ADVERTISING AND INFORMATIONAL ACTIVITIES IN MODERN BUSINESS

ACTIVITATEA PUBLICITARĂ ȘI INFORMAȚIONALĂ ÎN AFACERILE MODERNE

CZU: 339.1:659.1 **https://doi.org/10.59295/spd2024j.87**

Olga BLAGORAZUMNAYA,
ORCID: 0000-0001-6791-5481
e-mail: blagorazumnaya@yandex.com
Free International University of Moldova
Larisa TRIFONOVA,
ORCID: 0000-0002-2080-9750
e-mail: larisatrifonova@inbox.ru
Moldova State University

Summary. *Advertising work is an integral part of the commercial and marketing activities of any trading enterprise. In the context of market development and increasing saturation of the consumer market with goods and services, advertising work takes on new significance, characterized by a number of specific features. Understanding and incorporating these features helps to activate the sales process, stimulate the sale of individual products, rationalize customer service processes through the "informational support" of all its components. The power and role of advertising have long been recognized in global business. Primarily, advertising carries information presented in a concise, artistically expressed form, emotionally resonant, and bringing to the consciousness and attention of potential buyers the most important facts and details about products and services. The most common sphere of advertising activity is trade advertising, targeting goods, trading enterprises, and services offered by these enterprises. Advertising serves as a tool to compete for market share against competitors. Simultaneously, by shaping public opinion around specific products, advertising influences the formation of consumer needs. Besides advertising, consumer demand for goods and services is also influenced by the alignment of product offerings with consumer demand, the level of disposable income, and the organization of trade.*

Keywords: *marketing, advertising, advertising activities, business, information.*

INTRODUCTION

In the modern business world, one of the key elements is advertising and information activities. This aspect plays an important role in promoting products and services, as well as in shaping public opinion about companies. Advertising not only attracts the attention of the target audience, but also actively influences its preferences and behavior. In this article, the authors analyzed the key aspects of advertising and information work in modern business and examined how these processes affect economic dynamics and relationships with consumers. Advertising and information activities of enterprises today

have become an integral part of their strategic planning and operational activities. Modern technologies and the development of Internet platforms have significantly changed the advertising landscape, providing companies with new tools to achieve their goals. From effective online campaigns to using data to personalize messages, advertising in modern businesses has become more precise and targeted. However, as the importance of advertising has grown, so have the challenges. The competition for consumer attention has led to the saturation of the market with advertising messages, which requires companies not only to have original ideas but also to have a strategic approach to the placement and distribution of content. In this context, analytics and performance measurement become critical tools for successful advertising campaigns. It should also be noted that the role of advertising is not limited to attracting new customers. It also helps strengthen brand identity and establish long-term relationships with customers. This is especially important in a rapidly changing market, where retaining loyal customers becomes a priority for the sustainable development of companies.

MATERIALS AND METHODS

In this article, to study advertising and information activities in modern business, a variety of materials and methods were used, covering both desk research and analysis of literary sources. As primary sources of data, the authors analyzed the cases of several well-known companies, which made it possible to draw conclusions about various strategies and approaches to solving business problems, identify key success factors and identify main trends in the industry. The analysis of these cases also allowed us to gain a deeper understanding of the impact of corporate culture, innovation and management on the sustainable development and competitiveness of companies. In addition, literary sources played an important role, including scientific articles and books by researchers of the advertising activities of modern organizations. A systematic review of the literature allows us to cover existing theoretical and practical approaches to advertising, as well as analyze changes in this area over time. Thus, the combination of desk research with analysis of literary sources provides an integrated approach to the study of advertising and information activities in modern business, allowing us to identify key trends, challenges and opportunities for the further development of this strategically important function of enterprises.

RESULTS AND DISCUSSIONS

Today, not a one commercial enterprise in the modern market can successfully conduct business without advertising of any kind. Each product is designed to satisfy certain human needs. A product is considered a physical product of labor produced for sale [17, p. 130]. Through purchase and sale, trade organizations bring goods to the consumer. It is well known that the buying and selling process involves the presence of two parties - the seller and the buyer, and between them - a product or service. Certain difficulties in selling a product (service) may arise in a competitive, saturated market.

The need for advertising, as an element of commercial activity, is caused precisely by competition. Advertising acts as a means of enterprises' struggle with competitors for their market share [14, p. 37]. With the help of advertising, public opinion about certain products is formed. Thus, this influences the formation of needs. In addition to advertising, the following factors contribute to the formation of needs for goods and services: compliance of product supply with consumer demand, the amount of effective demand of the population, and the level of trade organization.

