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ПЕРСПЕКТИВИ РЕАЛІЗАЦІЇ І ПРАКТИКА ДОТРИМАННЯ МАРКЕТИНГОВИХ СТАНДАРТІВ В УКРАЇНІ ТА ЄС

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Впровадження маркетингових стандартів у практику діяльності вітчизняних підприємств пов'язано із необхідністю формування у країні сприятливих умов для участі у міжнародній співпраці, виходу на міжнародні ринки, співпраці з іноземними інвесторами. Розглянуто особливості впровадження маркетингових стандартів в Україні та ЄС. Досліджено практику дотримання таких стандартів у нашій державі та країнах Євросоюзу. Систематизовано підходи до стандартизації та визначено основні перспективи подальшої інтеграції нашої країни у європейський простір. На основі вивчення практики впровадження маркетингових стандартів у ЄС запропоновано алгоритм формування моделі розвитку маркетингових стандартів ЄС в Україні.

Ключові слова: маркетингові стандарти, Європейський Союз, інтеграція, практика дотримання стандартів, імплементація.

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PROSPECTS OF IMPLEMENTATION AND PRACTICE COMPLIANCE WITH MARKETING STANDARDS IN UKRAINE AND THE EU

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In the presented article the prospects for implementing marketing standards in Ukraine and the EU are examined. Investigated the practice compliance with such standards in our country and the EU. Systematized approach to standardization and the main prospects for further integration into the European space.

It is determined, that implementing marketing standards in the practice of domestic enterprises is connected with the necessity of forming the country's favorable conditions for participation in international cooperation, access to international markets, and cooperation with foreign investors. Implementing marketing standards in Ukraine and the EU are examined. To standardizing mostly belong high-tech products and related products such as cars, computers, audio and video equipment, etc., as well as products from the category of luxury, focused on the emotional and imaginative perception (perfume, clothes, jewelry). In addition, standardized strategies and advertising campaigns are more effective when the product has a utilitarian purpose and advertising information or the attractive features of the product closely associated with the national peculiarities.

A procedure for transition to EU marketing standards is suggested, taking into account the fact that marketing standards do not affect the regulatory process technology and production techniques, they are different in different countries, corresponding to national

standards. They regulate only the basic, fundamental aspects that affect the formation of the marketing policy of the company, displaying the results of marketing and communication policy of the company.

Based on the new understanding of the role and place of standardization in the marketing activities and successful implementation of EU standards by creating appropriate institutional environment, the attention is accented on marketing standards which may be an important factor in the formation of a market economy model, contribute to the achievement of sustainability development and establishment of equivalent relations between the trading partners in the common market.

The algorithm of formatting a model of EU marketing standards in Ukraine is suggested, taking into account the introduction of the practice of marketing standards in EU. The potential barriers to the implementation of EU marketing standards in Ukraine, which are presented as a SWOT-analysis of standardization policy in terms of its adaptation to the EU are analyzed.

In conclusion the main directions of implementation of international standards (create an international image of the product, reducing development costs and production of advertising, accelerating simultaneous entering the markets of different countries, improving the efficiency of voice as the benefits of a product or service are equally perceived in any country and supported by identical positioning) are indicated and is determined that the use of marketing standards – is a kind of tactical tool for promoting products to overseas markets and is seen as the willingness of the state to reform and integration into the world economic community.

Key words: marketing standards, European Union, integration, practice compliance with standards, implementation.

General formulation of a problem and its connection with important scientific and practical tasks. Among the priorities of foreign policy of our country is its entry into Europe, establishing Ukraine as an important economic partner and membership in the EU. Of course, the question of integration of Ukraine, like other countries, is at the intersection of determining existing opportunities and threats of the process, but is characterized by a pronounced strategic dimension. With acquisition of membership in CE Ukraine largely got around the level of accordance to the first of the Copenhagen criteria [1]. But the question of achievement the level of compliance with standards and criteria related to economic development and competitiveness of production in Ukraine is more difficult. The implementation of priorities, each covering a large number of specific measures relating primarily to standardization and licensing systems, conformity assessment, metrology and accreditation, has to ensure the solution of this question. Considering the high level of versatility and potential of Ukraine, the further activation in the direction of European interaction actualizes the questions about the future prospects of implementation and compliance with marketing standards of practice in Ukraine and the EU.

