



## **Research in Action Integrated Marketing Communications as the Elements of Information and Virtualization Market Relations**

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### **ABSTRACT**

With the growing role of marketing in economic activity has increased the role of process management implementation and evaluation of marketing communication efficiency of the entire process of implementation of marketing communications. Formation and development of effective marketing communications with customers are key success factors for production and trade company. Request a market economy require producers to find new directions for the implementation of marketing channels "of communication" with customers, implementation of innovative ways of bringing the finished product to the end user. We note that at the moment there are a number of research and development in the field of theoretical and practical questions of management of marketing communications. One of the main types of work representative on trade marketing in the marketing communication is a set of activities (means and methods of information) in finding, training and adaptation of marketing information about the market, about the external and internal marketing environment for further implementation of communication tools and techniques to communicate with the intermediate and/or end user of the target market, according to the manufacturing company marketing objectives.

**Keywords:** Marketing Communications, Information Economy, Market Relations

**JEL Classifications:** A11, M1, D83

### **1. INTRODUCTION**

Socio-economic impact of integrated marketing communications (IMC) forms a categorical basis, heuristic which allows to evaluate both socio-personal and investment - economic priorities of the communication activities of value, sales (including network) companies to streamline and guide personal and social formation of the vectors. Socio-economic benefits of IMC can be interpreted as the estimated category performance of their functional actions implemented in the system of calculation and analytical indicators by which commensurate expenditure on marketing communications and benefiting from the effect, while taking into account the important social aspects of the formation of marketing and communication technologies, implemented on the basis of an alternative. This causes the value of sustainable socio-economic factors in the development and implementation of IMC (marketing,

PR, event-marketing and other social tools of communication) not only improves and prolongs the existence of the brand, but also activates the process to meet the diverse needs of consumers.

It should be noted that the cumulative effect of IMC more "immaterial," the results of the efforts of marketers as a prestige brand, sometimes sold artificial unique selling proposition, PR-formed company's reputation has an effect that is manifested through such items of information and the virtual economy as electronic account agreements reached between the partners, suppliers, competitors, often in virtual space, in different territories (continents). Concretize the fact, at times, certain partners, suppliers; network companies are not parties to see each other ever.

The study is to address the macroeconomic impact of the information and the virtual economy. Information and virtual

economic space formed and is presented to the public as a further economic practice-oriented computer environment. The study indicated the specification shows that the very fact of the downturn of the real economy under the influence of the flight of people in the Internet-space does not have to wait. The statement that working time has moved from car manufacturing to the production internet-sites, banner advertising and avatars, means nothing to the general level of social and economic life of society. We cannot accept that change the scale and scope of needs, often caused artificially (economists - theorists argue that in the XXI century. 80% of the needs invented). The correct calculation will show, in fact, per capita income will grow multiple times (Novikov and Shershunova, 2012; Walters, 2014).

## 2. RESEARCH METHODOLOGY

Instrumentation and methodical research unit formed in the context of systematic functional and analytical approaches. This study used such techniques as the analysis of the marketing environment, factor and strategic analysis procedures of expert assessments, methods monographic surveys, economic and statistical groupings. The idea of the study involves the following tasks:

- To determine the ways and methods of implementation of elements of the IMC production companies;
- Analyze feedback technology manufacturing companies in the formation of effective IMC.

Investigations of marketing communications in production and trading companies of FMCG market is reflected in the works of such authors as Jobs, Dion, Liker, Mazilkina, Shane, Yamaguchi.

However, it should be recognized that the development of practical implementation of the directions of the IMC production and trading companies in the FMCG market are still poorly understood. Despite the variety of studies on the development of methodological approaches and technologies IMC control, the degree of scientific problem elaboration assess the socio-economic efficiency of the IMC cannot be considered sufficient.

## 3. MAIN PART

Noting the above, you need to show some of the characteristics of IMC, which are inherent to them as a result of the implementation of the latest in information and virtual economy (Gorny, 2007):

1. Immateriality, the reduction relative to their semiotic manifestations (i.e., to the texts in the broadest sense);
2. Anonymous, at least the possibility of such - but anonymous in this case should not be understood as the absence of a name, but an arbitrary connection between the "physical" and a virtual company;
3. Enhanced identification, the freedom to grant a virtual company by any set of characteristics;
4. The multidimensional nature, the ability to have a number of participants of virtual relationships simultaneously or sequentially (Shkurkin et al., 2015);
5. Automation, the ability to completely or partially simulate the activity of a virtual company and its management using

a computer program (that connects the virtual company with artificial intelligence and robotics).

