

The role of marketing communications in the market for socially quasi-significant goods Formation (on the example of metal-plastic products)

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Abstract – Belonging to the category of goods with social significance represents a crucial aspect of a country's regulatory policy. This significance arises from the imperative that such goods should be accessible to the general population. The regulation of the social utility or quasi-significance of these goods has become particularly pertinent in contemporary circumstances. This article emanates from a research endeavor in which we examined the influence of marketing communication on consumer behavior in the context of purchasing goods with social significance. The significance of this research is underscored by the understanding that marketing strategies possess the capacity to ascribe an "imaginary" significance to individual goods that may not inherently fall into the socially significant category. The substantial rise in inflation during wartime significantly diminishes the purchasing power of the population. Therefore, the objective of this study was to conduct marketing research investigating consumer responses to advertisements, recommendations in social networks, and other channels of marketing communication. To attain this objective, interviews and data analysis utilizing the SPSS program were employed. The data, sourced from 48 respondents, underwent analysis through structural equation modeling. The findings of the research demonstrated a positive correlation between advertising and communication in social networks and consumers' perceptions of socially significant goods, consequently influencing their trust in the brand. Furthermore, it was established that the perceived value and trust derived from other users of social networks (feedback) contribute to the development of the need for the product and the inclination to make a purchase. In essence, this study enriches the landscape of scientific research, offering empirical evidence and insights into the intricacies of forming marketing communications.

Keywords— Marketing communications, socially significant goods, socially quasi-significant goods, marketing strategy, consumer value.

I. INTRODUCTION

Marketing communication encompasses a diverse range of activities aimed at building and managing a company, applying marketing principles to promote goods and services effectively (Estévez et al., 2017). This becomes particularly crucial in the promotion of socially quasi-significant goods within the market. The evolving trend of utilizing social media for information dissemination about products and services has led to an increased consumer demand, as people become more adept at creating needs through these channels (Khamis et al., 2017). Scholars characterize such social quasi-significance as self-serving and calculative, intricately woven into the growing marketization of social relationships facilitated by digital technologies (Barzilai et al., 2016; Gandini, 2015).

Socially significant goods refer to products and services of public utility, whose acquisition at market prices in socially deemed quantities is considered appropriate. Such goods include essential items like buckwheat groats, granulated sugar, and medical care services. The affordability of these goods is directly linked to consumer income levels, and a substantial price increase poses a threat to the standard of living, particularly impacting vulnerable and low-income segments of the population.



To regulate and control prices of socially significant goods, the Ukrainian Cabinet of Ministers adopted the resolution "On Measures to Monitor Prices and Tariffs in the Consumer Market." This resolution outlines the list of socially significant goods and services and establishes permissible price premium rates. These goods play a crucial role in the economic security system, with their availability determining the overall state of the economy.

However, the term "quasi" prefixed to socially significant goods introduces an imaginative significance. Quasi-socially significant goods are those of social use that are imagined and do not serve a genuine social function to fulfill the community's needs. The creation of quasi-social significance involves spreading information about the need and importance of such goods, with marketing communications playing a pivotal role.

Despite the recognized role of marketing communications, limited attention has been given to creating social value for goods and services. This study seeks to address this gap by exploring the importance of marketing communications in forming the market for socially quasi-significant goods, exemplified by plastic windows.

The empirical findings of the study suggest that marketing communications are a highly social practice, contributing to the formation of quasi-significance for goods. This research adds to the growing body of literature on marketing communications by empirically demonstrating its relationship with the social significance of goods. The study also theorizes two main aspects of the meaning of marketing communication, namely, the conventions that regulate the social goods market ecosystem. Identifying these conventions is crucial for understanding the social meaning of marketing communications. Ultimately, this research provides managerial insights into the application of marketing tools, catering to various population segments, shaping the perceived significance of goods through effective communication strategies.

II. MATERIALS AND METHODS

Prior investigations into branding and marketing tools primarily delved into how the utilization of diverse channels of marketing communications employs methods for value creation (Kaufmann et al., 2016), fulfils.