An analysis of the last researches that have started a problem solving. The issue of research of implementation features and compliance with marketing standards of practice is investigated in the works of many national and foreign researchers. An important contribution to the study of the formation of the European Economic Area and integrate it in Ukraine, as well as standardization features made such scientists as P. Haidutsky O. Pavlyuk, Ivan Tavlyuk, S. Yatsyshyn. They analyzed the regulatory basic of Ukraine and the EU, highlighted the main differences in process of standardization, defined measures to further integration of Ukraine and the EU, and noted major differences in marketing standards.

A formation of article's aims. The aim of the presented article is to study the prospects of implementation and compliance with marketing standards of practice in European countries and Ukraine.

A main research material presentation and a full substantiation of received scientific results. Researching of practice of compliance with EU marketing standards and determining prospects for their introduction are becoming more relevant for Ukraine. This reinforced the need for sustainable economic growth and overcoming the current trend of gradual impoverishment of the population, opportunities to participate in high culture of efficient market economy and rising to a certain level of its economy. As you

know, the EU is one of the large-scaled, solvent innovative markets that are willing to fill such countries as Japan, USA, China, Brazil, India, Russia and others. According to P. Haidutsky, innovative production in the EU exceeds 75 %. This potential attractiveness of European integration has been reached by nobody yet. EU – a territory of highly innovative economy. Average GDP per capita in the EU is almost eight times higher than in Ukraine, and 2.5 times – than in Russia [2].

So the following European guidelines provide domestic marketing standards with appropriate vector of development, and holding to certain requirements – new opportunities for the revival of certain industries, provide the opportunity to create additional comparative advantage on the market in a globalized economy. A major step in deepening the position of trade relations between Ukraine and the EU was the agreement on free trade area (FTA), which contributed to the convergence of the domestic economy to the European standards, adapting it to EU policy and expanding presence in the Ukrainian market of new EU member states.

The intention to integrate Ukraine into the European space indicates implementation of the Law on the approximation of Ukrainian legislation to EU norms, according to which, in 2015, Ukraine has canceled about 15 thousand. NSSs of Soviet Union and took about 2.7 thousand technical standards that are harmonized with European and international. At the same time also adopted as national standards some ACAA for some groups of industrial goods, which make it possible to export them without additional certification to the EU [5]. It is almost 2 times more than all the previous 10 years, but not enough to reach the required level of harmonization (8 th., Or 80% of current European standards) for associate membership in the EU.

The existing principles of integration of the domestic economy help to define sustainable development direction, provide an opportunity to solve specific tasks in a certain period of time, considering the interrelation of internal and external factors that contribute to the creation of competitive advantage. Summary of the authors on different approaches to the characteristics of the EU integration made it possible to identify signs of Ukraine's integration into the EU and isolate place in this system of marketing standards (fig. 1).



Fig. 1. The standardization system and signs European integration of Ukraine [2, 3, 11]

Thus, the system of marketing standards determines the existence of certain features of the integration of Ukraine into the EU and provides an opportunity to ensure the proper use of established economic conditions and create strategic competitive advantages. The presence of certain signs is urgently necessary condition for integration, and their distribution in production (with the use of EU standards or their harmonization) – sufficient factor in this process. The prospects of Ukraine's integration should lead to obtaining a certain result in industrial and commercial, social and other spheres, without which integration is difficult to achieve. However, we believe that an important (especially in conditions of deepening economic crisis) is the awareness of opportunities and the likelihood of the challenges for the national economy during the integration. The neglect of strategic targets and objectives that were very important in the initial phase of integration, as experience shows, have contributed to the technological

backwardness of many industries, environmental degradation and falling social development, the use of non-market methods of government support, etc. [3].

However, based on the new understanding of the role and place of standardization in marketing activities and successful implementation of EU standards by creating appropriate institutional environment, they are marketing standards that may become an important factor in the formation of a market economy model and contribute to the achievement of sustainability development and establishment of equivalent relationships between trading partners the common market. At the same time we note that international standards and EU standards are the driving forces behind the creation of innovation and increase the competitiveness of the EU as they provide an opportunity to remove trade barriers and increase the safety of products for consumers. Constantly the work that is related to the conduct market surveillance and safety products, safety and free circulation of industrial goods, capital and labor to facilitate business relations through the implementation of important principles of global openness and transparency, consensus and technical compliance, is making [4].

