

# Features of the market of marketing communications and their impact on the activities of fishing industry enterprises

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**Abstract.** Fisheries is one of the most important areas that allows you to obtain high-protein products of animal origin. At the level of meat, fish gives the human body the necessary protein, as well as trace elements. Fisheries is one of the important branches of the domestic economy, the main objectives of which are to meet the needs of the population in fish and fish products; to improve and expand the range of products of their processing; to ensure equal conditions of competition in the field of fisheries. Therefore, there is a need for scientific research on the study of the current state of the development of the fishing industry and the level of provision of the population of Russia with fish products. Of particular relevance are the issues of studying the market of fish products, forecasting the volume of its production for the future and the balance of its use (supply and demand), etc. The article considers the directions of marketing communications integration, analyzes the trends in the development of the marketing communications market in Russia on the basis of expert assessments. The conclusion is made about the integration of all marketing communication tools a priori for all market entities of different levels in order to achieve the overall effectiveness of their marketing activities.

## 1 Introduction

Fisheries are part of the Russian food sector, which should provide the population with protein-based food (on average, fish contains 8-27% of proteins). In addition to food properties, fish farming and fishing products are also used in other related industries, in particular in medicine, cosmetology, animal husbandry, etc. In recent years, domestic enterprises engaged in fish farming and fishing face a number of problems of a production and marketing nature and are forced to diversify resources.

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In Russia, many concepts and strategies for the development of the country's economic sectors have been developed, regulations have been approved and action plans for their implementation have been developed. The fishing industry is no exception, the active formation of which is determined by the Strategy for the Development of the Fisheries Complex until 2030, adopted in 2019 [24], which is key in the hope of improving the state of the fishery and determines the vectors of the development of the industry and the activities of economic entities. Only stable and well-established work of enterprises creates the capacity of each individual industry and determines its weight in the development of the economy of the Russian Federation.

## **2 Literature review**

For the successful implementation of the Strategy, the fishing industry enterprises need to use the market of marketing communications, which are an objective necessity, since even the most advanced and affordable products will remain without consumer attention if the enterprise "saves" on communications. The market requires enterprises not only to offer products that would most fully satisfy the needs of consumers, differ from competitors and take into account the interests of other entities, including society. Fish products should be sufficiently represented in the maximum number of mass media and other communication channels of the enterprise with its target audiences. This is due to the globalization of markets, extremely fierce competition, and not too strong or fundamental difference between some brands of goods from others.

Both domestic and foreign scientists paid attention to the study of marketing communications in general and integrated marketing communications in particular, including: S.G. Bozhuk [1], E.P. Golubkov [2], E.S. Grigoryan [3], A. Gavrikov [4], V.L. Musician [5], A.A. Romanov [6], F. Kotler [11], D. Jobber [12], C.W. Clark [13-14]. Analysis of sources has shown that in most publications integrated marketing communications are considered as a fundamentally new concept, which differs significantly from marketing communications of a classical nature.

The realities, problems and prospects for the development of fisheries are issues studied by many well-known scientists, in particular: L.S. Vinarik, A.N. Schedrin, N.F. Vasilyeva [7], V. Kholmogorov [8], G. A. Titarenko, G. L. Makarova, D. M. Dajntbegov [9], I.V. Uspensky [10] etc. In the works of these scientists, the state of fish production, the efficiency of the fishery and the prospects for the development of fish enterprises are considered. However, a review of the scientific literature and the actual state of functioning of the country's fisheries complex indicates the need for further research in this area.

## **3 Material and methods of research**

The purpose of the article is to study the main problems and trends in the development of the market of marketing communications, to determine the trends of the modern direction of communication and information trends, the feasibility of using these approaches by enterprises of the fishing industry in their commercial and economic activities.

In this study, general scientific and marketing research methods, expert assessment data, and Internet resources were used.

## **4 Presentation of the main research material**

The fishing industry occupies one of the most important places in the production of gross domestic product and plays a significant role in shaping the economic and food security of

the Russian Federation. Enterprises carry out both the primary processing of raw materials and the production of finished products. The commercial and economic activities of the industry enterprises are closely connected with many related industries and serve the entire economic complex and thereby increase the economic and strategic security of the state. Therefore, in the new geopolitical conditions, developed countries pay special attention

They consider the formation of this industry as a priority and provide it with substantial state support.

