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THE ROLE OF MARKET COMMUNICATIONS IN MANAGING BOOK BUSINESS IN UKRAINE

Nowadays the general interest in reading has considerably decreased in Ukraine. According to the survey conducted during October-November 2017 by the Research & BrandingGroup, a company of marketing and sociological research, on the reader's activity of Ukrainians (1802 respondents aged 18 and older were interviewed), 51% of Ukrainians did not take up any publication, 43% of respondents read at least one book last year, however, 6% of the respondents were unable to answer the question whether they had read books during the previous 12 months; in 2017 more women (48%) than men (38%) were reading. Among the readers, there were more people with higher education, the fewer number of those with secondary education (57% and 31% respectively). The largest amount of readers in the eastern and central regions (49% and 46%) are mostly fond of reading. The least percentage in the southern regions of Ukraine (34%). At the same time, city residents read more than those in the rural areas (53% and 37% respectively). The number of books, pointed out by Ukrainians who regularly read, varies from one to several dozens: 75% - read less than 10 books, 50% - less than 4, 25% - less than 2. The average reading for a year of books is 7 editions (6.9 for men, 7.5 for women)

Nowadays in the book market the exchange of information is carried out both through direct methods of communication (direct communication, telephone, correspondence, events), and through mediated (media, radio and TV, direct marketing, visual aids). The number of information sources is constantly increasing; the amount of information received from individual experience and personal communication is reducing. There is some information chaos and as a result the use of manipulative technologies.

One of the conditions for the development of the book market is increasing the openness of communications, the creation of independent information centers, the integration of information resources. We need a system that will encourage a union of participants (buyers, libraries, sellers, distributors, publishers and printers) into a single information space. The ability to organize marketing communications is an opportunity to do art, to create conditions for the implementation of non-circulation, but ideas.

Marketing communications is a way of interconnecting and knowingly guided interaction between buyers, intermediaries and other market players. The most active in today's business is the implementation of 4 main areas of marketing communications: public relations, advertising, sales promotion, direct marketing. In general, marketing communications are the ability to manage not statistics and numbers, but relationships and events.

In conditions of modern competition, the need to use the potential of active and analytical marketing, updating of personal marketing communications and targeting the

buyer is growing. World book business is actively using remote communication capabilities, implements direct marketing strategies, an "interactive system that uses one or more advertising environments in order to obtain measurable feedback and / or transaction from the client."

Creating effective marketing services in publishing houses and booksellers is constrained, in our opinion, by the low profitability of the book business and the lack of experienced staff with industry specifics. Interest and understanding of the need for marketing services is already there, and the funds for this until the Ukrainian entrepreneurs unfortunately lack.

Business practices agree that optimizing and increasing the profitability of a book business requires the implementation of a comprehensive marketing communications system, i.e.

1. presence of competent personnel;
2. organization of effective activity in separate business processes;
3. analytical management;
4. information system (CRM, telephone, Internet, website, etc.);
5. system of motivation and control (including communication audit).

In modern business, competitive advantages are largely solved by effective communication policies, closely linked to strategic directions of activities and marketing system, management system. However, today it is necessary to understand marketing communications not only as a tool that affects the behavior of consumers, but as a communication channel that allows for joint projects in order to obtain mutual satisfaction.

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