

## EFFECTIVENESS OF ADVERTISING ACTIVITY OF TRADE ORGANIZATIONS AND WAYS OF ITS IMPROVEMENT

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### **Abstract**

*The development of our country is accompanied by qualitative changes in all spheres of life. These changes are also reflected in advertising. Advertisers, psychologists, and salespeople are important in America and European countries. Today, the demand for advertising strategies and products has increased significantly. The commercial market has become more developed and competitive. It plays by strict rules and is important in that it uses new tools for advertising and marketing communications.*

### **Keywords**

*sales, advertising, communication, efficiency, optimal advertising, target audience, advertising effectiveness, advertising budget, commercial effectiveness of advertising.*

Introduction. The achievement of economic efficiency of trade organizations depends on how effectively these advertising processes are organized and how effective they are. Advertising effectiveness is an important factor for organizations. Of course, the planning of the advertising campaign should be balanced with the goals of the campaign. In this case, it is necessary to take into account audience coverage and other factors when choosing advertising media and placing ads. However, the most optimally planned and conducted advertising campaign, with a thoughtful selection of advertising tools, with maximum coverage of the target audience

Advertising in trade is multifunctional, it can serve to solve various problems, its possibilities are almost unlimited. But in order to achieve the goals, first of all, it is necessary to correctly formulate the goals of the advertising campaign. So what are the priorities for advertising? To inform potential consumers about the brand, to strengthen their trust in it, to interest them - in a word, to create a positive image

and, most importantly, to convince them to buy this product and range of products.

What is effective advertising? In simple terms, it is an advertisement that helps to increase the volume of sales. However, the success of a brand in the market is not determined by its current sales. In addition to tactical, functional tasks, advertising should also solve strategic, long-term tasks. Thus, before making the right marketing decision, it is necessary to identify the typical problems of consumers that create space for product positioning in the market, identify consumer priorities, desired and consumer product preferences, and identify new consumer product preferences. It is necessary to determine the usual reaction to it.

The most common mistake in the development of an advertising campaign or in the creation of advertising is the substitution of perception - the producer or creator of the advertisement conveys his view of the world to the representatives of the target group and expects a reaction from them accordingly.

An optimal advertising tool should not only ensure the coverage of the target audience, but also contribute to the formation of the brand image - an unsuccessfully chosen advertising tool can create a negative attitude towards the product and lead to rejection of the product. Thus, an audio clip heard on a radio station in an inappropriate format or a module placed in a publication that does not use authority among potential consumers (if it is available to them) creates an anti-advertising feature and distrust of the advertised product. However, there are some common ads. In particular, extensive television advertising, even if it is very unsuccessful from the point of view of consumers, creates a feeling of reliability and financial well-being of the manufacturer. High-income strata of the population are more inclined to value brands, and low-income strata are more inclined to rational perception.

Research methodology. Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

Analysis and results. Evaluating advertising performance is a pain point for most businesses. One of the most important means of advertising is the amount allocated to it, but it is not always the main method, and therefore it is difficult to assess its role in increasing the volume of sales. There are several main reasons why advertising performance is low:

1. Lack of clear goals and objectives of the advertising campaign;
2. Incompatibility of the goals and tasks of the advertising campaign with the goals of marketing activities, as well as with the corporate strategy;

3. Incompatibility of the target consumer and the sources of information obtained by him (channels of access to the consumer) with the process in the trade enterprise;

4. Lack of customer feedback;

5. Segmentation errors;

6. Low qualification of employees responsible for advertising, as well as employees of advertising agencies;

7. Lack of systematization and consistency in the transfer of shares.

It should be noted that the field of activity advertising as a method of advertising leaves a certain mark on the effectiveness of advertising. For example, F. Kotler talks about the following distribution of promotion methods, depending on the implementation of (TPR) or (PR):

$$\text{TPR} = x_1 + 43x_2 + 28x_3 + 16x_4 \rightarrow \max \text{PR} = x_1 + 21x_2 + 31x_3 + 36x_4 \rightarrow \max/$$

where  $x_1, x_2, x_3, x_4$  are the relevant costs for each advertising element (PR, personal selling, sales promotion, advertising) and the amount  $X$  is nothing but the advertising budget.

Thus, the manager responsible for advertising must clearly understand what methods and resources should be used in conducting promotional activities and what role advertising should play in this.

When carrying out advertising activities, it is necessary to pay attention to the goals that the organization wants to achieve using this advertising method. Usually, the goals of an advertising campaign are divided into quantitative and qualitative goals. Quality objectives are usually all the results you want to achieve in this ad campaign. for example:

- increase in turnover from 10% to 15%;
- preparing consumers for the opening of a new store;
- a reminder to consumers about the availability of certain products in the trade network, etc.

Quantitative objectives of advertising describe ways to achieve qualitative objectives.

For example:

- coverage of at least 40% of the target audience;
- increase the level of active awareness up to 25%;
- optimization of the advertising budget - reducing its volume by 10 percent due to the redistribution of information sources.

Evaluation of advertising effectiveness begins with its development stage. In addition, before planning an advertising campaign, market segmentation is carried

out, on the basis of which the target audience is allocated to which the advertising effect should be directed. At the same time, it is necessary to choose channels of access to this target audience. In addition to information sources, you should ask: "Are potential consumers looking for your product (or its analogue) in these sources?" - you have to answer the question. If a person listens to a certain radio station, it does not mean that the information about your product posted on this radio station will attract his attention and, moreover, convince him to buy. So, first of all, it is necessary to distinguish the target audience, and secondly, to determine the channels of access to it in terms of obtaining information about your product.