Advertising creates demand for new products, ensuring their circulation and uninterrupted sales, thus boosting trade turnover [7, p. 64]. Properly organized advertising improves production efficiency and meets consumer needs by accurately informing them about product quality, properties, usage, and other details. It should also enhance the shopping experience, helping customers find and purchase goods quickly and conveniently [13, p. 36]. This accelerates sales, increases labor efficiency, and reduces costs. Additionally, advertising informs the public about trading enterprises, their services, hours, and sales methods, reducing the need for personal promotion by employees and cutting distribution costs [2, p. 56].

Table 1. Impact of advertising types on consumers

Advertising type	Tool	Impact on the consumer
TV advertising	TV spots, product placement	Wide reach, strong visual and auditory impact
Radio advertising	Radio spots, sponsorship	Auditory impact, often used in the background
Printable advertisement	Newspapers, magazines, brochures	Visual impact, local reach
Online advertising	Banners, contextual advertising, SEO	Precise targeting, interactivity
Social media	Posts, targeted advertising	High involvement, opportunity for feedback
Outdoor advertising	Billboards, signs, posters	Wide coverage, repeatability, real world impact
Direct advertising	Mailing lists, email marketing	Personalized impact, direct response
Advertising in cinemas	Videos before films	High attention, large screen, high-quality sound
Viral advertising	Videos and content shared by users	High engagement, wide distribution through social networks
Advertising on transport	Advertising posters on buses, minibuses, trolleybuses	Wide reach, mobile impact, high visibility

This table covers the main types of advertising, their tools and impact on the consumer. Each type of advertising has its own unique advantages and limitations that can be used depending on the goals of the marketing campaign. Television and radio offer wide reach and strong audiovisual impact. Online and social media enable precise targeting and instant feedback. Print and outdoor advertising remain effective for their visual impact and local reach. Direct and cinema advertising attract attention through personalization and quality reproduction. Viral advertising can spread widely via social networks. A successful advertising strategy must leverage the strengths of each channel to maximize impact on the target audience. Advertising plays a vital role in global business by presenting concise, emotionally charged information to potential buyers [6, p. 89]. Specialists like stylists, artists, designers, cameramen, and directors aid in this process. According to Moldovan law, advertising is public information aimed at generating interest and increasing the prestige of the manufacturer. Subjects of advertising in Moldova include individuals and entities who use artistic, technical, or psychological techniques to generate demand and sell goods or services [8]. Trade advertising, focused on promoting goods and services of trading enterprises, relies on organized advertising programs involving research and implementation [4, p. 63].

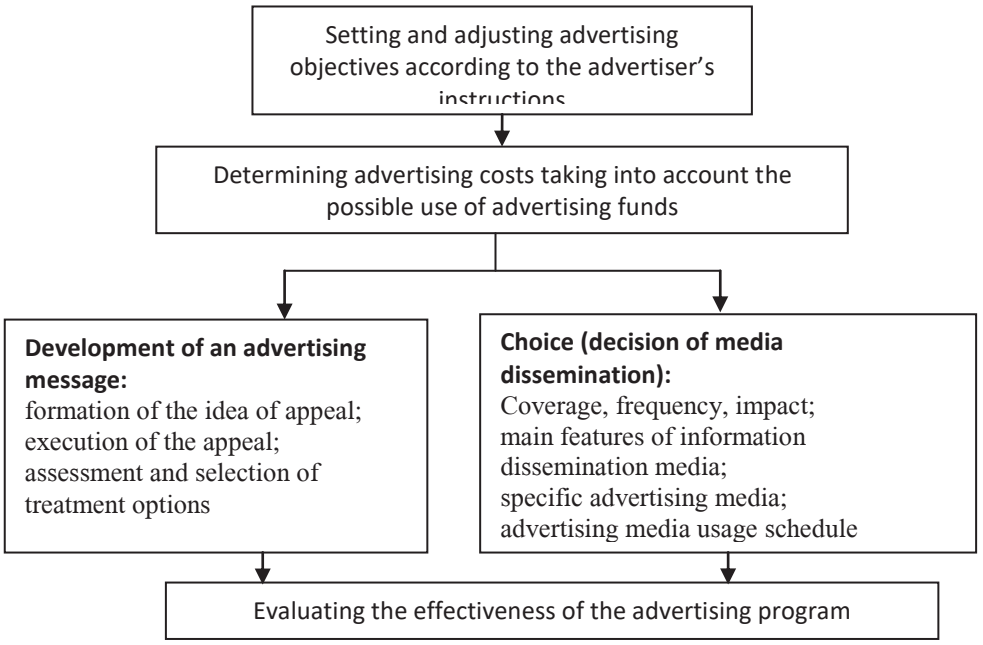


Figure 1. Sequence of development of an advertising program

In advertising creativity, the primary goal is to ensure a given impact on a specific audience in the area of increasing knowledge about the manufacturer, its goods, services, increasing trust in it, encouraging consumers to make purchases or other actions neces-