There is an increasing focus among researchers on exploring new communication directions to influence consumer behavior (Ramaswamy & Ozcan, 2016). For instance, research on service networks has demonstrated how the performance of a firm's key partners significantly impacts customers' perceptions of the firm's brand image (Elsharnouby & Mahrous, 2015). Consequently, brands seem to be "influenced by or [are] the sum of several relationships" (Bartel, 2009), rendering the branding process increasingly complex and beyond the control of any single marketer-communicator (So et al., 2017). Branding emerges from the interaction and reevaluation of stakeholders, where all participants shape brands based on their comprehension and interests. In organizational and relational

processes, brands are dynamic, and branding is "socially complex" (Dumont & Ots, 2020). Marketing communications are perceived as constantly contested and reinterpreted by multiple stakeholders, each imbuing them with subjective and often conflicting meanings (Iglesias et al., 2020). roles and functions (Black & Veloutsou, 2017), and engages in collaborative relationships with firms and brand owners (Menezes et al., 2015).

In addition to acknowledging the involvement of multiple stakeholders in creating the "social value" of products (Knight & Ellson, 2017), a key strength of this study lies in enabling scholars to identify each group of actors in marketing communications and scrutinize their contributions to the formation of demand for public goods. Three concepts from this framework aid in analyzing marketing communications: social worlds, conventions, and collaboration.

The concept of social worlds, which refers to "networks of people whose joint activities are organized through their shared knowledge of the usual means of doing things," generates specific outcomes characterizing the social world (Lolas, 2020). Secondly, joint activities between stakeholders, regulated and stabilized through agreements, are organized through conventions - shared understandings of how to do things in a particular context, such as the socially quasi-meaning of goods in this study. Thirdly, marketing tools establish traditional ways of forming the need for goods to achieve the desired result (Lolas, 2020). Collaboration occurs without the assumption that all involved parties share the same goal, emphasizing the social dynamics, resource exchange, and mechanisms governing the overall process (Cui & Osborne, 2022). This framework aids in exploring the role of marketing communications in shaping the social meaning of goods by including seemingly peripheral parties, thereby highlighting the social dynamics and mechanisms governing the overall process.

Ethnographic research on the importance of marketing communications in shaping consumer behaviour was conducted in Poland 2021. These studies combined observational methods, structured interviews, photo, video and text fixation. This kind of research reflects an understanding of the relationship between "what people do" and what people "say they do" (Gensler et al., 2013). These ethnographic studies have been valuable in defining the role of Internet marketing communications. For example, it was possible to communicate with consumers and discuss what products they need, observing the perception of Internet content in social networks. In addition, data were collected on how information provided through various marketing communication channels to obtain information about the importance of certain products in everyday use helped to shape the feeling of need/lack of need for these products. This made it possible to collect data from manufacturers of goods (plastic windows), promotion channels and feedback, which confirms the analysis of the multi-stakeholder environment in this document (Table 1). The dataset for this study consists of participant observation in 60 locations using 350 photographs, 170 screenshots, 1460 video clips, and 55 movies. Online participation and observation were conducted on the following social networks: Facebook and

Instagram. Data collection also included blogs and websites. Photos and comments on Facebook and Instagram were collected and analysed. The information is summarised in the research database. While spending the days, a detailed understanding of how marketing communications for the image and dissemination of information about the social significance of plastic windows affects the formation of the need for this type of goods was obtained. Adherence to these practices has been very valuable in understanding the impact of advertising on the formation of the market for quasi-significant goods.

TABLE 1. THE INITIAL DATA OF THE COLLECTION OF RESEARCH INFORMATION

Interviews	Observation	Internet-media
Casual consumers: 12 men 10 women	Outdoor locations: 32 consumers	350 Photographs 170 Screenshots
Media users: 9 filmmakers; 2 content makers; 3 IT specialists	Indoor location: 13 Business offices; 4 Private homes	1460 Video ad 55 Movies
Managers: 5 team managers; 3 mentors; 4 business consultants	Events: 11 exhibitions	Websites: 119 Websites screenshots
	Online: 30 social network sites	Following: 140 blogs