Singling out the marked characteristics, it should be said that the destructive things in the context of the economy towards becoming a design in the context of information and virtual economy. The real economy has maintained a Russian perspective always be catching up, the virtual economy provides an opportunity to the public policy leadership. Both identified the problem, the prospects for large-scale require activation and a clear orientation of the resource base, and all the effort. History of the economic crisis and the formation indicates that at the time when the topical aspects of accumulation, regroup and revitalize the capital, interventionist and protectionist economic policies promoted economic growth more than either laissez-faire, which has the greatest impact in periods of expansion capital. And because the neo-liberal economic policies of privatization and deregulation is not able to serve as a productive tool "accelerated virtualization." An example of the virtualization of economic business relations is the chain: Trading company - the distributor - sales agent - point of sale - the consumer.

Presented chain of agents of the real economy is essentially a mirror image of her work in the virtual economy: Internet-space, computer accounting system (1C), on-line orders on the formation (via the Palm), order picking, parties, and product variations of its volumes.

The modern model of moving goods on the market is based on a system of virtual interaction between the real trading company now mediator in the region - distributor. As a rule, the company is a manufacturer and distributor is located away from each other, as well as outside the region is a logistics company whose work is carried out by means of internet-technologies (e-mail), as well as internal servers and programs.

Within the framework of the regional economic system the process of acquiring goods is carried out by means of the business - the company's partner relationships manufacturer and distributor of goods, selling goods at a given territorial area.

The function of the manufacturer in the framework of the distributor is to form streamlined delivery of goods from the factory to the regions and the active promotion of the final consumer:

1. Preparation of documentation for the product it licenses and the declaration of conformity of quality;
2. Delivery of the goods from the factory to the distributor using the logistic company or own transport forces;
3. The formation of the state of the agents of the company, funding for their training;
4. The formation of shares for the end user, as well as the material basis for the implementation of activities in retail outlets (Novikov et al., 2015);
5. The work of marketing structures in the development POSm materials (posters, price tags, shelf-talkers, wobblers, banner ads, and other Internet sites);
6. Preparation of marketing agreements for key customers in order to increase sales in the point of sale, the preferential

placement on shelves and placing goods on the additional points of sale.

Options distributor mainly consists in promoting a product manufacturer in the Krasnodar Territory, region:

1. Promotion of products under the trademark of the manufacturer's company, taking into account the ethics of the company, its basic principles and mission;
2. The content of the state sales agents, payment of their work and the formation of the tasks and functions of the state;
3. Maintaining operation of the active customer base, operating time new customers to increase sales and attract additional revenue;
4. The formation of shares to retail chains in order to increase sales of goods from point of sale, as well as shares for the end user, for his involvement;
5. Quality of goods paperwork (invoices on the movement of goods, return invoices, bills of lading, warrants, etc.).

Russia has actively formed commercial enterprises. There is a qualitative change in the principles and structure of retail trade, retail chains successfully displace independent stores. In conditions of strict competition and awareness of buyers own brands of retail grocery retail chains are an effective tool for the promotion of goods (Nozdreva and Grechkov, 2003). Own brands have become an effective marketing tool that can strengthen customer loyalty, provide them with exclusive products and ultimately increase profits of retail chains.

Attach great importance to marketers develop brand goods, which identifies the specific vendor products and distinguishes them from competitors' products. In this case, you must address three issues: Under whose trademark is produced goods (trade name of the company - the manufacturer, brand agent, or partial production); a quality brand product; whether all the goods manufactured by the company, assigned brand name.

The term brand - used to identify products or services of one or more companies and the allocation of their competitors (Vasiliev and Trofimenko, 2007; Gambetti et al., 2015). Brand cannot bring her performance to the consumer, without the goods referred to it, allows you to build an associative number of consumer goods. The definition implies such a notion as "brand." No brand will not exist in the mind of the consumer understanding of the product; they will simply impersonal companies, products. Brand - a common relationship between the product and the consumer (Temporal, 2003; Yang, 2015).

Synthetic instrument of marketing communications, branding such as: Advertising, PR, direct management. Branding, according to previous research, - a commodity-sign the policy and management of the image, with the integrated use of strategies and technologies marketing and management (Vasiliev and Trofimenko, 2007). The problem to be solved by brand, in the case where branding - is the process of creation and development of the brand, showing the difference of the product from goods - competitors, and thus its separation from the masses, and the simplification of its choice.

System brand recognition at the expense of the company logo and specific packaging design, it Extractability abundance of competitors in the retail outlet. In terms of marketing the packaging plays a very important function in the definition of commercial policy. Packing accumulates in the necessary volume and forms of the work product and facilitate its storage, transport, use and consumer channels (Hanzelka and Chalupský, 2014; Kobersy et al., 2015). The package contains a number of functions: Provides storage and protection of the goods from the effects of the environment plays an informational function, presenting consumers with basic information about the properties of the product and its quality. In addition, the packaging is communication, advertising, stimulating sales value. Changing the packaging may improve sales.

