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Influence of socio-demographic factors on the development of marketing communications

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Abstract. The study of the influence of socio-demographic factors on the development of marketing communications is relevant, as it helps businesses to interact more effectively with the changing needs and behaviour of consumers in the context of global demographic changes. The purpose of this study was to investigate marketing communications that are preferred by different segments of the population. During the study, the following methods were used: analysis of statistical data, logical, graphic, and generalization methods. The study covers various categories of families and their influence on the consumption and perception of advertising. Large families, Muslims, gay people, and serial monogamists were found to have their own unique characteristics and preferences in advertising. Specifically, large families can be targeted by advertising aimed at children's goods and services, which can be encountered while walking with children. Muslim families who are allowed to have multiple wives may be interested in advertising that reflects the values and needs of this religious group. Gay people and serial monogamists may show a greater interest in branded clothing and higher-priced goods. Furthermore, the age and income level of the population influence the perception of advertising. Young and middle-aged people may be more trusting of advertising, while older people may show less trust in it. It was also found that advertising in the media and Internet advertising are effective channels of communication with various categories of the population. The results of the study can be used to adjust marketing strategies, from the correction of advertising messages to the selection of platforms for advertising promotion, which, considering the demographic characteristics of the target audience, can significantly increase the effectiveness of marketing activities and business profitability

Keywords: social development; promotion; advertising; values; brands; trends; transformation of social values

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Introduction

Modern business cannot be imagined without product advertising. Both for new companies and those that have been working on the market for a long time, promoting products through advertising is an effective marketing tool for successful development and increasing competitiveness among others. The wide variety of marketing tools, their impact on the development of information technologies and the digitalization of all spheres of society's life presents companies with the important task of choosing the most effective tools for offering and selling products. Under such conditions, it is relevant to investigate patterns between a person's trust in marketing communications and their socio-demographic status. Companies need to be aware of which methods and types of communication are more appropriate to select and invest in their development to increase sales and profits. The essence, features of application, advantages, and disadvantages of marketing communications were studied by Ukrainian, American, and scientists from other countries of the world.

Thus, Ukrainian scientists N. Yaloveha and A. Zakharenko-Seleznyova (2020) summarized the essence and types of communication technologies, described the components of the information and communication process and revealed the features of the application of marketing communication technologies. The scientists also investigated the issue of the possession of digital skills by the population of Ukraine, which contributes to the intensity of the development of digital communications. This analysis was carried out by L.K. Hlinenko and Y.A. Daynovskyy (2022), who emphasized the need for constant monitoring of the state and trend of digital marketing to understand its development and impact on consumers.

M. Malchyk and I. Adasiuk (2021) investigated the state and development of the market of marketing communications in Ukraine, focusing on the types of Internet advertising and its distribution. I. Ivanenko (2020) found that one of the factors that affects the field of Internet advertising is the level of income and purchasing power of the population, the decrease of which during the coronavirus pandemic adversely affected the marketing communications market. Advantages in the priorities of the population regarding marketing communications, depending on socio-demographic indicators, were studied by M. Demko *et al.* (2021) using evidence from marketing communications policy for banking institutions. Scientists have discovered the inclination of older people to advertising on television and radio, and younger people to information on websites.

American scientists J.J. Nieves-Casasnova and F. Lozada-Contreras (2020) studied marketing communications with the use of digital content for the automotive business, which includes the social network Facebook in Puerto Rico. However, research on the perception of marketing communications by different segments of the population needs in-depth study. In turn, Slovak scientists L. Falát and M. Holubčík (2017) argued that a properly established marketing communication of a company can

predict an increase in the number of its customers, which is a considerable factor in increasing sales. The author analysed the effectiveness of the advertising of the automobile industry company and proved that it should be effective from a financial standpoint and profitable when building relations with the client. A comparable perspective is held by Bulgarian scientists G. Todorova and G. Zhelyazkov (2021), who investigated the impact of elements of marketing communications on the business results of individual small and medium-sized enterprises in the Stara Zagora region, located in Bulgaria. The results of their study indicated a significant relationship between advertising, sales promotion and financial indicators: profit and net income from sales. However, the issue of using marketing communications to increase business profitability still is debatable and requires detailed study.

The main purpose of this study was to investigate marketing communications for different segments of the population depending on socio-demographic factors and to identify regularities between the types of marketing communications that enjoy the trust of the population and the demographic characteristics and social situation corresponding to a certain segment of the population, as well as the development of proposals for selection of the most relevant tools of marketing communications, the use of which will increase the effectiveness of the financial resources invested in advertising and contribute to the increase in sales and income of companies.

Materials and Methods

The basis of the methodological approach in this study is the combination of the analysis method used to investigate the dynamics of statistical data regarding socio-demographic features of the population; logical – applied to distinguish communication tools that are more popular for different segments of the population, graphic, used for graphical display of the results obtained during the study, and the method of summarizing information – for summarizing information, a summary of the data discovered during the study. The theoretical framework of this study included Ukrainian (Ivanenko, 2020; Demko *et al.*, 2021; Hlinenko & Daynovskyy, 2022), American (Kramer, 2020; Gligor *et al.*, 2021), Romanian (Madan & Rosca, 2022), Slovak (Sramova, 2015), Bulgarian (Todorova & Zhelyazkov, 2021), German (Lohmann, *et al.*, 2021; Eisend, *et al.*, 2023) studies, and research from other countries of the world on the issue of development of marketing communications in modern business conditions and the influence of socio-demographic factors on advertising and promotion of company products.