sary for the advertiser, introducing into consciousness an image and a unique selling proposition. The commercial aspect dominates the created advertising events - making a profit by all participants in the advertising process. Uniting creative workers into one division, the advertising department, allows you to maneuver in achieving your goals and makes it possible to provide comprehensive customer service using all necessary types of advertising [15, p. 62].

This allows the organization to provide customer services, analyze consumer demand, form the necessary assortment, address work shortcomings promptly, and control the advertising process at all stages of product distribution. The advertising service is crucial for commercial success, as the ultimate sale of goods depends on how well it functions. Its main objectives are to inform customers about products through various media channels, target specific groups to form potential consumers, create a positive image of the producers, increase the number of buyers through intensified advertising campaigns, stimulate purchases through consistent promotional events, provide information about points of sale, and implement silent advertising via city-wide channels. Regularly remind consumers through targeted notes in the press and other media. The main tasks of the advertising service include creating a positive attitude towards the product manufacturer to prevent consumers from switching to competitors, understanding consumer motives to tailor messages effectively, maintaining and increasing sales through promotional activities, and stabilizing the consumer base by ensuring high-quality service and bringing customers closer to the store [16, p. 72]. The advertising department also develops the corporate image and budget for advertising campaigns. Key activities include implementing advertising processes using a variety of methods, increasing employee responsibility for the entire advertising process, and using a results-based system to incentivize high-quality, effective advertising [3, p. 42]. Functions of the advertising and artistic design department involve the creative development of advertising materials, preparation of text and artistic design, and selection and coordination of advertising transmission methods and media channels. It is beneficial to have specialists within the advertising department or to contract work to specialized enterprises like film studios or printing houses [9, p. 97].

Let us present a method for distinguishing the functions of an advertiser (trade organization) and an advertising agency in the advertising process [1, p. 77]. The advertising process, the advertising agency undertakes the following basic functions [10, p. 91]: communicates with the media, placing orders in them, and controls their implementation; based on orders received from the advertiser, creates advertising products, develops plans for complex advertising campaigns and other advertising events, using the potential of both creative and technical specialists; conducts settlements with advertisers and the media; collaborates with printing houses, studios, advertising factories, and freelance specialists. In Moldova, there is a wide network of advertising agencies that have accumulated experience in conducting advertising campaigns, and the processes of forming trademarks of large commodity producers are intensifying. The interaction of a trading

enterprise with advertising agencies can be built in three directions. An enterprise can use an agency only as an executor of its ideas. In this case, if the advertising does not achieve the goals set by the advertiser, the agency has the right to decline responsibility for the unsuccessful advertising, given that it acted as a technical executor of the ideas of the trading enterprise.

In the second direction of interaction, the advertiser completely delegates all advertising work to the agency, not being interested in the advertising events it conducts, but only interested in their final results. In this case, the customer company risks the funds allocated by it for advertising its product, since advertising may not achieve its goal. This is explained by the fact that an advertising agency cannot always draw up and implement a competent program without the participation of the customer and taking into account his knowledge in the field of the advertising object.

The most preferable thing for an advertising agency and an advertiser is to carry out joint activities to develop and implement an advertising program aimed at advertising a specific object. This direction is typical for, because The company entrusts some orders to an agency (outdoor advertising). The most correct way to establish relationships between participants in the advertising process is the contractual form [5, p. 83].

The main measures to intensify and improve advertising activities include: influence of goods that most need advertising; creation of modern advertising and graphic solutions; development and creation of a corporate identity for the enterprise; organizing the release of initial advertising materials for goods (product groups); use of marketing approaches to planning the release of advertising products; constant improvement of the quality of advertising, search for new approaches to improving the artistic and graphic level; the fullest use and stimulation of the creative potential of specialists. The main means of advertising have been formed in the Republic of Moldova: advertising in the press, print advertising, outdoor advertising, advertising on social networks, etc. In parallel with advertising, other types of commercial communications were formed: publicity, traveling sales, exhibitions, direct mail advertising, corporate identity of a retail and wholesale trade, etc.

