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MANIPULATED MARKETING AS A COMPONENT OF MARKETING POTENTIAL OF THE ENTERPRISE

МАНІПУЛЯТИВНИЙ МАРКЕТИНГ ЯК СКЛАДОВА ЧАСТИНА МАРКЕТИНГОВОГО ПОТЕНЦІАЛУ ПІДПРИЄМСТВА

ANNOTATION

The decrease of demand of the company's products, a large number of competitors and homogeneous products on the market are the main problems for increasing the sales of its products of many Ukrainian enterprises. It is the marketing potential that is able to help with solving this problem. The use of modern methods and techniques of marketing – namely manipulative and psychological techniques and methods, is designed to solve this task. The article reveals the essence of marketing potential, methods and techniques of manipulative and psychological marketing and its components. The effectiveness of using precisely manipulative methods in ensuring stable sales of products and increasing the total potential of the enterprise is proved, using the example of the leading worldwide and domestic enterprises.

Keywords: manipulative marketing, marketing potential, enterprise, efficiency, profit, management, consumers, producer.

АНОТАЦІЯ

Спад попиту на продукцію підприємства, велика кількість конкурентів і однорідної продукції на ринку є основними проблемами для збільшення збуту своєї продукції багатьох українських підприємств. Саме маркетинговий потенціал покликаний допомогти вирішити цю проблему. Використання сучасних методів і прийомів маркетингу – а саме маніпулятивних і психологічних прийомів і методів, можуть вирішити цю проблему. У статті розкривається сутність маркетингового потенціалу, методів і прийомів маніпулятивного і психологічного маркетингу і його складових. На прикладі діяльності провідних світових і вітчизняних підприємств доведена ефективність застосування саме маніпулятивних методик в забезпеченні стабільного збуту продукції та підвищенні сукупного потенціалу підприємства

Ключові слова: маніпулятивні маркетинг, маркетинговий потенціал, підприємство, ефективність, прибуток, управління, споживачі, виробник.

АННОТАЦИЯ

Падение спроса на продукцию предприятия, большое количество конкурентов и однородной продукции на рынке являются основными проблемами для увеличения сбыта своей продукции для многих украинских предприятий. Именно маркетинговый потенциал призван помочь решить эту проблему. Использование современных методов и приемов маркетинга – а именно манипулятивных и психологических приемов и методов призвано решить эту проблему. В статье раскрывается сущность маркетингового потенциала, методов и приемов манипулятивного и психологического маркетинга и его составляющих. На примере деятельности ведущих мировых и отечественных предприятий доказана эффективность применения именно манипулятивных методик в обеспечении стабильного сбыта продукции и повышении совокупного потенциала предприятия

Ключевые слова: манипулятивный маркетинг, психологические приемы, реклама, маркетинговий потенціал, сбыт продукции.

Formulation of the problem. Today, the main problem of most enterprises is decreasing sales of their products, as a result of which their competitiveness is reduced. One of the effective ways to solve this problem is the active use of manipulative and psychological techniques in the marketing activities of the enterprise. These methods are the most effective, since they allow enterprises to influence directly to the final choice of their potential buyers thereby creating conditions for long-term and stable relationships between the enterprise and consumers of its products. According to the opinion of the majority of leading specialists in the field of economics and marketing, this is the basis for the stable development of the enterprise and the increase of its aggregate potential.

Proceeding from this, the purpose of this article is a comprehensive analysis of the theoretical and methodological features of manipulative and psychological primes in the marketing activities of the enterprise and the development of practical recommendations on the application of these methods and techniques at domestic enterprises in order to increase marketing potential and sales of products

Analysis of recent achievements and publications. The use of manipulative techniques in marketing is presented in the works of both foreign and domestic authors, there names are: Lylik IL, Borisova BL, Kotler F., Lindstrom M., Roberta K., Starostina A.O. They have revealed in detail the essence of manipulative techniques, their principles and functions.

Allocation of previously unresolved parts of a common problem. However, the problem of assessing the effectiveness of manipulative and psychological methods and techniques, the features of their application in Ukrainian enterprises and the impact on the behavior and tastes of consumers still remain insufficiently researched.

Statement of the task. In accordance with the purpose there were set the following tasks: to determine the components of the marketing potential of the enterprise and manipulative mar-

keting; to explore the techniques and methods of modern manipulative and psychological marketing; to analyze the practical experience of using them at leading foreign and domestic enterprises and determine the impact of these techniques and methods on increasing the marketing and aggregate potential of the enterprise/

Statement of the main material. Today you can sell absolutely everything and most of the enterprises are interested in maximizing of their profit and improving the sales system of their products.

This is the main component of the company's marketing potential, namely, sales and profit increase, product promotion.

Thus, marketing potential is an important component of the overall potential of enterprises, and management should be based on the available financial capabilities of the enterprise [1, p. 23]. At the same time, the marketing potential should take into account the elements of macro- and microenvironment, the dynamics and the state of the market, the marketing tools of the enterprise, etc., in the most detailed way.

Manipulative marketing is a complex of fraudulent methods and exposing ways of marketers whose goal is to force a potential consumer to make a decision in favor of a certain producer of goods. In practice, there are a huge amount of methods of manipulative marketing

The main problem of using manipulative marketing is that fact, that the most Ukrainian entrepreneurs, businessmen and manufacturers do not understand its very mechanism and the significant influence on consumer and the opportunities that are hidden behind this mechanism of manipulation.