The application of the method of statistical data analysis helped investigate the dynamics of socio-demographic indicators of Ukraine for different periods of time. Statistical information on the volume of advertising expenditures and total revenue of the LVMH Group company for 2008-2022 was researched based on data from the website of the German company Statista, which specializes

in global indicators of companies, the economy, consumer opportunities, and others (Retail & Trade, 2022). Indicators on the dynamics of the population of Ukraine for 1960-2020 were taken from the information posted on the World Bank website (Population, total – Ukraine, 2021). Data on the distribution of the population of Ukraine by gender and age, the number of marriages, the level of population income, the dynamics of the level of working people with higher education, as well as the distribution of households by the number of people and children in families were obtained from the website of the State Statistics Service of Ukraine (Demographic and social..., 2022). The poverty level of the population in Ukraine for 2000-2021 was analysed based on data from the Institute of Demography and Social Research named after Birds of the National Academy of Sciences of Ukraine (Libanova, 2020).

Using the logical method, the priority of certain types of marketing communication tools for certain segments of the population, depending on socio-demographic indicators, was covered. Based on the data of the All-Ukrainian Advertising Coalition (Volumes of the advertising..., 2023), the volume of the advertising market in Ukraine by types of marketing communication tools for 2019-2022 was analysed, the rating of marketing communications was determined and which segments of the population prefer different communication channels. Information on the number of gay people was researched based on data obtained from the website of the LGBT Human Rights Centre "Nash Svit" (The position of..., 2022).

Using a graphic method, data obtained during the research on the relationship between LVMH Group's advertising expenses and total revenues for 2008-2022, the dynamics of the total world population for 1960-2020 and changes in the poverty level of the population of Ukraine during 2000-2020, displayed in the form of a graph. The application of the generalization method allowed: to record the information obtained in the research process regarding

marketing communications that are preferred by the population with different socio-demographic characteristics, and to formulate conclusions that represent the final reflection of the research, namely to substantiate proposals for improving the effectiveness of advertising and increasing profits companies and determine further approaches to the study of this issue.

Results and Discussion

The main issue of the development of marketing communications in modern socio-economic conditions in Ukraine is that not all types of marketing communications tools are effective, and their use helps increase product sales. This issue is also aggravated by the deterioration of the social condition of the population after the coronavirus pandemic and during military operations on the territory of Ukraine, which became the reason for changing the priorities and needs of citizens and the reason for changing approaches to the use of marketing communications. The beginning of the scientific search is determined by a hypothesis, the essence of which is the existence of interdependence of the profitability of companies from the use of individual channels of marketing communications. Large companies use diverse types of advertising to develop their activities and considerably increase sales.

For instance, the largest chain of coffee shops in Texas, Coffee Grounds, whose annual revenue is estimated at 25 million dollars, began to use the Twitter network as a direct channel for orders and communication with customers, which contributed to the growth of sales revenue by 20-30% per year (Letunovska *et al.*, 2021b). Jimmy Choo, a designer shoe company with annual revenue of about \$32 million, used Twitter to advertise their shoes (Letunovska *et al.*, 2021b). As a result, sales revenue increased by 33%. French luxury goods company LVMH Group has spent around €9.5 billion on advertising and promotion worldwide by 2022 (Fig. 1).

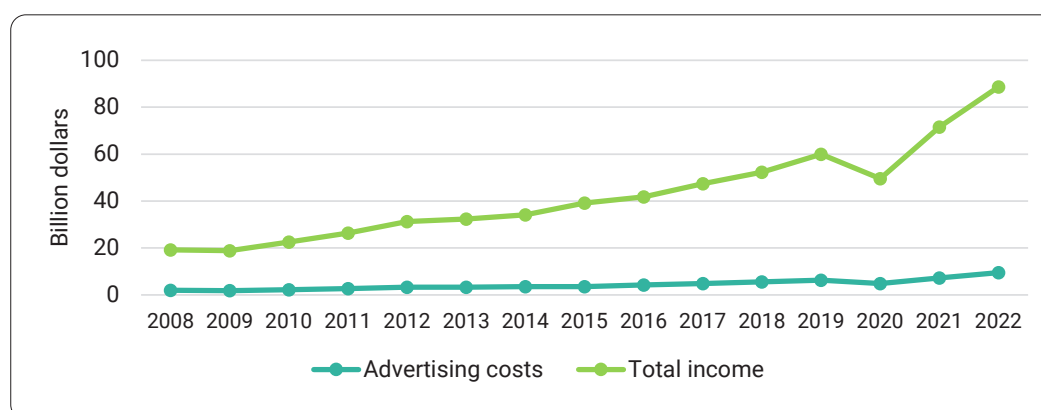


Figure 1. The relationship between LVMH Group's advertising expenses and income for 2008-2022