Promotion of the brand in the modern trade is carried out in several distribution channels, such as retail network, network companies (hypermarkets), specialized agencies, government agencies, trade fairs, direct marketing.

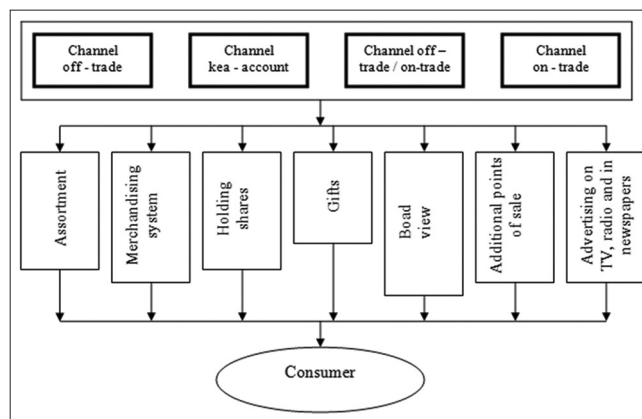
Channels of distribution of alcoholic beverages are primarily characterized by the volume of products sold, the area of the room, belonging to a specific market segment. The main channel of distribution of beer products is a retail chain.

Retail - a merchandise trade individually or in small quantities for personal, non-commercial use by the end user (Shestakov, 2000).

The retail channel is presented, first of all shops, kiosks, pavilions, a small supermarket, shops and self-service are a function of consumer services for the promotion of food products, household products and essentials. The modern store format - self-service, where a wide range of products, covering an area of 400 m<sup>2</sup> and more, and offers additional services: ATM, parking, cafes, devices for printing photos and other.

The dynamic development of the beer market has led to the development of Russia's specialized areas allocated to certain structural units; such stores are able to meet the demands of consumers: A guarantee of quality, a wide range of professional consulting services (Figure 1).

**Figure 1:** Distribution channels beer products with promotional activities



Modern Russian market demands active development of retail chains, sales promotion for the different distribution channels that will attract different segments of the population, contributes to the implementation of related products, and provide consumers with a wide choice. The retail channel - off - trade is the promotion of the company's products, with the help of established relationships with retail outlets, such as kiosks, pavilions, shops, open markets. The main indicators in the segmentation of retail outlets serve as indicators such as floor area, major type of structure, methods of customer service, the number of banks, some products (Table 1).

Enacted a law "On state regulation of production and turnover of ethyl alcohol" regulates the sale of alcohol beverages, and prohibits the sale of alcoholic beverages, and alcoholic liquor in retail outlets such as: Kiosks, pavilions from 2012.

The modern trade channel network outlets - kea account includes retail outlets such as hypermarkets, supermarkets, mini markets and sub-distributors. The main features of regulating the operation of this channel are excellent characteristics of the channel off - trade and the on - trade, such as floor area, number of offices, the range of goods sold from the outlet (Table 2).

The main features of the channel kea account are - self-service. This segment of the retail outlets referred to the modern trade. With the fastest growing number of network outlets such as hypermarkets, supermarkets, modern trade is losing its position common trade channel off - trade. Typically, network outlets offer customers products at reduced prices and variety of events, and a wide range of products and improved service quality.

Ordering channel kea - account is carried out by means of IC company representative directly outlet, and sending data =

used with the Internet distributor, which also is processed in the department of CRM (department operating systems).

Sale of alcoholic beverages is allowed in network outlets licensed. Sale of beer is allowed at any time. Only in 2013 will come into force a law regulating the sale of beer at night, prohibits the sale of a 23-00 to 07-00. In consideration of the Federation Council amendment to the law "on state regulation of production and turnover of ethyl alcohol," which regulates equate to drink alcoholic beverages, any strength 0.5% fortress (except kvass, kefir, etc.), which will be taken into consideration in 2013.

Selling low-alcohol products (beer - more than 5% strength) allowed in retail outlets such as kiosks, pavilions, only within the channel on - trade, i.e., the points of immediate consumption. These outlets must be equipped with a Table 2 for drinking beverages, drinks and takeaway beyond the outlet is prohibited.

The alternative sales channel is a channel - on - trade. A channel is a movement of goods across the segment HORECA - hotel, restaurant, and cafe.

The operation of the channel - on - trade at the expense of product promotion to VIP clients of the company, such clients are:

- Bulking outlets, bringing a greater volume of revenue;
- Or branding outlets, which create the image of the company, its positive reputation.

When the administrative fragmentation persists single corporate identity the company's products. Consumers choose the product that is purchased before or the one which learned from advertising, from friends, on the advice of friends. In addition, for recognition of the goods on the market use trademarks - trademarks.

