INTERNATIONAL MARKETING AS AN EFFECTIVE TOOL OF INCREASING ENTERPRISE COMPETITIVENESS

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The main features of international marketing as a tool to increase the competitiveness of the enterprise are considered in the article.

Crisis phenomena of today's economy, long reforms of national production, the formation of a new information society and the emergence of information processes in the economy have led to the fact that future economic growth becomes possible only if the introduction and coordination of modern marketing and management tools for fuller implementation of foreign economic relations of the state, accurate consideration of production needs for domestic and foreign sales, coordination of export opportunities and import needs, providing for the production of competitive products, strengthening the impact on the international division of labor, international specialization and internationalization of production and, consequently, improving foreign economic activity.

Thus, the development of marketing of international production and the movement of entrepreneurial capital cause uneven growth of economic potential of individual countries and regions. The transfer of production to certain countries leads to the fact that the shares of different groups of countries in the location of world industry do not coincide. Competition between TNCs distorts the system of international relations between the world economy.

International marketing of exports and imports are two barter transactions, through which each country is organically connected with the external environment. These are components of the reproduction process, which must pass through foreign trade in order to ensure the stable creation, distribution and consumption of national GDP. The effect of international marketing of barter transactions or another country can get based on the scale of production. Foreign trade may not necessarily be mutually beneficial for all actors in the world market.

Keywords: marketing, international marketing, marketing tools, tools of international marketing, globalization

Introduction. Today, marketing activities have a significant impact on the overall competitiveness of the enterprise in the market and is an important factor in the implementation of foreign economic activity.

Marketing in a global sense can be considered a "philosophy" of business, which combines not only science but also art. In today's world it is impossible to imagine an enterprise in which there is no marketing activity. It can be described as the creative activity of the enterprise, which provides a close relationship between producer and consumer.

Marketing activities assess the needs of consumers and, based on the assessment, form practical measures to meet them. In a competitive environment, the role of marketing is growing, the purpose of which is to ensure the management of all activities in the enterprise, which is associated with the sale of products to the final consumer [10].

In connection with the growing internationalization of production and the strengthening of international interdependence of countries in the world market, international marketing is becoming increasingly important. This is a form of marketing, which consists in the organization of the management system of production and sales activities taking into account the economic situation in the world, trends in the internationalization of the world economy, relations between different countries and features of foreign economic relations. Marketing is an important catalyst for foreign economic cooperation.

Analysis of basic research and publications.

Marketing in the international arena is very complex because it covers not only sales but also other areas of activity of the enterprise, including production, research and development, supply, finance and more. In addition, it requires a deep understanding of the socio-
economic and national-cultural conditions prevailing in the country where the company intends to operate. There are differences in distribution channels, methods of transportation and storage, legislative and legal support, customs regulations.

Significant scientific contribution to the concept and methodology of international marketing was made by such well-known foreign and Ukrainian scientists as: B. Berman, J. Evans, P. Kotler, O. Azaryan, A. Mazaraki, T. Tsygankova, P. Chernomaz and others.

It should be noted that the processes of globalization and integration are changing marketing tools, accelerating digitization and giving a new impetus to the study of this issue.

**Meta.** The purpose of the work is to highlight the features of international marketing and its tools to increase the competitiveness of the enterprise.

**Матеріали та результати дослідження.**

A significant difference between international and domestic marketing is the ability to choose a market or exit it. In international business, entering a foreign market is not mandatory and the task of marketers is to determine the most effective foreign market for the company, the time of its appearance and the time of successful exit from it.

The study of the international marketing environment takes into account the profound changes associated with the internationalization of the world economy and foreign trade, with the changing relationship between major exporting countries, increasing the number of countries providing currency convertibility, the gradual opening of new markets - CIS, Eastern Europe and others. An important task is to determine the economic condition of the country and the potential for consumption of goods and services. To justify the feasibility of entering the foreign market, it is necessary to clearly define the goals and objectives of international marketing. This is the share of total sales in foreign markets of one or more countries according to the nature of their economy, culture, political climate and so on. The attractiveness of the country will depend on the type of product, geographical factors, income level, population and other features.

Thus, the main prerequisites for the emergence and development of international marketing are:

- independence of the world community;
- international and national legislation;
- excess of supply over demand, i.e. saturation of goods and services of individual markets;
- availability of national currency systems;
- developed competition of commodity producers;
- developed market infrastructure;
- growth of living standards of the population of many countries, respectively - increase in demand for food, clothing, furniture, machinery, computers and other durable goods;
- the desire of national and transnational companies to expand foreign markets;
- market behavior of consumers in most countries of the world;
- development of international cooperation in the production and provision of services.

The modern concept of international marketing presupposes a comprehensive study of the world market situation, in particular changes in the field of social needs caused by:

- development of world trade;
- scientific and technological progress and relevant structural changes in the economy;
- the ratio of forces and positions of world market participants;
- use of market information to develop new types of products that can meet the needs of the world market, which is changing dynamically;
- substantiation of optimal methods of exit and organizational forms of the company's presence abroad and creation of business alliances for effective expansion of foreign markets;
- adaptation of domestic marketing strategy to the conditions of the foreign market environment, in particular the organization of production and sales in the conditions of international division of labor, specialization and cooperation in order to achieve the maximum commercial effect.