Source: Retail & Trade (2022)

The data in Figure 1 show that along with the increase or decrease in advertising expenses, the company's income changed in direct proportion, which helps assert

the effectiveness and feasibility of such expenses. Among the main types of marketing communications used by the LVMH Group is branding, which allows taking advantage

of the creative approach and developing the identity of each brand. To attract more customers and gain their trust in the company, it is important to focus on the main marketing trends, which helps apply new tools in the strategy for cooperation with the client. Targeting as a marketing tool and audience segmentation is the main trend in contextual

advertising on the Internet. One of the common types is socio-demographic targeting, i.e., selection of visitors by gender, age, education, social status, income level, etc. To investigate the influence of socio-demographic factors on the development of marketing communications, it is advisable to study the dynamics of the world population (Fig. 2).

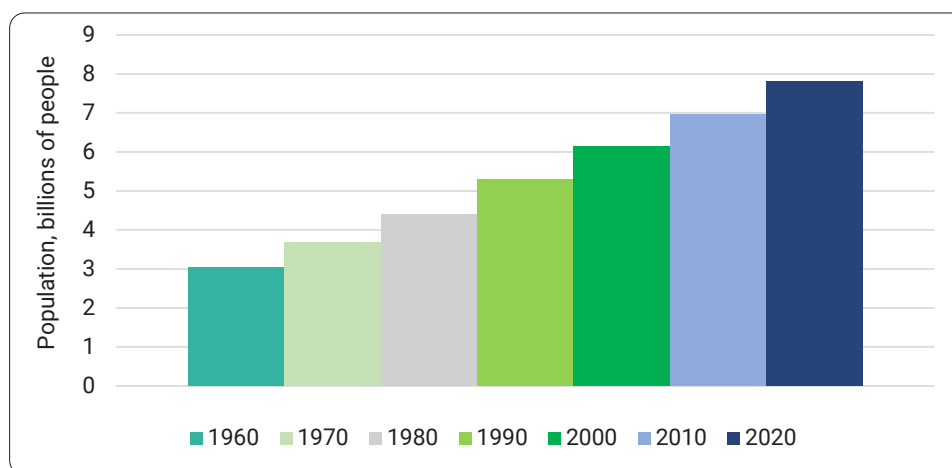


Figure 2. Dynamics of the total population of the world for 1960-2020

Source: The population of the Earth will grow to 8 billion people by November – UN forecast (2022)

According to the data in Figure 2, starting from 1960, the population of the planet gradually increased, and only for 2010-2020 it increased by 12%. With the growth of the population, the needs also grow and latest trends in the development of marketing services appear. For an in-depth

study of the influence of socio-demographic characteristics on the choice of marketing communications, the dynamics of the number of the population and types of family were analysed starting from 1960 and the trend forecast for several decades was made (Table 1).

Table 1. The population of the world, the United States of America (USA) and Ukraine and its composition for 1960-2020 with a forecast for 2030-2050

Indicator	1960	1970	1980	1990	2000	2010	2020	2030*	2040*	2050*
Number of population of the earth, billion people	3.03	3.69	4.4	5.29	6.14	6.97	7.82	8.5	9.1	9.7
US population, million people	180.7	205.1	227.2	249.6	282.2	309.3	331.5	380	395	420
Traditional families in the USA, million people	40.2	45.37	49.71	53.26	54.94	60.38	62.34	63	65	67
The share of traditional families in the total number in the USA, %	22.2	22.1	21.9	21.3	19.5	19.5	18.8	16.6	16.5	16
Single people in the USA, million people	34	38	55	69	82	100	118	121	126	130
Share of single people in the total number (USA), %	18.8	18.5	24.2	27.6	29.1	32.3	35.6	31.8	31.9	31
Population of Ukraine, total	42.8	47.3	50	51.9	49.4	45.8	41.6	40.5	38.4	35
Number of traditional marriages in Ukraine, million people	0.46	0.47	0.46	0.48	0.27	0.306	0.168	0.155	0.14	0.135
Part of the total amount (Ukraine), %	1.07	0.98	0.93	0.93	0.56	0.67	0.4	0.38	0.36	0.39
Single people (Ukraine), million people	8.35	9.37	9.55	9.86	10.32	10.76	7.9	9.5	9.8	9.9
Part of the total amount (Ukraine), %	19.5	19.8	19.1	19	20.9	23.5	19	23.5	25.5	28.3

Note: * – forecast data obtained by constructing a trend line on a graph showing the trend of data changes and considering the dynamics of data in previous years

Source: Retail & Trade (2022), Population, total – Ukraine (2021), Demographic and social statistics of the population of Ukraine (2022), The population of the Earth will grow to 8 billion people by November – UN forecast (2022), B. DePaulo (2021), How the population of Ukraine will decrease due to the war – A forecast of a sociologist (2022), L.I. Slyusar (2021)

Table 1 shows that the world population has doubled from 1960 to 2020, and according to the forecasts of the Office of the United Nations High Commissioner for Refugees (UNHCR), its number will reach almost 10 billion by 2050 (The population of the..., 2022). The population of

Ukraine in 2020 compared to 1990 decreased by 20% (from 51.9 million people to 41.6 million people) (Demographic and social..., 2022). Forecast data for some indicators was obtained based on constructed trend lines for these data (Fig. 3 and 4).