Enterprises are improving advertising processes and using modern technologies like AI. Internet marketing has skyrocketed, surpassing radio advertising in developed countries. Most large companies now promote themselves online, and online trading platforms have become major corporations offering marketing services. Online marketing is cost-effective and provides clear campaign statistics, rapidly gaining popularity among businesses and individuals. Experts predict a decline in traditional advertising in favor of online advertising. Leading western corporations now spend more on online advertising than on television. Advanced search engines have enhanced online advertising with precise targeting and market segmentation, making it the fastest-growing advertising segment [12, p. 57]. Advertising is integral to our culture, influencing people daily. Professional and effective advertising requires a scientific approach, involving communication theory, psychology, marketing, and other disciplines.

CONCLUSIONS

Advertising summarizes people's lives and enhances their experience. For years, advertising has been criticized for making people want products they don't need. Disputes of this kind: what buyers need or want are untenable. In an advertised market, this is determined by the buyer. Thus, a feature of advertising in trade is that advertising addressed to the public and retail collective buyers aims to arouse or strengthen the population's demand for certain goods and thereby induce retail organizations and enterprises to wholesale purchases of these goods at wholesale centers. Advertising, intended for the population, informs direct buyers about the emergence of new products, their advantages, helps to create demand for individual goods and, consequently, increase purchases of goods by various trade organizations and enterprises.

BIBLIOGRAPHY

1. ARENS, W.F., WEIGOLD, M.F., ARENS, C. *Contemporary Advertising*. New York: McGraw-Hill Education, 2017. 200 p. ISBN 978-1-259-54814-7.
2. BELCH, G.E., BELCH, M.A. *Advertising and Promotion: An Integrated Marketing Communications Perspective.* New York: McGraw-Hill Education, 2017. 420 p. ISBN 978-1-259-54815-4.
3. CHERNEV, A. *Strategic Marketing Management*. California: Cerebellum Press, 2018. 500 p. ISBN 978-1-936572-37-3.
4. CLOW, K.E., BAACK, D. *Integrated Advertising, Promotion, and Marketing Communications*. New York: Pearson, 2017. 280 p. ISBN 978-0-13-386633-9.
5. LAMB, C.W., HAIR, J.F., MCDANIEL, C. *Marketing.* London: Cengage Learning, 2019. 350 p. ISBN 978-1-337-40720-4.
6. ROSSITER, J.R., PERCY, L. *Advertising Communications and Promotion Management*. New York: McGraw-Hill Education, 1997. 400 p. ISBN 978-0-07-053243-6.
7. SHIMP, T.A., ANDREWS, J.C. *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications.* Atlanta: Cengage Learning, 2013. 330 p. ISBN 978-1-133-19011-0.
8. Закон Республики Молдова о рекламе №. 1227 от 27.06.1997. В: Monitorul Oficial №. 67-68 от 16.10.1997, с изменениями и дополнениями.
9. БАГИЕВ, Г.Л., АНН, Х.Ю., ТАРАСЕВИЧ, В.М. *Маркетинг*. Санкт-Петербург: Питер, 2016. 190 с. ISBN 978-5-496-02647-7.
10. БИРМАН, В.И. *Информационные технологии в маркетинге.* Москва: Юрайт, 2017. 330 с. ISBN 978-5-534-02133-2.
11. КАРЯГИНА, А.В. Коммуникативная сущность креативной рекламы. В: *Вестник Таганрогского института управления и экономики,* № 2 (26), 2017, с. 80-83. ISSN 1999-2123.

12. КОТЛЕР, Ф., КЕЛЛЕР, К.Л. *Маркетинг менеджмент.* Санкт-Петербург: Питер, 2016. 220 с. ISBN 978-5-496-02140-3.
13. КРЫЛОВ, И.А. *Организация рекламной деятельности.* Москва: Юрайт, 2018. 400 с. ISBN 978-5-534-05977-9.
14. ОГИЛВИ, Д. *Огилви о рекламе.* Москва: Альпина Паблишер, 2018. 300 с. ISBN 978-5-9614-4742-1.
15. РОМАНОВ, А.Н. *Рекламная деятельность*. Москва: Юрайт, 2017. 340 с. ISBN 978-5-534-03022-8.
16. ЧЕЛЫШЕВ, М.Ю. О рекламе, коммерческой рекламе и рекламной деятельности как о правовых категориях. В: *Вестник экономики, права и социологии,* № 2, 2008, с. 71-81. ISSN 1998-5533.
17. ЧЕРЕНКОВ, В.И. Общая теория маркетинга: текущее состояние и подходы к разработке. В: *Вестник Санкт-Петербургского университета. Менеджмент*, № 2, 2013, с. 128-135. ISSN 2411-1436.