

ABSTRACTS

УДК 658.8

S. Yaremenko

EFFECTS OF MARKETING COMMUNICATION IMPACT FOR CONSUMERS

The article describes and analyzes the model hierarchy of communication effects. The analysis models of communication influence the behavior of consumers showed that the existing models do not provide a stable stage of loyalty that promotes loyalty among consumers enterprise.

The article presents an improved model of the communication impact on consumers of the enterprise, which includes seven levels and is characterized by six stages. The first and second level refers to the first stage – the cognitive. The third level «return customer benefits enterprise» refers to the second stage – «emotional», because it forms a definite relation to the product in the process of comparing the product with similar products of the enterprise competition. The fourth level of «making a purchase decision» refers to the behavioral stage when the consumer is ready to purchase and maintain them. The fifth level of a «reaction to the purchase» reflects emotional stage, because after use of the product by the consumer will be formed a certain relation to the goods: satisfaction, dissatisfaction or neutral attitude. The sixth level «decision on re-purchase» refers to the behavioral stage. And finally, the seventh layer «formation fidelity» refers to the stage of loyalty.

Improved model allows grouping of consumers in terms of their loyalty to the company and simplifies the process of selecting marketing tools to better meet the needs of consumers and attract them to participate in the communication process that will enhance the performance of the enterprise and ensure its development.