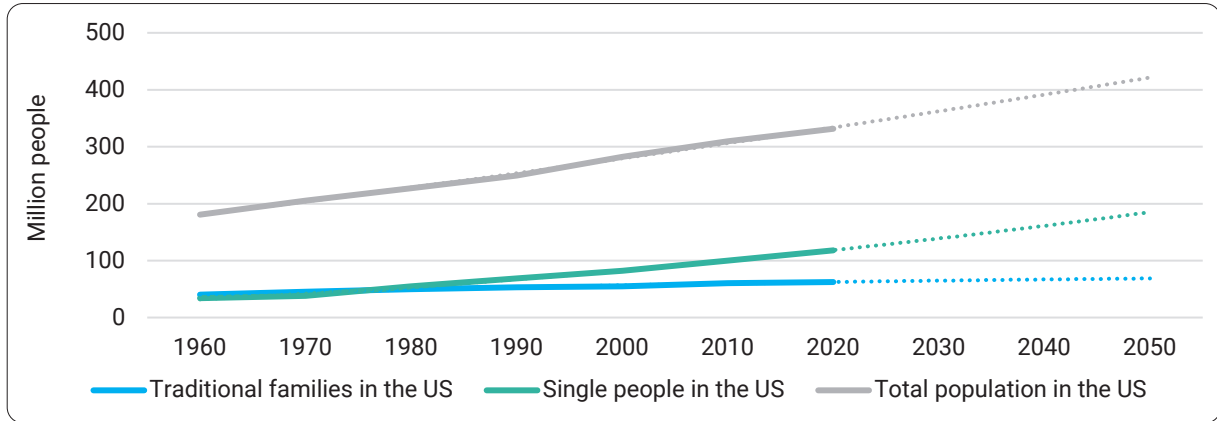


Figure 3. Dynamics and projections of traditional families and single people in the United States of America, 1960-2050
Source: Retail & Trade (2022), B. DePaulo (2021)

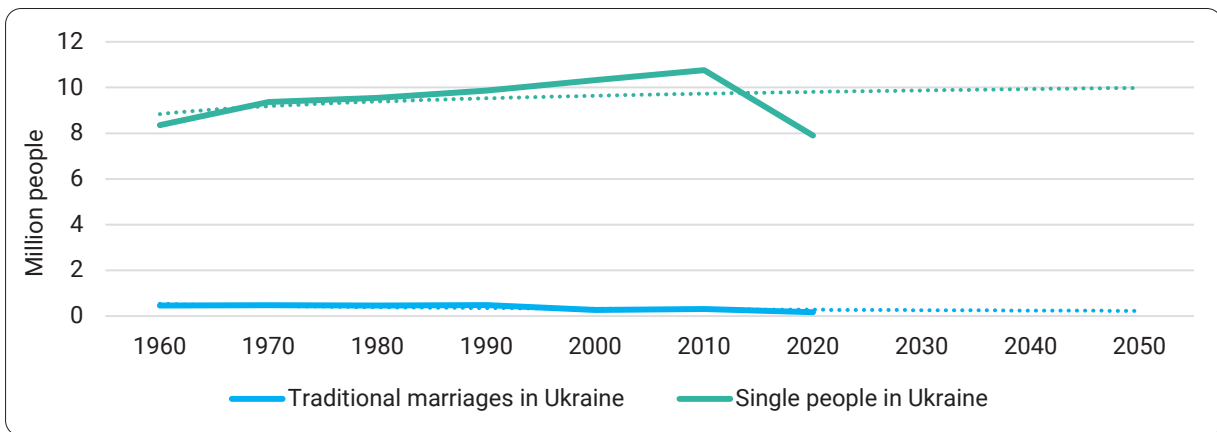


Figure 4. Dynamics and forecast of traditional marriages and single people in Ukraine for 1960-2050
Source: Demographic and social statistics of the population of Ukraine (2022)

The category of families with many children includes Muslims, whose religion allows them to have several wives. Thus, in the world, about 2% of the world's population lives in polygamous households, and in most countries in the world, this share is less than 0.5% (Kramer, 2020). About 3.5% of Muslims lived in Ukraine, who were mostly located in the south and east of the country, but a significant number of them left Ukraine because of the war. As a rule, the wives of polygamous men have several children, and therefore, in such families, preference will be given to advertising that can be seen while walking with children, i.e., in the park, on the streets, in the subway, on billboards, on television while watching cartoons, etc. Among non-traditional relationships, one can single out gay people and those who belong to serial monogamy. According to research by the German company Statista, the share of same-gender couples in the

world is about 2% of the population (Retail & Trade, 2022). Gay people live in Ukraine, whose number, according to various sociological data, is estimated from 450 thousand to 1.2-1.5 million people, which is 1-3% of the population (The position of..., 2022). According to research, such people are more interested in branded clothes and expensive goods. Most traditional families are in monogamous relationships, but serial monogamy also occurs (when one partner remarries after a divorce or after the death of the other partner). There is no exact data on the number of such partners, but according to equal studies of marriages and families, about 20-30% of people are in such relationships (Retail & Trade, 2022). Such people's preferences for advertising are similar to people in traditional family relationships. Analysis of the population by gender and age will allow determining the main advantages in these categories (Table 2).