The economic effectiveness of an advertising campaign is determined by the ratio between the result obtained as a result of advertising and the funds spent on its implementation over a certain period of time. However, it is precisely with the calculation of advertising effectiveness that "Where did the advertising work and where are the effects of other factors?" The question arises. Here you can advise to analyze the effect of the above factors on the change in sales. For example, the study of sales trends based on the seasonal factor for several periods (months, years); study of consumer sentiment in relation to inflationary expectations; determining the price elasticity for your product when using sales promotion methods, etc.

Advertising is magic and can create a practical process that can instantly increase sales. This happens due to natural processes, but the buyer should not be bothered by the advertising activities (methods) that are being carried out carefully and carefully, in which it is necessary to update the advertising materials, which creates the basis for the implementation of a new customer or repeat business. However, more advertising budget is required to attract one more customer.

As a result, advertisers seriously question the effectiveness of the funds spent on advertising the product. Did they produce the result and what is it? At the beginning of the development of advertising campaigns, many advertising agencies promise their clients a certain number of contacts with the target audience. However, advertisers should be aware that these are only estimated values. The actual state of affairs may not correspond to the forecast. In this case, after the advertising campaign, you need to understand whether the agency correctly allocated the client's advertising budget, whether it was found to be optimal or not. In order to determine the real effectiveness of advertising activities, it is necessary to refer to special studies of both the internal environment of the enterprise and the external environment, which corrects changes in the behavior of consumers, competitors, distributors, etc. Only this approach allows the advertiser to

understand the mistakes of the previous advertising campaigns and prevent ineffective advertising expenses later, thereby saving significant budgets. Advertisers who adopt this approach should long realize that the cost of such research is not comparable to the amount of savings due to advertising activities and seems like a drop in the ocean.

To determine the commercial effectiveness of advertising, it is enough to conduct internal research to determine the following indicators:

At the same time, when determining the economic effectiveness of advertising, it should be remembered that it is very difficult to distinguish the exact effect of advertising on the volume of sales, because in addition to advertising, factors such as product quality, its consumer characteristics, price, sales, etc. can influence the decision to purchase such products.

Marketing research is needed to determine the communicative effectiveness of sales advertising. In this case, advertising costs are considered more of an investment, since these investments may not bring real returns at this time. Advertising budgets are used to increase brand awareness among potential consumers and to form a positive attitude towards the advertised product, to form a certain image that is correlated with location criteria. Achieving high communication performance is a springboard for high sales performance, which is the springboard for the hopes and confidence of any organization.

That is, in other words, in order for the consumer to buy the product, he must at least know about its existence. This is necessary, but not sufficient, because the consumer must have a positive attitude towards the advertised brand. Only if these two conditions are met, there is a possibility of buying.

There are several basic principles for measuring advertising effectiveness:

- use information related to the advertising purposes in question.
- before conducting the analysis, it is necessary to determine how the result will be used.

- combine different measurement methods because it is not enough.
- the inspection system should be based on customer decisions.
- the use of repeat advertising should be considered.
- When comparing alternative ads, each needs the same support.
- impartiality and prejudice should not be allowed.
- sampling principles should be clearly defined.
- only a good inspection will be accurate and reliable.

In conclusion, I would like to say that most of the above methods of evaluating the effectiveness of advertising are not very useful at the moment, but this is ideal

for the pursuit. After all, it is no secret that the "era of brands" is coming, where many brands are fighting each other for the consumer, and the main battleground is the advertising space. And the prosperity of the company will depend on the quality of advertising and the correct use of this advertising method.

It is almost impossible to measure the direct effectiveness of advertising. Therefore, in practice, they use various indirect methods to solve this problem. The commercial and communicative evaluation of advertising has been discussed above. One of these methods (in particular, communicative) is to determine the impact of an advertising campaign on the intended audience. In existing markets, determining whether the advertisement has already been seen or not, has reached the "consumer" or how strongly it is imprinted in his memory.

Thus, two very important indicators are obtained:

1. advertising audience and people who interact with advertising in the target group.

2. how strongly the advertisement is absorbed into the memory (level of its impact). Advertising research to draw conclusions about the success of an advertising campaign

allows. The coverage of the population with the studied advertising campaign is compared with the average coverage of other advertising campaigns. After each survey, the data coverage indicators are entered into the database and the average coverage is calculated for the various advertised products (food, automobiles, communication equipment, tobacco). If the coverage is lower than the average for a certain product group, then the reasons may be a small number of posters on which the poster is placed or an improperly selected advertising medium (because outdoor advertising is in some cases an acceptable communication cannot install target group). In addition to studying recall and recognition, the study should also include a test of the content of the advertising poster. There are special outdoor advertising tests, with the help of which the reaction to advertising is determined according to several parameters:

1. The ability to attract attention to advertising.
2. Ability to motivate.
3. The ability to create a desire to use the advertised product or service.

These tests also provide the advertiser with the following information:

1. Trademark identification.
2. Advertiser's company identification.
3. Advertising recognition (self-recall, recognition from a photo without a brand or company name).

4. Interest and motivation for the product or service among respondents who recognize the ad.
5. Interest and motivation for the product or service among respondents who are regular users of the product or service.
6. The ability to create interest when comparing an ad with other ads for the same category of goods or services.
7. Overall impression of the ad or evaluation of the ad as a whole.
8. Elements of attention-grabbing advertising.
9. Interesting elements of advertising.
10. Understanding the price and quality of the advertised product or service.
11. Intent to purchase a product or use a service.
12. Is the ad targeted at the respondent?
13. Is the message in the ad correct?

The attitude of the target group to advertising is determined. This means that in-depth questions related to relevant advertising are asked only to people who have been identified as belonging to the target group.

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