It is important to understand what is aimed at and how manipulative marketing works. Figure 1 graphically shows spheres of manipulation of consumer behavior:

The first type of marketing manipulation is the manipulation of needs – the use of desires, drives, consumer interests for the producer's purposes.



Figure 1. Spheres of marketing manipulation

This kind of manipulation is connected with the information flow that consumer receives, which are:

- part of the information about the product or service is lost or it is easily distorted;
- the information is generalized till total non-recognition;
- false information about the product is being thought out;
- the consumer is asked a question and is not given the opportunity to reply;
- describing the goods, producer refers to the opinion of public people
- in description it is used actively metaphors, humor, jokes

Ukrainian companies are also examples of using the above-described techniques. So, Firm “Golden Age” uses such approach, as the reference to opinion of authoritative public people.

The advertising appeals of this company are based on positive statements by well-known figures of show business about what they think of a product made of gold from this producer. The consumer unconsciously and immediately presents himself at the place of the TV star, in gold jewelry, with the same high status in society, which ultimately induces him involuntarily to become interested in the advertised products.

The next kind of manipulation – “spiritual” manipulation – creates certain ideals and values for the consumer, affects personal weaknesses at the expense of the following components:

- the call of a sense of guilt (market scientists consider this is one to be one of the most powerful techniques);
- flattery;
- make a self-pity to yourself or others;
- influence on consumer's vanity.

Apple company and its marketing campaigns are the perfect example of manipulation of this kind. In the society there is a strict criterium of an estimation of person by firm of gadgets and technologies which he uses. Most people will prefer to buy Apple when buying equipment, because this acquisition will add to them “authority” in the eyes of society, which is a direct impact on the vanity of the consumer.

Based on these same criteria, the Ukrainian network “La Silpo” was created, which represents a more high-social network of grocery stores, which indirectly affects vanity and self-esteemation of its consumers.

The kind of manipulation that is aimed at the consumer's feelings is one of the most effective. In order to create favorable conditions, first of all, emotions are used, depending on the circumstances, negative or positive: fear, envy, hating, complacency, anxiety. etc

The main condition is that they must be very strong, fill the person, do not allow them to return to a rational level, come to their senses and calmly think about the situation [4, p. 68].

Basically, this kind relies on basic emotions, and fear is one of them. People are afraid to

lose work or friends, lose their homes or cars, grow old or become fat. They are frightened by poverty, deteriorating health, a period of failure, flights, bacterias, loneliness and death. And where there is fear, it becomes possible to sell the treatment for it. For example, when the fear of avian flu spread in the world in 2003, sales of antibacterial gels and lotions of companies such as Purell and Lysol were increased dramatically.

Most modern people feel fear for their future. In particular, they are frightened by themselves, such as they do not want to get sick and infirm. Pharmaceutical companies, which include "Ukrainian Pharmaceutical Company", use this and offer thousands of products that help to improve the appearance, delay the appearance of age-related changes, and improve health. Those who are afraid of bacteria or diseases are offered anything that emphasizes purity or freshness. Exactly with this purpose retail chains such as ROST, Achan, METRO Ukraine, Silpo lay their products on the ice and put fresh flowers at the entrance to the shops.

The fourth kind of manipulation is aimed at the intellect. It implies the imposition of opinions on people, points of view, the provision of a large information flow through the following elements:

- transferring the characteristics of a part of the product to the whole product
- a unique combination of product characteristics and the uniqueness of each of them – non-absolute and absolute superiority
- formation of the statement due to the displacement of related or informative concepts – the confusion of the concepts "many" and "majority".

The conditions of such a subset of manipulation are also created by evasiveness in the presentation of the position "everyone loves", "everyone talks", using foggy words and metaphors, for example, to give a lot of information about a product that in meaning is an "empty", constant change in the theme of presentation [5, p. 53].

It was the intellectual type of manipulation that Ukrainian producers, such as ATB-market, chose. The chain uses the motto "ATB prices make you always happy!", which gives rise to a mechanism of comparison and a notorious "platform" in the mind of the consumer – it seems to the consumer that any kind of product he could buy, will be cheaper than anywhere else. The motto of the Eva store is "Your best friend!", which is also based on the call of subconscious confidence in the products sold in this chain of stores, which means that the chances of selling more goods and making a profit increase.

The firm "Roshen" have chosen the slogan "Roshen is a sweet sign of quality". Here, the transfer of the characteristics of the part to the whole is involved, when the consumer unconsciously understands that any product, whatever it is bought, will be of high quality and correspond to all parameters of taste.

Conclusions. This way, while having considered the methods and methods of manipulative marketing, examples of its application to leading foreign and domestic enterprises, it was established a direct connection between the using of these methods and the increase in the number of clients and the volume of sales.

It can be claimed that these manipulative techniques and methods are the basis for increasing the marketing and cumulative potential of the enterprise and have a positive impact on the development of the enterprise as a whole.

It is necessary to pay attention to the fact that the current stage of the development of the economy dictates new requirements and rules for ensuring the stable functioning and development of enterprises, which includes only the productive and the psychological side. Proceeding from this, the priority direction of the development of the company's marketing and purchasing power is the use of manipulative and psychological marketing techniques in the production and sales and marketing activities. This will increase both the competitiveness of the enterprise in the market and create long-term and strong ties between the producer and the consumer. Marketing potential makes it possible to carry out production and economic activities with the help of the latest marketing approaches and techniques based on the psychology of the consumer and the ability to manage his desires.

In the future work, the authors plan to investigate the impact of manipulative marketing on increasing the whole potential of the enterprise.

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