Table 2. Distribution of the population of Ukraine by gender and age for 2019-2021

Age	As of 01.01.2020		As of 01.01.2021		As of 01.01.2022	
	men, million	women, million	men, million	women, million	men, million	women, million
Total, million	19.3	22.4	19.2	22.2	19	22
under 15 years old	3.3	3.1	3.2	3	3.2	3
15-29 years old	3.4	3.3	3.3	3.1	3.3	3.1
30-39 years old	3.5	3.4	3.5	3.4	3.4	3.3
40-49 years old	2.9	3.1	3	3.1	3	3.1
50-59 years old	2.6	3.1	2.6	3.1	2.5	3
60-69 years old	2.1	3.1	2.1	3.1	2.2	3.1
70 years and more	1.5	3.3	1.5	3.3	1.5	3.3

Source: Demographic and social statistics of the population of Ukraine (2022)

As Table 2 demonstrates, under the age of 40 the number of men exceeds the number of women, and after this age the trend of gender preference changes in the opposite direction. At the age of 70 and over, the number of women exceeds the number of men by more than 2 times. The age of the population affects people's attitude towards advertising, and as a result, its perception and the expected effect for the advertiser. A study conducted during August and September 2021 by the Nielsen company, with the participation of 40 thousand people in the countries of Europe, the Middle East, Africa, the Asia-Pacific region, North and Latin America, shows that young people (25-40 years old) and people aged 41-56 trust advertising the most, and people aged 65 and older trust advertising the least, followed by the 15-24-year-old and 57-66-year-old generations. Men and women all over the world have the

same general levels of trust in advertising. 89% of people trust the recommendations of acquaintances the most (Nielsen study reveals who..., 2021). Building trust in advertising makes it effective. Advertising is aimed at introducing certain values and standards into society. The standards and values promoted in advertising become generally accepted norms of behaviour for people, that is, advertising can transform universal human values. The development of marketing communications depends on the income level of the population. People are more capable of responding positively to advertising and buying various goods and services when they have a sufficient level of income. According to the Institute of Demography and Social Research named after Birds of the National Academy of Sciences of Ukraine can analyse the poverty level of the population in Ukraine (Fig. 5).

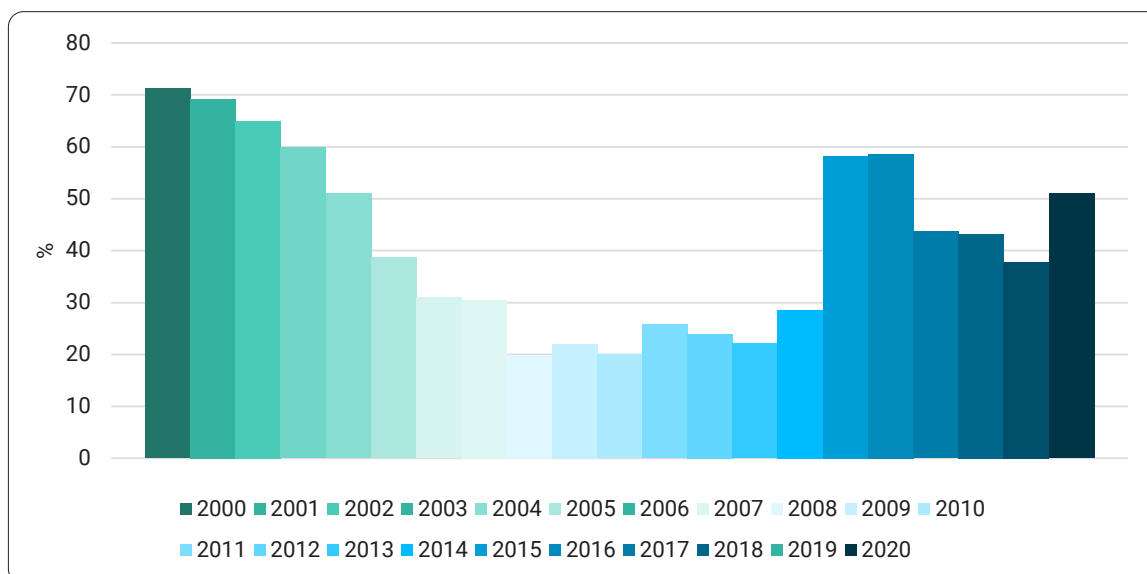


Figure 5. The poverty level of the population of Ukraine during 2000-2020

Source: E. Libanova (2020)

Figure 5 shows that the lowest level of poverty in 2008-2014 ranged from 20-30%. However, already in 2020-2021, it exceeded 50%. This means that the share of households in which the income per person is below the minimum level. During 2019-2021, 60-70% of the population received incomes up to UAH 7,000, i.e., below

the average wage, but slightly above the minimum level. Households with children have a poverty rate 8-9% higher than households without children. Analysis of the dynamics of households in Ukraine by the number of people and children allows determining the main trends in this area (Table 3).

