



## **KAPITEL 3 / CHAPTER 3<sup>3</sup>**

### **IMPROVEMENT OF THE MARKETING ORGANIZATION IN THE FIELD OF SERVICE PROVISION**

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#### **Introduction.**

In today's world, where competition in the field of service provision is becoming more and more fierce, effective marketing organization is a key success factor for enterprises. Improving marketing strategies and approaches allows not only to attract new customers, but also to retain existing ones, which is especially important in the context of growing consumer demands. The field of services, which covers a wide range of activities — from tourism and hotel business to financial and consulting services, requires innovative solutions and adaptation to a rapidly changing market environment. Considering this, improving the organization of marketing in the field of service provision is an important direction of research and practical implementation for enterprises that seek to maintain competitiveness and adapt to new market conditions. The topic is relevant not only from the point of view of increasing the efficiency of business processes, but also in the context of growing requirements for service quality and customer experience, which is a critical success factor in the modern business environment. The purpose of this study is to analyze and develop effective approaches to improving the organization of marketing in the field of service provision, taking into account modern market trends, digital technologies and changes in consumer needs. The research is aimed at identifying key problems and challenges in marketing activities, identifying innovative tools and strategies that contribute to increasing the competitiveness of enterprises in the service sector, as well as developing recommendations for improving interaction with clients and optimizing the processes of service promotion. In today's fast-changing world, companies must be ready to adapt their marketing strategies. This may include responding to new trends, changes in legislation, as well as taking into account socio-economic factors that influence consumer behavior. Achieving this goal will allow businesses to adapt their marketing

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strategies to rapidly changing market conditions, provide higher quality service, and increase customer satisfaction.

The relevance of the topic of improving the organization of marketing in the field of service provision is due to the need for enterprises to adapt to new conditions arising as a result of globalization, technological progress and changes in consumer preferences. Modern consumers are becoming more and more demanding, which requires from companies not only high quality services, but also an individual approach, speed of response to requests and effective communication.

In this context, it is important to investigate the existing problems and challenges faced by enterprises in the service sector, as well as to identify opportunities for improving their marketing activities. This will not only increase the competitiveness of companies, but also ensure a high level of customer satisfaction, which in turn will contribute to sustainable business development. This work will consider the main aspects of marketing organization in the service sector, as well as offer practical recommendations for its improvement. In modern conditions, the service market is becoming an increasingly important sector of the economy, its share is growing both nationally and internationally. The field of services covers a wide range of activities — from banking and transport services to IT solutions and consulting. In connection with the strengthening of competition, growing demands of consumers and rapid development of technologies, the organization of marketing in the field of services needs constant improvement. Changes in consumer behavior, in particular the tendency to use online services and an individualized approach, significantly complicate the process of promoting and selling services. In addition, modern digital technologies, such as artificial intelligence, big data (Big Data) and CRM systems, open up new opportunities for improving marketing strategies, which makes them an effective tool for meeting customer needs.



### **3.1. Theoretical aspects of marketing in the field of services**

Marketing in the field of services is an important component of modern business, as services make up a significant part of the economy of many countries. The theoretical aspects of marketing in this field cover a variety of concepts, models and strategies that help businesses effectively interact with consumers and satisfy their needs.

Marketing in the service sector can be defined as the process of planning, implementation and control of marketing activities aimed at meeting the needs of consumers through the provision of intangible products. Unlike product marketing, which focuses on physical products, service marketing focuses on aspects such as [1]:

1. **Intangibility:** Services cannot be physically perceived or stored, which complicates their promotion and evaluation by consumers. This requires special attention to the creation of impressions and emotions that services evoke in customers.

2. **Inseparability:** Production and consumption of services often occur simultaneously. This means that the quality of service directly depends on the interaction between the service provider and the consumer.

3. **Variability:** The quality of services may vary depending on many factors such as time, place and person providing the service. This requires companies to implement quality control systems and staff training.

4. **Inseparability:** Consumers are often involved in the service delivery process, which can affect their perception of quality. This highlights the importance of customer relationship management.

Successful marketing in the service sector requires an understanding of the specifics of these characteristics and the development of appropriate strategies that take into account the needs of consumers and the specifics of service provision.

#### **Basic concepts of marketing in the field of services**

In traditional marketing, the emphasis is on the 4Ps (product, price, place, promotion). In the service sector, three additional elements are added to these elements: people (personnel), processes (the process of providing services) and the physical



environment (the conditions in which services are provided). This allows for a more comprehensive approach to marketing management in this area (Table 1).

**Table 1 - Presentation of elements of marketing 7P for services**

Elements of marketing	Detailed description
Service quality management	An important aspect is the provision of high quality services, which requires the implementation of standards, a feedback system and continuous improvement of processes. Models such as SERVQUAL help assess service quality from a consumer perspective.
Customer Engagement	The importance of building long-term relationships with customers is becoming increasingly apparent. CRM systems (customer relationship management) allow companies to better understand the needs of their consumers and tailor their offerings to their expectations.
Innovations in services	Continuous implementation of new technologies and innovations in the process of providing services can become a competitive advantage. This includes the use of digital platforms, automation of processes and the introduction of new forms of service.

*The table was developed by the authors*

Thus, the theoretical aspects of service marketing encompass a wide range of concepts and strategies that help businesses effectively meet the needs of their customers[2]. Understanding the specifics of services, their characteristics and features of interaction with consumers is key to successful implementation of marketing strategies in this dynamic and competitive field (Table 2).

