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EXPERIENCE OF EFFICIENCY ESTIMATION OF MARKETING ACTIVITY.

The article analyses national and foreign experience of defining the term “efficiency”. The results of the conducted research of the existing theoretical approach to the efficiency estimation of marketing activity. It is found out that national scientists define efficiency estimation of marketing activity in connection with marketing audit, on the contrary, foreign scientists deal efficiency estimation of marketing activity with the increase of business or brand value. The investigation allows to offer the main ways of the efficiency estimation of marketing activity of the enterprise.

Key words: *efficiency, marketing activity, approaches to efficiency estimation of marketing activity, audit of marketing competition, brand, brand strategy.*

Nowadays in the world there are more and more enterprises, determining a necessity of orientation of their strategic plans on the current market, therefore effective implementation of marketing activity becomes an important factor of the success of an enterprise in the market. The current Ukrainian market is a complex of production system including such elements as means of production, finances, personnel and marketing (information). [1] One of the important things of management is using mentioned elements in order to provide the effective functioning of the production system, survival and development in the atmosphere of strong competition.

In Ukraine all the enterprises need to solve difficult contradictions connected with the imperfection of structural relations. The fact of price increase and unavailability of loans, because of their high cost, has a negative influence on the financial resources of an enterprise and it can cause their lack. However the low purchasing power [3] holds

back the demand for manufactured products. In the prevailing situation companies look for the internal opportunities and optimize their use. A leading position occupies the problem of effective use of the marketing potential and promotional activities.

Using up saving foreign experience [4-7], a modern enterprise can improve the efficiency including marketing component, result is achieved by enhancing of internal capabilities of marketing potential, significant changes in strategy development, reorganization and establishment of an effective system of marketing-management in the enterprise.

In our opinion one of the urgent tasks of modern day marketing for modern enterprises in management plan is to ensure the entire volume of diverse data that are created and stored using different sources of information existing on enterprises and related to production support through its live cycle. In order to improve marketing activity, enterprises need constantly monitor the result that provides the marketing activity that demands constant control and efficiency estimation of marketing.

Today in the scientific literature, devoted to the problems of marketing management, how to evaluate and ensure the effectiveness of marketing activity are not enough studied. Also complete analyzing of this problem revealed that there is no specific theoretical-methodological approach to the estimation and ensuring the effects of marketing activity. At that time essays of many different foreign and domestic scientists are devoted to the researches of this problems, among witch great interest have labors of T.Ambler, P.Doyle, G.Assel, F.Kotler, K.L.Keller, P.C.Caplan, D.P.Norton, E.P.Golubkov, L.B.Balabanova, S.S.Garkavenko. But these works present different points of view, which contradict each other. So the problem of the efficiency of marketing activity needs the further studying.

The purpose of the article is to analyze the meaning of the term “efficiency” and development of the directions of marketing activity efficiency.

The practice of marketing activity shows that activity is signed on the basis of all aspects of marketing, has two features: a specific material cut and immaterial effects that social issues associate with social marketing, social management, branding, image. You can see that the concept of “efficiency” in domestic literature is lopsided because

the intangible component of marketing is not included. Only in English-language publications devoted to the problems of marketing the authors deliberately distinguish between two aspect of efficiency.

In English sources, authors identify two concepts : efficiency and effectiveness, while in Ukrainian, Russian, French and German languages they don't have such equivalents and they are synonyms.

In the dictionary [14] efficiency is defined as a performance or work with minimal time and effort. In the dictionary [15] it's when someone or something who uses your time and energy wisely without useless expenditures. In Longman Dictionary [16] efficiency is defined as the amount of money resources saved due to better or cheaper way to perform something. The concept "efficiency" comes from "Latin efficientia" and appeared in 1590, was identified with "the ability to execute anything" [17]. Now let's consider the interpretation of the term effectiveness.. In the work [18] effectiveness is defined as dimension (measure) of the possibility of project tasks , programs, provide the expected effect or outcome that can be qualitatively measured. The Merriam-Webster dictionary [19] defines effectiveness like getting planned, expected, desired effect.

The concept "effectiveness" comes from Latin and anglo-french effects, efficere and appeared in the XIV century.

We can make some generalizations that efficiency is a well-organized work of something or somebody without waste of time and energy while effectiveness is getting the correct effect: solving the problem or getting the result [20].

According to the author, the effectiveness of marketing activity in the future should be considered from the stand point of efficiency (effectiveness). Effectiveness is characterized by picking the right goals, lines of actions and strategies in general. Most assessments n marketing are carried out from these positions and started on qualitative assessment at first. Indicators of using the qualitative methods of assessments do not characterize the effect and cost ratio (efficiency) and identifies the impact of marketing

activities (eg. assessment of communicative advertising, efficiency, the number of website visitors who became the customers, etc.)

As it's already noted, there is no single theoretical and methodological approach to the estimation and ensuring the effectiveness of marketing activity. So we can suggest analyze the elements of the evaluating of the effectiveness of marketing activity.

There is a large amount of them, but there is no a single classification according to which we could evaluate individual elements and effectiveness of marketing activity. Such elements as relationships with customers, partners, staff, marketing integration, strategic and operational orientation, marketing audit, organizational structure of marketing, marketing management system, logistics activity of the company, marketing information systems, value of the business or brand, etc. are known.

There is one difference among domestic and foreign scientists. Domestic scientists [21-23] propose to analyze and evaluate efficiency of marketing linked to the marketing audit, which may cover different marketing industries .At that moment foreign scientists [24-26] are considering performance of marketing activity from the stand point of raising the value of the business or brand. But, for example, in Ukrainian conditions it's difficult to monitor brand value increase because for this enterprise must be the owner of the brand and engage in branding.

The analysts of domestic and foreign authors showed that there aren't the same thoughts about the choice of elements of efficiency estimation marketing activity. But the analyzing of recent publications on this issue allowed the system came to choice of general directions of efficiency estimation marketing activity.

Table 1

The general direction of evaluation	Elements for assessment
Marketing functions	Analytical, production and rebellious, control, management.
Marketing mix	Product, price, promotion, bringing goods to rue consumer, staff, public opinion
Marketing activities	Effectiveness of advertising, participation in exhibitions, fairs and other events
Marketing information system	Processing analysis and distribution of information, decision support systems, equipment to staff
Marketing organizational structure	Internal communications, marketing classification, etc.
Logistics activities	Material flow processes, financial and information flow processes
Partnership	Contacts between producers intermediaries and consumers
Marketing strategies	Global and local, basic, growth strategy, competitive, functional, etc.

Based on the analysis of publications which were devoted to the problem of efficiency estimation marketing activity. It's suggested to define such directions of efficiency estimation marketing activity as functions of marketing; complex of marketing; marketing activities that make committed by a company; marketing information system; marketing organizational structure, logistics, activity of the enterprise, partnership relations among all the participants and marketing strategies which are used.

Conclusions. As the result of this article, analyzing the concept of efficiency was conducted not only correlation between the effect and coast, but also as efficiency. In Piter Drucker's opinion, efficiency means "to do things right", at the same time as

effectiveness means “do the right things”. In work it's suggested to review efficiency of marketing activity from the stand point of effectiveness, because experience of efficiency estimation of marketing activity is based on methods, which don't not describe difference between the effect and spends, but estimate only results.

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