The data set was supplemented by 38 recorded and transcribed structured interviews, which provided valuable information about the importance of installing plastic windows in their homes and allowed them to determine the degree of importance of this product among other social goods (including necessities). Participants were randomly selected. Each

interview lasted an average of 30 to 45 minutes and included a framework of questions that formulated several main themes and sub-questions tailored to the interview. Conducting interview analysis involved coding and software processing (using the SPSS program) of the received data. Both were organised and analysed using keyword selection and searching

Measurement scales. The marketing communication channel was identified from the point of view of the consumer experience of using various types of media and social networks. Trust in advertising was measured using four instruments that reflect the application's perceived trustworthiness, honesty, and safety. Communication (feedback) was assessed by measuring the influence of family or friends on respondents' evaluation, decision-making, ideas, attitudes and understanding of the importance of the product (plastic windows). A five-point perception scale of service quality was used to assess trust, relevance, and product need. We also measured social relevance from the point of view of what benefits the consumer will have as a result of purchasing the product

III. KEY PARTS OF THE MANUSCRIPTS

According to the data in Table 2, we can state that the composite reliability (CR) for each of the constructs exceeds 0.71 with an average extraction variance (AVE) more significant than the permissible value of 0.5 and a maximum common squared variance (MSV) in the range from 0.23 to 0.58, suggesting that the convergent validity of the data was established.

TABLE 2. RESULTS OF CONVERGENT AND DISCRIMINANT VALIDITY TESTS

Designs Actual load	Designs Actual load	CR	AVE	MSV	1	2	3	4	5	6	7	8	9	10	11
Social Networks	0.639–0.842	0.850	0.655	0.222	0.809										
The value	0.680–0.836	0.852	0.591	0.372	0.305	0.769									
Trust in the marketing communication channel	0.790–0.833	0.870	0.626	0.458	0.227	0.549	0.791								
Safety of the application	0.876–0.941	0.931	0.818	0.069	0.263	0.108	0.100	0.904							
Communication (feedback)	0.775–0.868	0.863	0.678	0.250	0.382	0.274	0.391	0.233	0.823						
Importance of the product	0.656–0.818	0.862	0.558	0.458	0.271	0.465	0.677	0.082	0.350	0.747					
Social relevance	0.676–0.785	0.858	0.547	0.350	0.204	0.353	0.592	0.130	0.495	0.550	0.740				
Benefits	0.711–0.791	0.869	0.571	0.393	0.291	0.509	0.473	0.197	0.500	0.449	0.591	0.756			
Usability	0.764–0.825	0.871	0.629	0.596	0.227	0.516	0.508	0.084	0.463	0.482	0.537	0.627	0.793		
Behavior aspect	0.814–0.870	0.887	0.724	0.596	0.271	0.610	0.554	0.114	0.498	0.483	0.453	0.520	0.772	0.851	
Advertising	0.846–0.911	0.948	0.784	0.222	0.471	0.263	0.173	0.062	0.340	0.161	0.157	0.220	0.268	0.390	0.885

ANOVA was conducted to analyse the cause-and-effect relationships of marketing communication through dependent and independent variables between subjects. Results revealed a significant main effect of advertising on the forming perceived need of a product (plastic windows) ($M = 13.88, SD = 6.66$), $F = 57.78, p < .001$. Also, the analysis data show significant consumer trust in reviews and recommendations in social networks ($M = 13.64, SD = 6.65$), $F = 81.14, p < .001$. Furthermore, it was found that social networks are a marketing communication channel capable of generating interest in the product ($M = 11.95, SD = 5.94$), $F = 79.56, p < .002$, Partial Eta Squared = 0.032. Based on this, we

confirmed that product information generates interest in this product ($M = 18.24, SD = 4.82$), $F = 62.57, p < .043$, Partial Eta Squared = 0.039. The emergence of a need for goods leads to a willingness to buy this product ($M = 13.68, SD = 6.82$), $F = 84.39, p < .002$, Partial Eta Squared = 0.018. (Table 3).