Table 2 illustrates the key differences between service and product markets that affect marketing and management strategies.

**Table 2 - Peculiarities of service markets**

Feature	Market of services	Market of goods
Intangibility	Services cannot be physically perceived or stored.	Goods are physical products that can be valued.
Inseparability	Production and consumption occur simultaneously.	Production and consumption can be separated.
Variability	The quality of services may vary depending on many factors.	The quality of goods is usually stable and standardized.
Inseparability	Consumers actively participate in the process of providing services.	Consumers usually do not participate in the production of goods.
Duration of consumption	Services are often consumed within a short time.	The goods can be stored and used for a long time.
Quality management	Requires constant monitoring and feedback.	Can be standardized and controlled at the production stage.
Innovations	Innovations are often associated with technological changes in service delivery processes.	Innovations can be related to products, packaging or marketing.

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### **3.2. Challenges and problems of marketing in the service sector for Ukraine in 2024**

In 2024, Ukraine continues to face numerous challenges in the field of marketing services, which are caused by both internal and external factors. In an environment of constant change caused by war, economic instability, and social transformation,



businesses must adapt their marketing strategies to remain competitive and meet consumer needs.

One of the biggest challenges for the marketing of services in Ukraine is the economic instability caused by the war and its consequences. Many businesses, especially in the field of tourism and hotel business, suffered significant losses due to the decrease in the flow of tourists and vacations. For example, hotels in Kyiv, which previously had a stable income from international tourists, are now forced to adapt their offers for the domestic market, offering discounts and special packages for Ukrainians. This requires new marketing strategies that take into account the changing target audience.

Competition in the service industry has also increased as many businesses try to find new ways to attract customers. This requires companies to implement innovative solutions and creative marketing strategies. For example, in the field of education, online courses and webinars have become popular because they allow people to acquire new knowledge without having to leave their homes. Companies that provide such services must actively promote their programs through social media and other digital platforms to reach their target audience.

In 2024, social responsibility becomes even more important to consumers. Brands that demonstrate their support for the Ukrainian economy and society receive recognition and loyalty from consumers. For example, companies that actively support charitable initiatives or offer discounts for military personnel and their families may attract more customers. However, it also puts pressure on other companies to find ways to demonstrate their social responsibility, even if their resources are limited.

Thus, marketing in the field of services in Ukraine in 2024 faces numerous challenges that require flexibility, innovation and adaptation. Economic instability, changing consumer preferences, growing competition, technological challenges and social responsibility - all these factors are creating a new reality for enterprises that provide services in Ukraine.

Successful companies in the face of these challenges must be ready to adapt quickly. For example, many businesses in the field of beauty and health have begun to



offer online consultations, which allows them to maintain a connection with customers and provide service even in difficult conditions. This not only meets new consumer preferences, but also demonstrates an innovative approach to service delivery[3].

Digital platforms have become key tools for marketing services. Social networks such as Instagram and Facebook allow companies to interact with consumers, promote their services and receive feedback. For example, many restaurants use Instagram to post photos of their dishes, which helps attract new customers. At the same time, companies must be prepared for negative reviews and be able to respond effectively to them in order to maintain their reputation.

In 2024, there is a growing interest in supporting local business. Consumers increasingly choose the services of local companies, which contributes to the development of the local economy. Brands that focus on their local affiliation and uniqueness can gain a competitive advantage. For example, shops that offer goods from local manufacturers can attract customers who want to support the Ukrainian economy[4,5].

So, marketing in the field of services in Ukraine in 2024 faces numerous challenges, but also opens up new opportunities for innovation and adaptation. Businesses that can quickly respond to changes, implement new technologies and demonstrate social responsibility will have a better chance and demonstrate the use of digital technologies, including online platforms, social media and mobile applications in the marketing of services (Table 3).

Table 3 illustrates how different digital technologies can be used to improve service marketing and customer interaction. Digital technologies such as online platforms, social media and mobile applications are significantly changing the way services are delivered and interact with users. Online platforms provide 24/7 service availability and user-friendliness, allowing data collection and consumer behavior analysis. Social media, on the other hand, provides the opportunity to reach a wide audience and provide quick feedback, which contributes to effective advertising campaigns and interaction with customers. Mobile apps offer ease of use and personalization, making them ideal for ordering services and managing finances.

**Table 3 - Use of digital technologies**

Digital technology	Description	Advantages	Examples of use
Online platforms	Platforms for providing services via the Internet (eg websites, online stores).	24/7 availability, user-friendliness, data collection capability.	Online courses, booking platforms (hotels, flights).
Social media	Platforms for interaction with users (Facebook, Instagram, Twitter).	Wide coverage of the audience, the possibility of direct communication, quick feedback.	Advertising campaigns, publication of content, interaction with customers.
Mobile applications	Applications for smartphones that provide access to services and information.	Ease of use, personalization, offline access.	Applications for ordering food, booking services, managing finances.

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In general, the successful use of these strategies requires careful planning, analysis and adaptation to changing market conditions, which allows companies to effectively achieve their goals in the promotion of services.





## **Conclusions.**

Conclusions and proposals for improving marketing activities in the service sector may include the following items. Regular market research to identify consumer needs and preferences [6]. This will make it possible to adapt service offers in accordance with changes in consumer behavior. Implementation of the latest technologies, such as artificial intelligence and automation, to improve customer service and optimize internal processes. Development of individual offers for customers based on their preferences and history of interaction with the company.