Despite the fact that the first steps towards harmonization of standards in marketing of our country has already been made, it should be noted that there are fundamental differences in approaches to standardization in Ukraine and the EU (tab. 1).

Table 1

Approaches to standardization in Ukraine and the EU

1	Sign of standardization	Ukraine	EU
2	Key administrators of creating standards	governmental authorities	market
3	Parameters of product safety and monitoring their compliance with standards	governmental authorities	governmental authorities
4	The authorities that are developing standards	governmental authorities	The market participants: consumers associations, SMEs, producers associations, environmental activists, etc.

Along with the difference of approach to standardization, in our opinion, there are barriers on the speedy implementation of some EU marketing standards at enterprises of Ukraine:

- Firstly, the unwillingness of the state to change the system, in particular, there is need for training auditors, accreditation of laboratories;
- Secondly, the introduction of safety at enterprises of food chain;
- Thirdly, it is difficult to overcome the resistance of workers to change their minds in the direction of customer orientation.

Given the above, in theory, to develop a system of marketing standards, scientifically substantiate indicators – technical task, but turn them into effective mechanism – is difficult. Usually getting our country certificate of conformity is a marketing move to promote products. In the Ukrainian reality there is weak enough system of monitoring compliance with standards, and generally not a certificate should be the main goal, but the control system aimed at optimizing costs, which will help improve product quality, and will increase sales. In this aspect, we agree with I. Tavlyuy that “for production of good quality it is necessary to move the focus directly on the process and all the key elements: suppliers, employees, production equipment, production facilities, a warehouse of raw materials and finished products, waste and so on.” All these elements can lead to the appearance dangerous factors in the product: ill employee is a source of biological hazards for foods (viruses, bacteria), threadbare filter in an equipment – will lead to the emergence of commodity of physical dangers and others like that. All this is to systematically identify and control. Therefore, domestic enterprises are introducing mandatory risk analysis, the Hazard and Critical Control Point (HACCP) [5].

Current prospects for implementation EU marketing standards in Ukraine are primarily related to the necessity of forming the country's favorable conditions for participation in international cooperation, access to international commodity markets, cooperation with foreign investors, etc., which requires an examination of practices implementing marketing standards in the leading countries the world and the EU.

For example, in the US in 1911 Association of Advertising Club of America presented the first code, which showed the problem of misleading advertising. It was the basis of the first laws on the advertising of many states. In 1920 the Bureau was to improve business practices, operating so far at both the local and the national levels. In those same years, developed the Code of Advertising Practice of the American Association of Advertising Agencies (the so-called “Four A” – American Association of Advertising Agencies, AAAA). In 1940's “Four A” gained approval “Program of mutual exchange of advertising.” In 1971, representatives of the American Association of Advertising Agencies, the American Advertising Federation, the Association of national advertisers and improvement of business practices met under the National Council for monitoring of promotional activities. During the meeting they developed the basic principles and principles of the National Council for the observation of promotional activities, functioning now. Jury appointed by the Council designed to settle disputes, disassemble complaints seek a ban and the removal of unfair advertising. Today the American Association of advertising agencies unites more than 400 companies with more than 1,000 branches in the US and 375th 55 other countries. Association members gain for over 80 % of all national advertising sales. The Association has its own fund, money of which is spent on subsidies for scientific research in the field of advertising. Research Committee “Four A” has been studying public opinion research of perception of advertising products, monitoring new trends regarding the form and content of advertising and provides data on the size of the advertising market. In addition, the “Four A” coordinates the activities of advertising agencies aimed at developing ethical standards of advertising. Association developed “Standards of services provided by advertising agencies”, “Standards of advertising agencies”, “Creative Code”, “Code of Ethics advertising during political campaigns”, standard forms of contracts for advertising. These documents are supported by leading American firms and adapted in many countries. They are widely used in advertising practice. Like the US, advertisers formed similar associations in other developed countries [6–9].

In the UK, major self- regulation organization of advertisers is Commission on Advertising Standards (Advertising Standards Authority – ASA). With the participation of British organizations codes of advertising and sales promotion have been developed. Codes have no direct legal power. In the role of censors are the media. Victims of unfair advertising can submit complaints to the ASA. Once a month the Commission publishes its decisions, which are widely quoted by the media. In the case if the complaint is recognized as fair, advertising agency risks its reputation and loss of customer trust [6, 8].