TABLE 3. DATA TEST OF THE BETWEEN-SUBJECT EFFECT

Dependence of Evaluation Criteria	Mean Square	SD	F	Sig.	Partial Eta Squared
Advertising → Perceived need	13.88	6.54	57.78	0.001	0.072
Social networks → Trust in reviews	13.64	6.65	81.14	0.001	0.011
Social network → Interest in the product	11.95	5.94	79.56	0.002	0.032

Dependence of Evaluation Criteria	Mean Square	SD	F	Sig.	Partial Eta Squared
Product need → Information	18.24	4.82	62.57	0.043	0.039
Need for the product → Willingness to buy	13.68	6.82	84.39	0.002	0.018

Our research data emphasise how the social quasi-significance of goods is formed with the help of marketing communication. Consumers, receiving additional information about the product and its importance, feel the need to own it and confirm their willingness to buy it. Of course, such factors as income and the degree of financial freedom of the consumer can influence the desire to buy quasi-significant goods. We did not analyse the influence of these factors on the creation of the significance of goods through marketing communication channels. The main emphasis of our study was on the perception and formation of consumer needs.

Observing and evaluating the effectiveness of marketing communication leads to determining the extent to which the correct construction of a communication strategy can ensure the existence of demand for socially quasi-significant goods. It can also determine barriers and opportunities for overcoming communication shortcomings.

Such information helps any product manufacturer understand whether marketing communications are achieving their goals and implementing the communications strategy is moving in the right direction. The company can achieve goals through communication, such as increasing product awareness, consumer satisfaction and loyalty, and brand recognition.

Today's producers of public goods often consider marketing communication only as a pro forma promotion without reimbursement. The research showed that a carefully developed marketing strategy can bring companies significant financial results, long-term growth and a stable position in the market.

The advantages of marketing communication in the creation of socially conscious goods are: increasing consumer confidence; formation of interest and demand for goods; readiness to buy goods by consumers; effective communication with consumers and better targeting of online communication tools; consistency not only with marketing goals but also with business goals, marketing strategy and employee loyalty; makes it easier for marketing staff to understand the impact of changes on individual marketing processes.

IV. CONCLUSIONS

There are several significant findings of the study that are worth noting. First of all, it was established that marketing communications play an important role in forming the social quasi-significance of goods. A positive image, created with the help of a marketing strategy and spread through communication channels, will lead to a positive outcome of the decision to purchase goods. Content-rich and persuasive advertising can effectively deliver informational messages to potential consumers. Advertising is an effective tool for raising awareness and building brand image among social media users, especially for new products and services. Similarly, company-generated content enables effective social product promotion,

while user-generated content allows users to share their experiences with other consumers freely. As a platform for content creation and distribution, social media can reach a large pool of potential customers in an influential, cost-effective way.

Second, it was found that the image of the company created through marketing communications has a direct relationship with trust in the brand. This finding is consistent with past research that suggests a favourable brand image can increase consumer trust in a service provider and its brand. It is also interesting to find that the level of feedback communication moderates the relationship between brand image and perceived confidence. High involvement in touch is necessary to increase trust after the favourable formation of his vision. At the same time, reviews are often considered a reliable, inclusive, objective and non-commercial source of information. It was found that reviews and sharing of previous experiences strongly and positively affect perceptions, intentions and willingness to buy.

Finally, it was established that the perceived quality of services has a direct and indirect relationship (mediated by perceived trust and perceived value) with forming the social significance of goods (Kalynets & Krykavskyy, 2022). This finding shows that product quality is one of many predictors of satisfaction. Perceived trust and value are equally important in influencing customer satisfaction.

Therefore, the results suggest that companies should invest enough resources in advertising and communication on social networks to improve their brand image and create consumer demand for this product. Using various advertising and social media strategies, they should take full advantage of both advertising and social media communication to create a positive brand image. These include speeding up promoted content and enabling real-time chat features to make communication more interactive, personal, and compelling.

Future research may consider adopting a qualitative approach to obtain information on other factors that may significantly impact the formation of the social significance of goods for consumers. Therefore, future research should refine and retest the model with a larger, more diverse global sample of research participants and factors influencing product purchase decisions.

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