

# **Customers' Motivation as the Basis of Effective Forming of Communication Mix**

**Мотивація споживачів як основа формування ефективного  
комунікаційного міксу**

**Мотивация потребителей как основа формирования эффективного  
коммуникационного микса**

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## **Abstract**

Essence of complex of promotion and his elements is considered, grounded necessity account of type and level motivation of consumer at forming of communication mix, the types of consumers are selected taking into account the level of their motivation, which allows developing effective strategy advancement of the product.

**Keywords:** promotion, communication mix, consumer, motivation, advertising, need.

*Розглянуто сутність комплексу просування та його елементи,  
обґрунтована необхідність врахування типу та рівня мотивації споживача*

*при формуванні комунікаційного міксу, виокремлено типи споживачів з урахуванням рівня їх мотивації, що дозволяє розробляти ефективну стратегію просування товару.*

***Ключові слова:** просування, комунікаційний мікс, споживач, мотивація, реклама, потреба.*

*Рассмотрена сущность комплекса продвижения и его элементы, обоснована необходимость учета типа и уровня мотивации потребителя при формировании коммуникационного микса, выделены типы потребителей с учетом уровня их мотивации, что позволяет разрабатывать эффективную стратегию продвижения товара.*

***Ключевые слова:** продвижение, коммуникационный микс, потребитель, мотивация, реклама, потребность.*

## **1. Introduction**

The inalienable constituent of marketing complex are marketing communication, role and the value of which is acquires the special actuality at forming of favour and loyalty of consumers to the firm's commodity. That's why the marketing is considered as a system of communication that by means of the use of psychological mechanisms of influence on consumers' behavior and activate objective actual or potential necessities. The meaningfulness of forming of effective marketing communication is explained and that they try to co-operate customer with a salesperson, provides the individual approach to a potential consumer with taking into account of his psychological features, carry out strengthening and even (at a necessity) change the level of motivation. Therefore, in the article approaches purchased further development in relation to creation of high-efficiency facilities of advancement on the basis of psychological analysis of consumers' types and their personality characteristics.

## **2. Formulation of the problem**

The increase of advertisement communication efficiency need the deep analysis of types of consumers, personality descriptions with the help of which it is possible to create exact and high-efficiency marketing communication psychologically, and also to design goods and services, that are the most needed by the customers. However, there are some disadvantages during the reporting of both economic and psychological character that considerably reduces efficiency of communication mix. As the achievement of communication aim is in the sphere of consumer' psychology, the marketing communication must form psychological options that would assist and try to achieve marketing communication targets.

The problems of development of the theoretical bases and different aspects of effective practical application of complex of marketing communication in economic activity of the enterprises were investigated by such home and foreign scientists: S.Garkavenko, T.Lukiynets, T.Prymak, Y.Romate, P.Smith and other. The researches of factors, that influence on consumers' behavior found a reflection in scientific works of J.Angela, O.Zozuliova, O.Lebedeva-Liybimova, A.Starostina and other. Thanks to the works of the scientists, it should be noted that separate questions in relation of forming of communication mix with taking into account of different type and level of consumer' motivation need clarification and further study. The Uncompleteness of scientific development in relation to the indicated problems define the aim of this research, that consists of the selection of different types of consumers taking into account their personality features and levels of motivation for the sake of development of suggestions in relation to forming the possible strategy of advancement of commodity.

## **3. Results**

The system of marketing communication - one of the main instrument of marketing complex by means of which the enterprises influence on a marketing environment. Thus, the question of classification of forms of marketing communication in modern literature remains debatable. That's why, Y.Romate offers the system of marketing communication that can conditionally divided into

two groups: basic (advertisement, direct-marketing, sales promotion, public relations) and synthetic (branding, participating in exhibitions and fairs, sponsorship, marketing communication are integrated in the places of sale). The author proves that informal verbal marketing communication (generating a communicator rumours) occupy separate position and can be attributed neither fixed nor to synthetic assets of marketing communication [4, p. 140]. S.Garkavenko complements the basic elements of communication mix with the personal sale, distinguishing it's in independent elements from direct-marketing [2, p. 410].

Also there is a division of measure on commodities promotion on ATL - (advertisement in Mass Media and external advertisement) and BTL- actions (measures on sales promotion, public relations, advertisement in the places of sale, direct-marketing, sponsorship and others like that). Some specialists (F.Jefkins, F.Kotler and other) according to independent facilities of marketing communication take packing and so-called collateral (side, second-rate) facilities (postals, advertisement souvenirs and others like that). Now there are more than twenty different elements of marketing communication. We are noticed that a clear limit between the different elements of communication mix sometimes it is extremely difficult to set, as all the marketing communication facilities are effective only at their complex use (effect of synergy). Thus, outlets contain cutting or turning off coupons, that, as a rule, give a right on a discount from a price at a purchase promoted product, that often is one of forms of sales promotion or to contain the elements of public relations. Direct-marketing that is realized by the method of direct mail can use outlets, standards promoted product (so-called sampling, which is attributed to sales promotion) and others like that.