Organization that assumed the role of leader in the advertising self-regulation in Europe is the European Advertising Standards Alliance (EASA). A. Gray, CEO of EASA, defines the place and the role of self-regulation in advertising: “Self-regulation works if supported by most firms sector and is the norm in most EU countries. Thus the laws of the country must leave space for self-regulation (ie, not all aspects of the law should restrict some aspects need to leave to regulate industry standards). Self-regulation – is a part of EU policy. It should establish clear rules”. European network of self-regulation which is coordinated by EASA, provides self-regulatory organizations to ensure a consistent approach, demonstrating awareness of social responsibilities advertising industry. The document, developed by the organization (“Guidelines on self EASA”) actually became the basis for the development of self-regulatory standards for advertisers of all European countries. This organization is reactive, that is – fast, free and independent in making decisions on complaints; provide services to consumers and businesses; sanctions (suspension or modification of display advertising). It should also be active, that means to consult, provide training and promote awareness; monitor current practice with the Directive. Self-regulatory organization has a “playing field” for fair competition and help to identify good business practice. EASA – European alliance of advertising standards. It brings together 34 Self-Regulatory Organization in 32 countries (in Europe such exists in almost all EU countries) and 16 industry organizations, advertisers, advertising agencies, media (TV, radio, print media, outdoor advertising, direct marketing, digital media), e-retailers and sponsors [6, 9].

NGOs advertisers in other countries are also working actively. For example, in Germany – the Association of advertising agencies, in France – Federation of advertising agencies, in Sweden – Swedish federation of advertising agencies and so on. Many organizations have their own print media.

Every national advertising usually relies on the Consolidated ICC Code of Advertising Practice and marketing communications, which reflects the cultural, commercial and legal traditions. New edition of 2006 sets high standards of commercial communications that promote the efficiency of international markets and achieve substantial benefits for consumers [7, 8].

In 2010, the European organization of self-regulation received 53,442 complaints about 29,524 ads. For comparison, in 2005 55,305 complaints were received, in 2006 – 49070 complaints, in 2007 – 49,921 complaint, in 2008 – 56,864 complaints, in 2009 – 56,281 complaint. Thus the most complains are about misleading advertising. Also, consumers worried about taste and decency, social responsibility, safety and health and so on. All European national codes of advertising practice support the idea of gender equality and respect for people. The differences that were found in the rules reflect different cultural values and social traditions that exist within the EU and Europe in general. That is why self-regulation rules often appear as a default to the same management standards that provide guidelines – how to do to get a quality product. [6]

Modern marketing system in Ukraine is a complex interacting community of advertising and marketing agencies, research and consulting firms, manufacturing companies, specialized NGOs, media and other institutions that contribute to the promotion of products, development of new brands and effective development of the national business [9, 10].

It should be noted that, in accordance with marketing standards ISO20252, there are certified more than 300 companies worldwide, specializing in market research, among which only one is Ukrainian. In 2011, Bureau Veritas Certification Ukraine conducted the audit whether the company Taylor Nelson Sofres Ukraine (TNS) meets ISO20252 requirements.

This company is one among other TNS companies that is included in the Kantar Group, research division of global advertising and communications holding WPP. Code of Conduct and Ethics defines the following ethical standards in marketing and PR: 1) support honest relationships with clients and colleagues; 2) preservation of confidential information and trade secrets; 3) the use of methods that do not humiliate other participants in PR-activities; 4) professional cooperation with other members of the Association for the purposes of the Code [10].

Further work on the compliance with certain EU marketing standards and successful integration into the European space can provide domestic customers with following benefits:

1. *A wide range of imported products at lower prices.* Now all imported EU products must pass inspection for compliance with Ukrainian standards. Therefore, firstly, the manufacturer or importer bears the additional costs which he lays in the price of products. Secondly, because of the existing barriers, not all European manufacturers are willing to spend time and money for the sake of getting on the Ukrainian market. When these barriers are eliminated, Ukrainian consumers will have more qualitative European products at lower prices [11].