Table 3. Information on the composition of households, employment and education of the population for 2014-2021

Indicator	Age							
	2014	2015	2016	2017	2018	2019	2020	2021
Households, which include:								
One person, %	22.8	20.3	19.7	19.9	19.7	19.5	19	18.2
Two persons, %	29.6	32.5	32.3	32	32.8	33.4	34.5	35.4
Three persons, %	25.3	25.9	26.9	27.3	26.5	26.7	26.5	26.6
Four persons and more, %	22.3	21.3	21.1	20.8	21	20.4	20	19.8
One child, %	73.6	75.7	76	75.4	75.1	74.6	79.2	79.3
Two children, %	23.3	21.2	21.4	21.9	21.4	22.6	18.7	18.8
Three children and more, %	3.1	3.1	2.6	2.7	3.5	2.8	2.1	1.9
Households with children under 18 y.o., %	38	38.2	38.2	38.2	37.8	37.9	37.7	37.8
Households without children, %	62	61.8	61.8	61.8	62.2	62.1	62.3	62.2
Number of unemployed, thousand people	1,847.6	1,654.7	1,678.2	1,698	1,578.6	1,487.7	1,674.2	1,711.6
Pensioners, million people	13.5	12.1	12.3	11.9	11.7	10.9	10.8	10.6
Employed with higher education, %	52	52.3	52.6	52.9	53.4	53.6	64	71

Source: Demographic and social statistics of the population of Ukraine (2022)

As Table 3 shows, the predominant number of households consists of two and three persons, although starting from 2015, the number of two persons began to prevail over the other by about 10%. Furthermore, the number of families with one child is much higher than those with two or three. The share of families with many children decreased by 1.5 times during 2014-2020. There is a tendency to increase the number of workers with higher education, some of whom have increased by 19% since 2014. Considering the trend towards a decrease in large families, advertisers should use more advertising in the media and the Internet. Since single people and families without children or with one child have more spare time than those with a family, it can be argued that such people use social

networks more often. Companies that want to increase the effectiveness of marketing communications should choose to advertise depending on its product range. For example, if the product is intended for the segment of people with a low income, then preference should be given to advertising on radio, the Internet, and television, and vice versa, if the product or service is intended for the population with an above-average income, then it is worth advertising them in addition to the above channels communication, even in expensive magazines because rich people are more interested in them than the population with a low income. Analysis of priorities in advertising for distinct categories of the population helps rate the effectiveness of marketing communications (Table 4).

Table 4. Rating of effectiveness of marketing communications

Seq. No.	Name	Efficiency, %	Segments of the population that prefer this type more
1	Advertising in the media	16	People of different ages and genders, whether single or married
2	PR activities	15	People with income above average
3	Promotion of goods (services) at points of sale	14	Women and men working in business, mostly with higher education
4	Outdoor advertising	12	Families with children
5	Sales promotion	12	Young and middle-aged women
6	Advertising on the radio	11	Population of retirement age

Table 4, Continued

Seq. No.	Name	Efficiency, %	Segments of the population that prefer this type more
7	Direct marketing	10	Employed women of all ages and income levels
8	Advertising on the Internet	10	Single people, young women and men with children

Source: Volumes of the advertising and communication market of Ukraine (2023)

The rating given in Table 4 shows that the most effective is advertising in the media because they are used by all categories of the population, regardless of age, gender, education, and family composition. An analysis of the volume of the advertising market in Ukraine according to the All-Ukrainian Advertising Coalition shows that the largest part of the market in 2021 will be television advertising (41.3%) and Internet advertising (38.8%), and in 2022 – television advertising (21.3%), Internet advertising (58.8%). Thus, in 2021, the Internet advertising market increased by almost 2 times compared to the previous period, during the strengthening of the coronavirus pandemic, this market even had a 9% increase compared to others. At the same time, advertising costs in cinemas decreased by 65% due to the temporary closure of these institutions during the pandemic. In 2022, as a result of the war in Ukraine, the advertising market decreased by 63% in all positions, but Internet advertising decreased less than other types – only by 42%.

The use of marketing communications should consider modern trends in advertising. Romanian scientists A. Madan & M. Rosca (2022), who evaluated the latest approaches to marketing communication and described their global trends, reached the same conclusion in their work. Scientists emphasize that in modern society, the influence of marketing communications is a significant value. Fully supporting the researchers' assertions, the importance of using a variety of new communication methods should be emphasized: media advertising, public relations, direct marketing tools, and sales promotion are all marketing communication methods that must be effectively integrated for business success. Thus, Arabic scholar H.S. Mirfallah (2021) argues that the concept of integrated communications by combining messages strengthens the company's base and position in the market. The author emphasizes that in today's competitive and changing environment, companies must constantly implement and use a variety of new communication methods (for example, advertising using artificial intelligence: for texts – ChatGPT, and for creating advertising layouts – a neural network that generates visual content Midjourney), to maintain effective customer relations. Therewith, there is a constant need to explore a wide spectrum, which is essential.

