

THE ROLE OF COMMUNICATIVE COMPETENCE IN MARKETING

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Nowadays the significance of communications and communicative competence is rather considerable in every field of activity. In marketing it is of particular importance, dealing with such kinds of activity as direct marketing, personal selling, application of some methods of fieldworks, interaction between client and contact personnel in the sphere of services and in many other cases. Under communicative competence we understand the ability of establishing and maintaining the necessary contacts with other people, availability of totality of skills and knowledge, which ensure the effective communication. Among the more considerable components of communicative competence there are the next ones: the ability of communication with people; the ability to regulate the communicative actions; the capacity to navigate in various communicative situations; the availability of knowledge and skills of constructive communication; the ability of effective interaction with the environment due to the self-understanding and understanding of other people with the regular changes in mental states, interpersonal relationships and the conditions of social environment; the skill of adequate orientation in situation, mental state and other potential of oneself and of communication partners. The communicative competence of marketer can be conditionally divided into two parts. The first one is the professional competence, which means the availability of the totality of professional knowledge and skills in particular field of marketing activity. The second one is supposed to be the purely communicative competence, including the personal communicative abilities. We can consider the communicative competence in marketing in the context of cases. The first case foresees the change of information without direct interaction between information sender and information receiver, for example TV advertisement, Internet advertisement or advertisement "Out of Home". The communicative competence in this case is not to be considered in wholly classical sense; it rather must be

viewed as the complex of advertisers' professional skills. The real significance of communicative competence can be appreciated in the second case, when the direct interconnection between information sender and receiver takes place. There are many situations in marketing activity of enterprises, when the lack of communicative competence of contact personnel leads to crush in establishing of key contacts with clients. The most important factors, which make influence on the level of customers' satisfaction during the key factors in the sphere of services, are the next ones: responsibility, tolerance, flexibility and spontaneity. All of them are the components of communicative competence. Speaking about trade marketing, we can't, but mention about the factors of influence on the customer's decision in the sphere of retailer, proposed by P. Kotler. There are reliability, keenness, persuasiveness, compassion and materiality. The all factors, except maybe materiality, are the elements of communicative competence, especially keenness, persuasiveness and compassion. The keenness means the personnel's wish to help the customer and to serve him efficiently and quickly. The value of this factor is 22 % among 100 %, which include all five factors. Persuasiveness (19 %) is the factor, which more, than others, applies to the communicative competence of the service staff. It includes responsibility, confidence, friendly service and other communicative skills of the staff. Another factor, compassion (16 %), means taking care for every client and the individual approach to him. These factors concern to the trade marketing, but they are actually almost in the all fields of service production, where the interactive marketing takes place [2]. In particular, P. Kotler distinguishes the interactive marketing in the Triangular Model of Marketing in Services, K. Gronroos introduces the concept of interactive marketing in services and, also M. Bittner and C. Lovelock distinguish the element "Personnel" in the Marketing-mixes in services [1 – 3]. K. Gronroos also evolves the concept of the functional-instrumental model of service quality, according to which the functional quality means the quality of the service process [1]. So, it can be concluded, that the communicative competence of personnel is of great importance in every field of service production, for it influences on the process of service, on the image of the firm and, at last, on the customers' loyalty. But communicative competence plays the sig-

nificant role not only in marketing of services. It takes place during most of BTL-actions and personal sales, in all the promotion events, during which the interaction between firm's staff and consumers takes place. The most typical mistakes, which often take place during the personal selling, are also connected with the lack of communicative competence of the staff. The first one is to be called "focusing on the shortcomings", when the representative of the firm criticizes the customer and by such way tries to encourage the purchase. For example, "...o, sorry, you have such problematic skin (hair, figure etc). We can help you...". It is not considered to be the good way to sales increasing, especially if the consumer doesn't speak about his problems first. The second mistake is imposing and overpressure on the customer. The client must reach the firm's goods or services and follow the firm, but not to covet to run away from intrusive personal. The third mistake is the interference in private life of the client. Not every customer wants to answer the questions about his income level or family members or to discuss some private details of his heals and so on. So the firm's representative must follow the rules of business communication and not to cross the border of it. And the next mistake is to be in the cases, when firm's representative has significant skills in personal sales, but the client is inexperienced. We mean that all was done well, the customer bought many products, but it is not because he wished, it was the effect of skilled talk. But, the effect has passed, the customer feels himself accosted, the firm obtains significant profit, but only one time from this customer. He will not have the loyalty to the firm and repeat purchases will not take place.

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