2. *Manufacturer guarantees the safety of products.* According to European regulations, manufacturer is fully responsible for products safety. In Ukraine, even the seller can be prosecuted for improper quality goods, although he is only an intermediary between producer and consumer. Thus, there is no any existing responsibility for those who tested these products on behalf of the state. There is the principle of "no-fault responsibility" in EU marketing standards: it is the producer himself who must prove his innocence [11].

In addition to consumers, there are some benefits of implementing EU standards for domestic manufacturers:

1. *The opportunity of entering the EU market.* Today, in order to export industrial products to the EU, Ukrainian producer has to pass the test of its products and obtain a certificate of quality in one of EU countries. This results in considerable costs for domestic producers, increases the value of its products, so

he becomes less competitive in the European market. After Ukraine harmonizes its legislation and standards with European ones and concludes the relevant agreement with the EU, producers will receive all the documents and certificates in Ukraine significantly cheaper and easier, and will be able without any additional checks to sell it in the European Union [11].

2. *Uniform and consistent product requirements.* Nowadays in Ukraine, there are rules that are often outdated and contradict one another: for example, along with the technical regulations, sanitary rules and regulations and regulations on health and safety can also be applicable to products. Ukrainian entrepreneurs actually cannot make products that fit the bill. In addition, it does not only lead to overregulation of the business environment, but also creates scope for abuse of the licensing and supervisory authorities. There is a single regulatory regime in EU: one product may be subjected to one or more directives that cover a variety of aspects of the production, but any additional requirements exist. As a part of its commitments to the EU, Ukraine should remove all duplicate or conflicting requirements for products and harmonize their legislation and standards with EU requirements. Manufacture will have clear requirements instead of many uncoordinated ones. This will be a major step towards deregulation and will improve the investment climate [11].

3. *Ability to develop business of delivering certification services.* In Ukraine, there are ten accredited laboratories where manufacturers can obtain documents that their products were tested and comply with the EU standards (quality certificates can only be obtained in one of EU countries). When regulatory environment harmonizes, there will be opportunity not only to test products, but also get certificates of compliance in Ukraine. This service will be relevant not only to Ukrainian companies, but also for Chinese, Latin American, especially for those who want to enter the European market [11].

It should also be noted that marketing standards do not affect the regulatory process of technology and production techniques, they are different in different countries, acceptable by national standards. They regulate only the basic, fundamental aspects that affect the formation of the marketing policy of the company, display of marketing results and communication policy of the company. Most countries use a consistent scheme of transition to EU marketing standards (fig. 2).

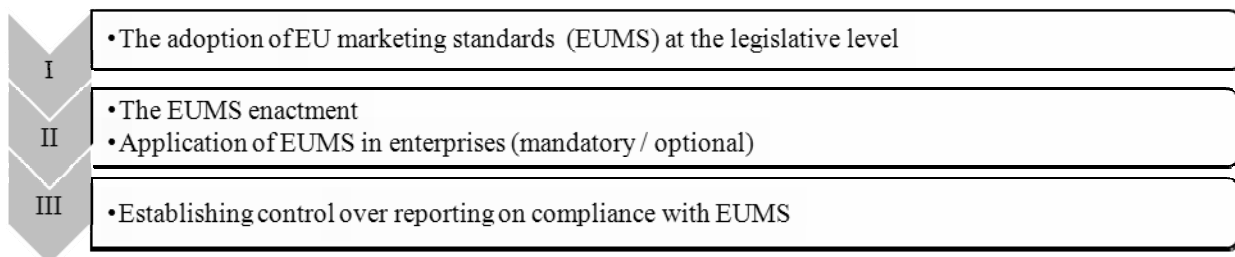


Fig. 2. Phased chart of transition of country to EU marketing standards [6, 8]

Current conditions of adapting marketing standards of Ukraine to EU demands require to consider theoretical principles of integration and the presence of certain internal circumstances, including the following: low competitiveness of most domestic products, imperfect mechanisms of state regulation, inconsistent economic reforms, internal circumstances, ignoring the experience of European Union integration.

The study of these problems is a prerequisite for accelerating the process of harmonization Ukrainian standards with the EU standards.