A more in-depth study on the integration of communications was carried out by Y. Rashkova *et al.* (2023) who conducted a content analysis of websites and Instagram pages to analyse their integrated strategies applied in the market. The study found that there is an opportunity to adopt one of four strategies, considering the design, content of the website and social media at the same time standardized, adaptive, mixed and cross-convergence of the

divergence of media. The work emphasizes the importance for companies to determine exactly which marketing communications will be more relevant for different segments of the population, which will contribute to increasing their trust in advertising and increasing sales. These results are consistent with the findings of the current study that the effectiveness of marketing communications depends on considering the needs and characteristics of different segments of the population. Other scientists hold a similar opinion. For instance, S. Boonchutima & K. Sahakitpijarn (2022) conducted an experimental study using a sample of a customer segment by gender, namely, women of a certain generation in Thailand to investigate the effect of augmented reality marketing on consumer behaviour when purchasing lipstick. In their study, the authors compare the effectiveness of traditional marketing communications and advertising with the use of augmented reality in improving women's attitude towards the brand and increasing purchase intentions. Overall, the research shows that understanding the demographic and social characteristics of consumers can be key to an effective marketing strategy, especially when implementing the latest technologies, such as augmented reality. The findings are consistent with the focus on analysing different segments of the population in the current study, which emphasizes the need to pay attention to the needs and preferences of distinct categories of consumers.

To distinguish certain segments among the population, the work considers the population's trends in creating a family and the number of single people. At the same time, sociological research on the number of singles was conducted by D.L. Surkalim *et al.* (2022), who analysed the prevalence of loneliness in 113 countries. Data were considered for adolescents (12-17 years) in 77 countries, young people (18-29 years) in 30 countries, adults (30-59 years) in 32 countries and older people (60 years and over) in 40 countries. Scientists raise the problem of loneliness and the comparison of lonely people in high-income and low-income countries. According to the results of the study, it is emphasized that the presence or absence of children in the family affects the advertising from which sources adults perceive better. Along with this, Slovak scientist B. Sramova (2015) studied the orientation of marketing communications to children as consumers. It is worth agreeing with the opinion of the researcher because children and young people spend a lot of time in the media environment. The author emphasizes that children can be the main target group, i.e. the advertised products are addressed to them, as well as the secondary target group, i.e. the products are addressed to their family members, but the message is focused on children's interests, as they significantly influence

the purchase process in the family. This is consistent with the findings of the current study that children may be an important target group. This research focuses on traditional marketing techniques used in the media environment (repetition, celebrity endorsements, etc.) as well as new techniques.

The use of femininity in marketing communications to attract more attention of consumers in Nigeria was studied by A. Oniku & A.F. Joaquim (2022), who focused on parameters such as skin colour, brand image for young single people between the ages of 21 and 40. Supporting the results of the authors, it should be noted that the purchasing decisions and behaviour of young people in 2019 are strategically dependent on various manifestations of female attractiveness and equally affect market share. The results of this study confirm that displays of female attractiveness can influence the purchase decisions and behaviour of single young adults. The effect on the effectiveness of the advertising image of people with different attributes was studied by M. Eisend *et al.* (2023), who noted that gender, ethnicity, sexual orientation, and age were the most common. The authors proved their own standpoint regarding the incorrect and insufficient representation of certain groups in society, although various advertising and promotion of goods and services can have a beneficial effect on the brand and social values.

However, some scientists in their research support the idea of reducing the emphasis on the segmentation of the population according to the socio-demographic principle when choosing marketing communications. Thus, the impact of interactive marketing communications used in social networks on the emotional and behavioural components of adolescents in South Africa was studied by the scientists I. Dmytriiev *et al.* (2022), who examined the effects of additional factors (access, duration, and frequency of use, length of time logged in, and frequency of profile updates) and demographic variables (gender, age, and population group) on attitudes toward social media marketing communications. Customers make demands on companies and have specific ideas about how they should be represented in advertising. Thus, J. Lohmann *et al.* (2021) emphasize that clients mostly try to ignore conservative gender roles and support equal representation of men and women. The authors emphasize that companies should focus on customer retention through gender equality, breaking with common gender binaries and integrating lesbian communities into future marketing efforts. In comparison, the current study covers a wider range of demographics and advertising preferences. It considers aspects such as religious affiliation, number of children in the family and income level, which are also important for advertisers in determining marketing strategies.