All this means that international marketing as marketing outside the country where the company is located, has a clear subject of study - the conditions for successful business in other countries. International marketing is designed to reflect the peculiarities of the relationship of purchase and sale of goods and services and investment activities in non-traditional types of crops for the company. In addition, bearing in mind the role played by national characteristics in international marketing, which often require a significant differentiation of the concept of marketing in foreign markets, it is legitimate to talk about the selection, study and development of international marketing as an independent scientific field.

Modern scientific literature does not provide a single definition of "international marketing". Among the available ones there are several approaches to the interpretation of the theoretical meaning of the term, each of which reflects its essence and provides a description of marketing activities in foreign markets. In particular, international marketing is determined by:

- by analogy with internal marketing as marketing of goods and services sold abroad;
- as a set of marketing activities necessary for the successful entry and operation of the entrepreneur in the foreign market. Formed in the process of studying the demand, supply and development trends of target markets in order to develop competitive goods and services;
- as a system of planning, implementation of control and analysis;
- as a system of measures, a set of actions necessary to study consumer demand, supply and major trends in foreign markets in order to influence and adapt to them. This approach best reflects the essence and main purpose of international marketing.
as the activities of international firms; as a philosophy or way of thinking; as a necessary condition for the successful operation of the enterprise in foreign markets and the implementation of effective foreign economic policy.

Since international marketing is based on national marketing and has a similar structure, the main purpose of international marketing is also to meet the needs of foreign consumers by creating more competitive goods and services in target foreign markets. This, in turn, is the key to the successful entry of the company into foreign markets and the expansion of international activities in order to achieve the goals of the company in it.

International marketing is a specific phenomenon, an organic subsystem of the general sphere of marketing relations. This is a system of organizing the activities of the subjects of the production sphere, which helps to optimize the functional connection of production goals and current needs of foreign consumers. Thanks to it, it is possible to achieve optimal business performance - profits, profitability, technical and resource support, wages and more. In other words, international marketing is an important condition for establishing effective feedback between supply and demand internationally, and is a kind of guarantee that the manufactured products, having passed all stages of the production process, will find its way to the final consumer abroad. The term "international marketing" refers to the activities of international enterprises, the scope of production and commercial activities of which extends to foreign countries.

Thus, international marketing is an effective tool in achieving a stable competitive position of the company in the foreign market, which contributes to a balanced and effective policy of internationalization. At the same time, the peculiarities of international marketing activities depend on the reasons for the company's entry into the foreign market, as they mainly form the motives for international activity.

References

Птащенко О.В., Зима О.Г., Костіна К.С., Лаврінченко М.В. Міжнародний маркетинг як дієвий інструмент підвищення конкурентоспроможності підприємства

У статті розглянуто основні особливості міжнародного маркетингу як інструментарію підвищення конкурентоспроможності підприємства. Кризові явища економіки сьогодення, тривали реформи національного виробництва, формування нового інформаційного суспільства та вихід на перший план інформаційних процесів в економіці привели до того, що майбутне економічне зростання стане можливи лише за умов упорядкування та узгодження впливання особливостей сучасних інструментів маркетингу та менеджменту для повної реалізації зовнішньоекономічних зв’язків держави, точного врахування потреб у випуску продукції для внутрішньої та зовнішньої реалізації, узгодження можливостей експорту й потреб імпорту, передбаченого випуску конкурентоспроможної продукції, посилення впливу на міжнародний поділ праці, на міжнародну спеціалізацію та інтернаціоналізацію виробництва й, відповідно, підвищення ефективності зовнішньоекономічної діяльності.

Таким чином, розвиток маркетингу міжнародного виробництва та рух підприємницького капіталу сприяють зростанню економічного потенціалу окремих країн і регіонів. Перенесення виробництва в певні країни призводить до того, що частина різних груп держав у розміщені світовій промисловості не збігаються. Конкуренція боротьба між ТНК деформує систему міжнародних відносин між суб’єктами світового господарства.

Міжнародний маркетинг експорту та імпорту – це дві товарообігові операції, завдяки яким кожна держава органічно пов’язана із зовнішнім середовищем. Це схвалює відтворювального процесу, який повинен пройти через зовнішньоторговельний оборот з метою забезпечення стабільного створення, розвитку й споживання національного ВВП. Ефект від міжнародного маркетингу товарообігових операцій та чи інша країна може отримати на основі масштабу виробництва. Зовнішня торгівля не обов’язково може бути взаємовигідною для всіх суб’єктів світового ринку. Відтворювальна відкритість країни при використанні міжнародного маркетингу залежить від наявності в державі природних багатств – енергетичних ресурсів, сировини для промисловості, продовольства для населення. Рівень відтворюваної відкритості держави визначає чим вищий, чим менша величина її ВВП і забезпеченість власними природними ресурсами.

Ключові слова: маркетинг, міжнародний маркетинг, маркетингові інструменти, інструментарій міжнародного маркетингу, глобалізація