**Table 1: Indicators segmentation of retail outlets channel off - trade**

Indicators	Kiosk	Pavilion	Store	Open markets
Area	-	-	300 m <sup>2</sup>	Collection of various segments of the retail outlets in the same area
Capital structure	Permanent type of structure	Permanent type of structure	Capital type of structure	Administration and fenced territory
The method of customer service	Through the window	Entrance for customers	Counter	General counter
Number of offices	-	-	-	-
Assortment of goods	Limited	Switching range	Predominantly food	Mixed
A key feature	Sale through a window	Permanent structures and the entrance for customers	Capital structure and the type of customer service	General counter

**Table 2: Indicators segmentation of retail outlets channel key - account**

Indicators	Hypermarket	Supermarket	Minimarket	Sub distributors
Area	2501 m <sup>2</sup>	From 300 m <sup>2</sup> to 2500 m <sup>2</sup>	<300 m <sup>2</sup>	Wholesale company
Self-service shop	+	+	+	+
Example outlet	Auchan, real	Crossroads (Perekrestok), the seventh continent (Sedmoy Kontinent)	Magnet (Magnit), Pyaterochka	Metro
Cashbox count	10 or more	3 or more	-	-
Assortment of goods	Food and non-food products	Food and non-food products	Food and non-food products	Food and non-food products
A key feature of segmentation	Area	Area	Area and type of service	Deliver goods to retail outlets



Distributor where the location is in a remote area by the manufacturer, in another region, or federal district. As a rule, manufacturer company has plants in several cities, the distributor buys goods from the manufacturer and it comes from the factory producer of all the cities. Distributor operates under license from the manufacturer, and promotes its interests in the regional market. However, the distributor can promote and product competition, and to represent its interests. As a rule, the distributor maximum effort to promote one manufacturer pays and promotes its brands; this is due primarily to the payments that are made by the company in relation to the distributor.

Sales agents take orders from outlets and using special equipment transfers them to the base. The means of transmission are pocket communicators, such as CAS, via the Internet - the connection to the server orders come distributor where operators are processed structure CRM, invoices are generated, and the order is then passed to the warehouse where the pallet is collected in and sent to the customer. The database contains the entire communicator client base sales agent, customer data, address their needs and events, which were attended by one or other point of sale.

The modern system of remote work with the point of sale has a number of features and functionality:

1. Contains the entire product range, the amount of packaging and flavor variety
2. Formation of the order for the point of sale;
3. Preparation of photo reporting point of sale;
4. The adjustments to the data for the point of sale, its location, legal name, needs, held shares;
5. The input of information about the range of point of sale, about activities carried out competitors;
6. Data file on the orders of the outlet for a long time.

All information contained in the database of the communicator, can pass through the synchronization and the Internet to be transmitted to the central server of the company, a distributor and be processed. You can also send data from the central server to the database device, affordable mobile communication system that supports CAS.

#### 4. CONCLUSION

Thus, summing up the note, the spread of information and virtual economy, virtual products, virtual companies, virtual money and allow provoke quickening economic transactions. This leads to the fact that computer technology has become the main means of economic activity and the environment. The virtual economy brings to life the commercialization of Internet-network, which is now carried out not only the exchange of business information, and the complete cycle of the transaction.

The systemic nature of the changes in social production, to determine the circumstances of the information economy, first of all, a large dynamic and uncertain external and internal environment of the organization, expressed in such important trends as the transition from mass production to the differentiation of products facing to the subjective satisfaction of consumers;

crisis of large corporations and the viability of small and medium businesses as agents of investment and sources of job creation; development of new methods of management (lean production); flexible organization of business and inter-company networks through cooperation and integration enterprises through the use of information technology and the Internet and others.

One of the main directions of improving the management of the organization, improve efficiency and quality, productivity and competitiveness in the virtual economy is a transition to new forms of functioning and development organizations - a virtual company, based on the principles of cooperation in the legal field independent.

With regard to enterprises, geographically distributed, and carrying out their activities in an integrated information space. The main advantages of virtual companies include the ability to select alternative ways of implementing the process of value creation (creation of the end product or service) through the use and resource management agent network based on modern information technologies and, as a consequence, increase the speed of response to market changes (changes in volume and timing of deliveries, price fluctuations, and others.), an increase in customer orders and increase competitiveness (Gorbulnov, 2006; Liao, 2014).

In virtual enterprises, we are studying the type of economy today are innovative team, which is important in the intellectual potential of employees, their professionalism, personality, responsibility and flexibility, ability to work effectively as a team. However, employment in the virtual enterprise is less stable. Also employees of virtual enterprises often identify themselves with ongoing projects, which lead to the transformation of the proportion of working time in the total time of the individual, and the negative effect of this is to increase the amount of stress in people involved in the virtual economy.

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