Therewith, research on the effect of gender on customer engagement was investigated by D. Gligor *et al.* (2021) in four dimensions of customer engagement: customer purchases, referrals, influence, and customer knowledge. It is worth agreeing with the opinion of scientists that

women compared to men show a higher level of purchases, but a lower level of recommendation to other customers. The authors proved that perceived brand equity mediates the effect of gender on customer engagement. Brand identification negatively moderates the relationship between gender and perceived brand honesty. This study focused on the effect of gender on customer engagement in a broad context, while the current study more specifically looked at the effect of different family categories and parameters such as age, religion, and orientation. After conducting research among 637 Vietnamese participants in marketing communication programs of fashion brands, M.S. Vo *et al.* (2022) evaluated the characteristics of marketing communication content that influence electronic radio broadcasting, namely, entertainment, interaction, trendiness, and customization. At the same time, the scientists emphasized that such characteristics are characteristic of the segment of people aged 18-40 years.

N.E. Letunovska *et al.* (2021b) analysed the essence of marketing in the digital environment, covering the main tools necessary for the work of a marketer who seeks to successfully implement projects in various directions on the Internet. The authors also analysed the structure and dynamics of scientific publications in the field of environmental management and social marketing in their relationship. The authors researched original keywords in the field of environmental management and social marketing (Letunovska *et al.*, 2021a). Unlike other scientists, A. Rosokhata *et al.* (2021) investigated the characteristics of advertising not only according to demographic principles, but also according to territorial principles, which systematized the goals and models of marketing territories, compared the target audience and marketing strategies, and also considered examples of the successful application of marketing tools for little-known territories.

Summarizing the above, it is worth noting that advertising costs will be justified if companies consider socio-demographic factors (a person is single or with a partner, income level, education, number, or absence of children, etc.) when choosing a type of marketing communication to promote the products being produced. The right choice of marketing communication channels can contribute to increasing the profitability of companies.

Conclusions

The conducted research shows that marketing communications is a powerful tool for attracting new customers, increasing their trust, selling goods and services, and increasing profits from activities. The purpose outlined in this study and the analysis of the main socio-demographic factors that affect the effectiveness and efficiency of the use of marketing communications helped formulate proposals.

According to the results of the analysis of the essence and types of marketing communication tools, the spread of the use of digital technologies in the field of advertising and product promotion was revealed. It has been proven that the increase in the company's advertising expenses can be

covered by sales revenues, which increase due to the effect of advertising. It is substantiated that different segments of the population, depending on age and article, tend to trust diverse types of marketing communication tools. The study of the attitude of the population towards advertising on the Internet shows that it depends on age. It is concluded that the choice of communication channels by consumers depends on their income level, which is mostly below average in Ukraine. It was found that the demand for advertising also depends on social status and the number of children: single people prefer advertising on social networks, and for families with children, advertising on the street, in the subway, parks, cinemas, etc. is more suitable. The hypothesis has been confirmed that the targeting of advertisers to the interests of individual segments of consumers depending on socio-demographic features and their choice of particular types of marketing communication tools can contribute

to more effective promotion of products and increase in sales revenue.

The results of the conducted research are of practical importance for advertisers when planning marketing communications and choosing channels of communication with consumers, as well as company managers when making decisions about financing activities for marketing promotion of products. The main directions of further research of this issue will be the study of the possibilities of using the latest technologies to improve marketing communication tools.

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Conflict of Interest

None.

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Вплив соціально-демографічних факторів на розвиток маркетингових комунікацій

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Анотація. Дослідження впливу соціально-демографічних факторів на розвиток маркетингових комунікацій є актуальним, оскільки це допомагає бізнесу ефективніше взаємодіяти зі змінюваними потребами та поведінкою споживачів в контексті глобальних демографічних змін. Метою роботи є вивчення маркетингових комунікацій, яким надають перевагу різні сегменти населення. Під час дослідження використовувались такі методи: аналіз статистичних даних, логічний, графічний та метод узагальнення. Дослідження розкриває різні категорії сімей та їх вплив на споживання та сприйняття реклами. Виявлено, що сім'ї з великою кількістю дітей, мусульмани, гомосексуалісти і люди, які перебувають у серійній моногамії, мають свої унікальні особливості і уподобання в рекламі. Зокрема, багатодітні сім'ї можуть бути націлені рекламою, спрямованою на дитячі товари та послуги, яку можна зустріти під час прогулянок з дітьми. Мусульманські сім'ї, яким дозволено мати кілька дружин, можуть бути зацікавлені у рекламі, яка відображає цінності та потреби цієї релігійної групи. Гомосексуалісти та люди, що перебувають у серійній моногамії, можуть проявляти більший інтерес до брендового одягу та товарів з вищою вартістю. Крім того, вік та рівень доходів населення впливають на сприйняття реклами. Молодь та люди в середньому віці можуть бути більш довірливими до реклами, тоді як старші люди можуть виявляти меншу довіру до неї. Також виявлено, що реклама в засобах масової інформації та Інтернет-реклама є ефективними каналами комунікації з різними категоріями населення. Результати дослідження можуть застосовуватись для налаштування маркетингових стратегій, від корекції рекламних повідомлень до вибору платформ для рекламного просування, що, враховуючи демографічні особливості цільової аудиторії, може значно підвищити ефективність маркетингових заходів та прибутковість бізнесу

Ключові слова: суспільний розвиток; просування; реклама; цінності; бренди; тренди; трансформація суспільних цінностей