In deciding to what extent advertising campaign can be standardized, experts in the field of advertising will certainly take into account the features peculiar to specific commodity categories on the local market. Some products are more suitable for standardization, namely high-tech products and related products such as cars, computers, audio-visual equipment, etc., as well as products from the category of luxury, focused on the emotional and imaginative perception (perfume, clothes, jewelry). In addition, standardized strategies and advertising campaigns are becoming more effective when the product has a utilitarian purpose and its advertising is informative or the attractive features of the product are closely

associated with the peculiarities of national character. It is easier to standardize advertising campaigns in markets with a close level of economy. Instead, campaigns for food and beverage practically are not subjected to standardization as traditions and eating habits are closely related to national culture. Furthermore, it appears that it is easier to standardize the advertising of a new brand than the old and famous one. In the markets the old brand exists at different stages of its life cycle, which leads to incompatibilities of different advertising campaigns.

Based on the above, we propose the procedure for the formation of EU standards in Ukraine (fig. 3).

Under the proposed model of EU marketing standards in Ukraine, the successful implementation of these standards at the enterprise level depends on key factors outlined below.

- Clear purpose. The company must be aware of the basic goals that are to be reached as a result of the introduction of EU marketing standards: to export products to the European market, to increase the number of customers, to reduce operating costs etc.
- Support for guidance. The role of top officials is crucial. In this respect it is important for the head not only to decide when to start the work, but also to take active participation and support throughout the project.
- A detailed plan of standards implementation. There should be assigned responsible persons and limits of their responsibilities, timing and resource requirements.

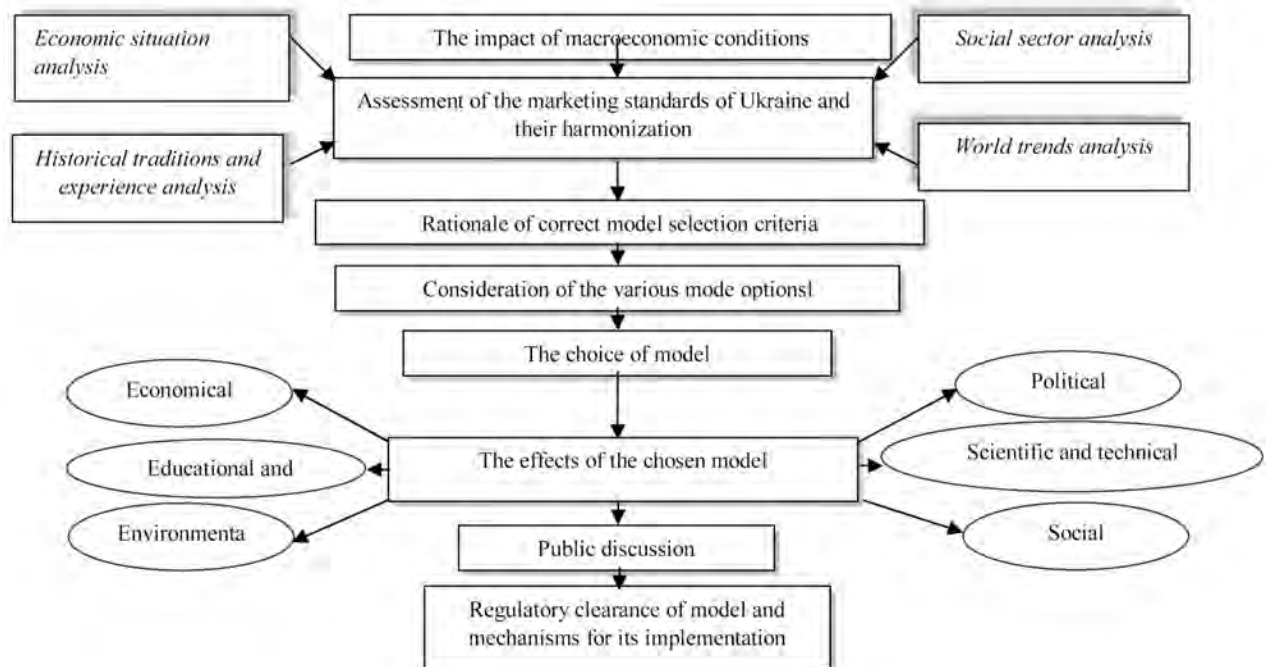


Fig. 3. The procedure for forming a model of marketing EU standards development in Ukraine

- Ensure the planned human, financial resources, time.
- Identification and evaluation of the project (standardization) results according to the goal.
- Monitoring the implementation of and compliance with the targets of the project.