Marketing communication substantially differ both in a technological and in organizational plan. The application of psychological processes of a consumer, his/her perception, attention, memory, emotions, process of taking decision about a purchase, motivations, necessities, reasons, stereotypes, values and others like that helps marketing specialists to design the reaction of consumer on marketing stimuli, that they are carried in itself marketing communication. A main task consists of the

determination of correlation of the pre-arranged influences with objective necessities and possibilities of a consumer, with its numeral psychological features and psychical processes.

At forming the complex of marketing communication it is necessary to take into account a type and level of motivations of a consumer, in fact the strategy of communication mix depends on it. On the basis of the conducted analysis of possible consumers' types and levels of their motivation is developed a possible strategy of commodity advancement. The first type - is active customer with the brightly expressed and realized requirement in a commodity. In this case a consumer can make the active search of concrete object for satisfaction his necessity (commodity or services), or to understand that these commodity or services are really necessary for him, goods and services from a certain commodity group on principle "winter clothing", "transport", "flour pastry wares", "dairies" and others like that. In the first case an advertisement can be examined by a consumer as necessary information about the methods of commodity purchase, and it will be actively and purposefully perceive it (to look through the press, catalogues, to search necessary firms and others like that). Such searching of information is named active. In the second case a consumer is on the stage of decision-making and that's why marketing communication helps or induce to do a choice.

If the given presence of requirement is in a commodity group, the task of marketing specialist is that he must "give some characteristics" to the commodity, to influence at customer' choice (for example, by comparison of separate commodities in this category). In the case when a consumer chose a concrete commodity as method of satisfaction of certain base necessity, marketing communication must be sent to the grant it the objective information in an optimal volume and maximally accessible kind in relation to a presence, property, unique feature, price, place and conditions of sale and other characteristics of commodity. The researches are showed that in this case even sufferet mistakes at promoting product do not influence enough on the high level of consumer estimation of given information as a customer need its not less than the commodity. It explains why an amateurish

advertisement works. Thus, excessive methods of persuasion, influence, bringing in, suggestions and others like that can be perceived by an active customer as superfluous that cause an irritation and interfere with an acceptance already made decision. An active consumer has an increase psychological sensitiveness to the advertisement, easier perceives mistakes that complicate communication. Having strong motivation, he finds in an advertisement exactly what he need, pays attention on necessary commodities, distracted from second-rate, obtrusive.

The second type - a customer does not have the realized necessity, but set possibility of unrealized (potential) necessity, that a customer has internal and external terms for his/her origin through the set time. In such case marketing communication will be effective, if they concentrate on the vivid sphere of consumer and his memory. As a rule, the communication mix directs for the reiteration of information; detailed explanation of how the commodity removes the problems of the customer; comparing of commodity advantages with the analogical commodities be means that does not conflict with a current legislation the aim of which is creation in the customer right character of commodity, that can effectively satisfy a potential necessity. For example, a person that does not suffer a disease the medications from that are widely advertised, can remember about them, if an advertisement help him/her to memorize the name. In its turn, it will act part at the choice of medications, if illness will appear. At the level of complex marketing communication a psychological effect largely will be determined by "correct strategy of measures of public relations, as exactly they are sent not to the direct sale, but on creation of the protracted positive character of commodity of firm" born in a mind [3, p. 241]. Creation of proof positive character is provided through memorizing, recognition of trade marks and forming of positive attitude toward them of potential consumers.

The third and most difficult for marketing specialists type of consumer envisages the consumer' absence not only the brightly expressed concrete or potential necessity but also internal terms for its origin. For example, for a person that does not hear, there can not be a necessity in buying audiotechnique, but

diabetic person will not buy sweets with content of sugar. Therefore, an advertisement that will call to realization of purchase the commodity inaccessible or unnecessary for these people on objective reasons will cause an irritation and feeling of inferiority as all the time will remind them of present disfigurements. Certain success on such conditions can be scored forming such marketing communication that will suggest by means of promoted product to satisfy certain additional necessity. Thus, a customer can buy objectively an unnecessary for him commodity in a gift, for further resale and others like that.

#### **4. Conclusions**

Those marketing measures become effective only when they take into account human necessities and objective terms, and realized through the use of modern instruments of marketing communication. It is set that marketing communication can satisfy the obvious (realized) and hidden (unrealized) necessities of consumers for condition if examine them as certain part of commodity and that is oriented to the certain group of customers. An analysis showed that marketing communication gain its targets when in the core of their planning understands the necessity of promotion not only the commodity, but also the satisfaction of potential consumer needs. Therefore, taking into account the consumer' requirements, analysis of his/her necessities and level of motivation as a customer is necessary pre-condition at forming of effective complex of marketing communication.

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