procurement specification" to consider options with different costs and payback based on an analysis of the comparison of the advantages and disadvantages of one and another technology at the stage of product procurement on the market and modeling the company's long-term costs during investment and innovation design [17].

CONCLUSIONS AND SUGGESTIONS FOR FURTHER RESEARCH

The development strategy of such a corporate function as procurement is reflected in the growing role of innovations, the increasing exchange of resources and information between market actors, the strengthening of strategic agreements with suppliers on the basis of marketing individual and social values using omnichannel and multichannel marketing technology. The influence of the procurement function in making internal strategic decisions in the company is determined. The next goal of the research will be to determine the prospects of an integrative procurement model based on the development of value marketing and omnichannel marketing in a Ukrainian company in the context of achieving optimal management of material and technical resources.

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