While implementing EU marketing standards, EU protectionist direction should be taken into account along with the positive experience. The desire to maximize its strategic priorities stimulates the process of adaptation to the European model and at the same time increases the threats and risks from the introduction of the model, which are identified by using SWOT-analysis (fig. 4).

During the development of the individual elements of EU standards, it is appropriate for domestic enterprises to proceed with consideration of those elements as a balanced system of measures and mechanisms of state influence on production that are based on the triune approach and ensure the implementation of economic, environmental and socio-cultural functions.

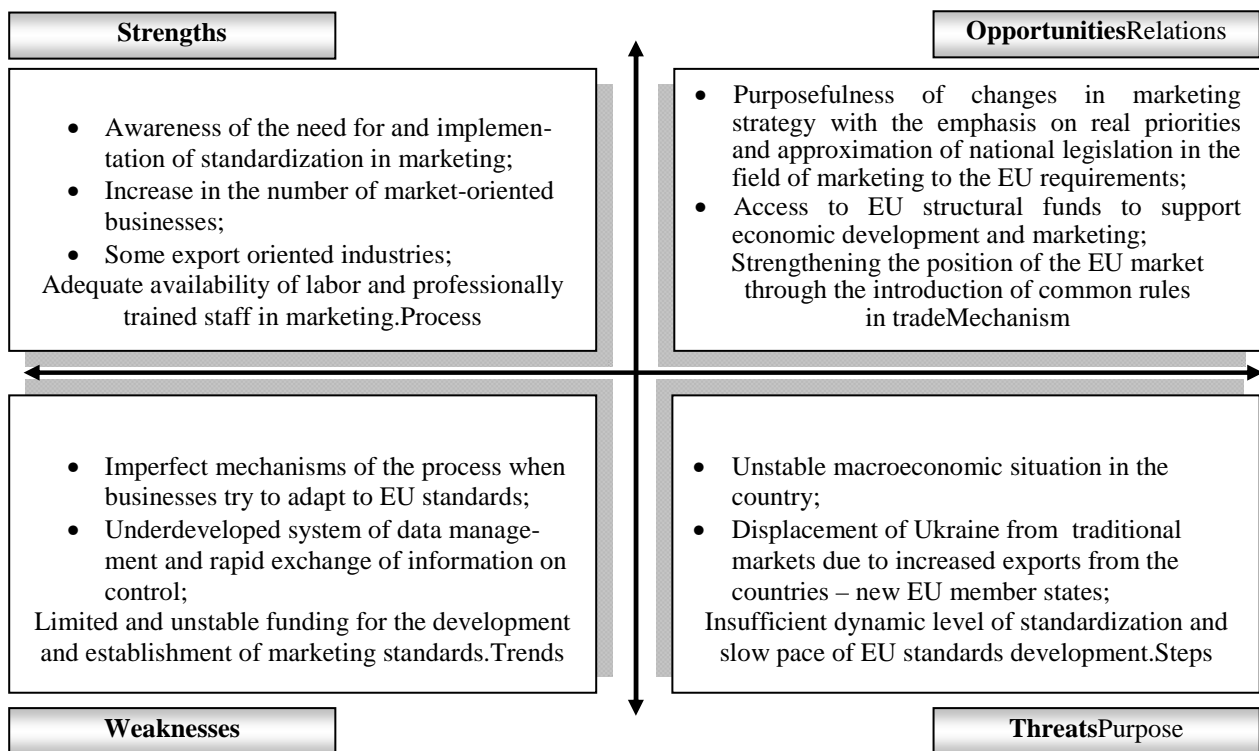


Fig. 4. SWOT-analysis matrix of standardization policy in terms of its adaptation to EU

Conclusions and perspectives of further researches. Since Ukraine is a part of Europe and is in the process of integration into the world economic space, the transition to the EU marketing standards is imminent. Implementation of EU marketing standards is primarily aimed on: creation of an international image of the product; reducing the cost of development and production of advertising; acceleration of simultaneous entering the markets of different countries; improving the efficiency of advertising impact as the benefits of a product or service are perceived equally in any country and supported by identical positioning. Thus, the use of marketing standards is a specific tactical tool for promoting products to overseas markets and is seen as the willingness of the state to reforms and integration into the world economic community.

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