

D. Pryshchepa

Research supervisor: K.O. Patcaluk, Assistant

Zhytomyr Ivan Franko State University

Language tutor: A.P. Ochkovska

MARKETING WARS: THE ESSENCE AND MEANS OF STRUGGLE

Marketing war is a competitive process, which involves the use of the marketing - mix system, strategic marketing planning in conjunction with military principles to achieve competitive advantage. In marketing wars are "battles" between trademarks, brands, innovation, price, manufacturers, distribution systems. Their main goal is the struggle for the consumer and more complete satisfaction of their needs, for first place in the consumer's mind, for the most favorable conditions for the use of capital, market segment, market share etc [4, p. 351].

In the process of the marketing war marketers carry out the search of the uniqueness of a product or service that would provide customer with value and differ from the others. The basic marketing battles are actually around uniqueness and it is the basis for competitive strategies. A brand that will be able to bring the best rational and emotional arguments that its product has the necessary consumer values, wins the marketing war.

Means of struggle in the marketing war is the whole complex of marketing (marketing - mix), which company uses in the competitive struggle for the "combat" actions in the market and gain an advantage over the competitors [5, p. 142].

The most effective and common "weapon" in the marketing wars are: "artillery and tanks" - commercial, "aviation" - power structures, "mines and mortars" - price and discounts, "weapons of mass destruction" - the rumors and "rockets with homing system" - lobbyists [2, p. 22].

The most common and visible to the consumer marketing wars is that kind, which conducted with the help of advertising. Another means of combating in the marketing wars is the spread of rumors. The use of rumors in the marketing war is effective when the object of attack is the market leader or a company with established client base.

A price war is the most common type of marketing struggle, in which companies use a direct reduction of prices and a broad informing of this or the market launch of the new qualitative and effective good at traditional prices. In

most cases, such wars are conducted in the early development of the market or during its "aging".

A new kind of marketing wars is a marketing war in the Internet, which is usually based on two scenarios: the spread of negative, false information about consumer properties of goods or services of rivals or information, which directly discredits the competitors. Information is the paramount marketing tool of struggle of the "generals" in the marketing wars. Information provides significant influence on marketing warfares: changes the structure of the industry, market and thus establishes the "new rules" of marketing wars; generates new forms of business and activities, and reduces or increases the number of marketing wars [3, p. 219].

Thus, marketing wars make significant influence on all subjects of the market economy. They are an effective competitive tool that targets entrepreneurs and producers in search of the most effective solutions in the organization of production. Moreover, marketing wars motivate the producers for production goods and services of the highest quality that will help them to expand the target audience and to maximize profits.

LITERATURE

1. Latest marketing: [textbook] /In. Savelyev, S. A. Bratko, N. I. Matveev et al./ Ed. doctor of Economics, Professor.In. Savelieva. – Ternopil: Economic thought, 2005. – 296 p.
2. Rice E. Marketing war [text] / E. rice, J. Trout – SPb: Peter, 2001. – 256 p.
3. Assel Henry. Marketing: principles and strategy: [Proc. for higher education institutions.] / G. Assal – M: INFAM, 1999. – 804c.
4. Michael Porter Competition: [TRANS. S angl.] / M. Porter – M: Williams, 2003. – 496 p.
5. Zharov M. Marketing warfare. / M. Zharov// S.SanPiN – SPb.: Piter, 2001. – 256 p.