The successful functioning of fishing industry enterprises at the present stage of the development of the domestic economy directly depends on their commercial and economic activities, which make the most of the conditions created by the external environment and the opportunities arising from the internal resources of enterprises. One of the main successful factors in the development of not only enterprises, but also the industry as a whole is the use of such a universal market tool as marketing. However, most enterprises in the industry either do not fully or do not use marketing tools at all, and also passively use marketing communications tools, which exacerbates the problem of producers searching for ways of development. That is why the monitoring of the growth dynamics of the fishing industry enterprises of the Russian Federation should be carried out on an ongoing basis, which will become the basis for determining the main components of the marketing communications complex of economic entities.

The importance of the fishing industry for Russia is determined by the following facts [23]:

1. The enterprises of the fishing and fish processing industry of Russia produce annually more than 4,400. 0 thousand tons of products, of which about 40% are exported.

2. The enterprises of the fishing industry of the Russian Federation employ about 360.0 thousand people.

3. The fishing industry is a socially significant sector of the economy focused on the end user. The potential capabilities of the fishing industry enterprises in the processing process make it possible to produce a wide range of food products capable of meeting the entire demand of the domestic market.

4. About 12% of the total industrial production potential and 14.4% of production assets are concentrated at the enterprises of the industry located in 15 regions of the country.

5. The industry consists of 7 sub-sectors, has a powerful production potential.

6. The activity of industry enterprises is determined by the rapid turnover of capital, low energy intensity of production (1-3% of gross expenditures), insignificant impact on the environment and the availability of highly qualified personnel in all areas.

At the same time, the fishing industry integrates its activities with many related industries and serves the entire economic complex of the country (clusters: fuel, sewing and textile, metallurgical, machine-building, shipbuilding, forestry and woodworking, etc.).

However, despite the strategic importance of this industry for the economy, there is a clear trend of stagnation in this area from time to time.

In this case, it should be noted that one of the components of the process of market conquest is marketing communications. As evidenced by modern practice, most of the varieties of advertising are becoming less effective, and standard advertising does not cause a conscious reaction of buyers.

Consequently, the application of innovations in the marketing communications system is an extremely topical issue due to the oversaturation of the market with traditional advertising. But, based on the fact that innovation is a temporary object, the analysis of modern technologies in the field of marketing communications should be carried out using Internet resources, where information about marketing innovations in the field of marketing communications market appears in the form of blogs, analytical reports and popular articles.

It should also be noted that not all innovative technologies or the latest trends in the market of marketing communications can be extrapolated and implemented into the commercial and economic activities of enterprises of the fishing and processing industry. In addition, this can be caused by both subjective (lack of innovation - marketing vision of the company's management, insufficient level of qualification of the marketing service of the enterprise) and objective reasons (inconsistency of innovations in the direction of business activity, orientation of innovation not to the target audience of the enterprise, lack of funds, etc.).

Despite the fact that scientists working in the field of marketing communications widely use such tools as ATL, BTL and TTL in their research, it is this classification of marketing communications tools that remains the most controversial. This objectivity is primarily due to the fact that there is currently no clear distribution of tools between these groups.

For example, ATL-marketing communications (About The Line - above the line) - contribute to achieving a certain communication effect with the help of advertising messages aimed at the broad masses of potential consumers.

ATL means include printed and replicated advertising (articles, posters, booklets, posters, etc.), electronic, film advertising, outdoor advertising, public relations, direct marketing. In addition, the main types of direct marketing can be called integrated direct marketing and Direct Mail.

However, despite the fact that ATL tools create attractive images of product consumption, in practice, as a rule, they are not aimed at achieving changes in behavior.

No less significant marketing communications are represented by TTL programs (Below The Line-under the line) and are aimed at stimulating the consumer at points of sale, which include such types as:

- promotion, sampling (tastings, sweepstakes, promotions, discounts) – including bringing information about the benefits of the product to potential consumers and stimulating their desire to buy it;
- merchandising is a complex of marketing activities carried out in retail premises and aimed at "bringing" the buyer to the product and creating a favorable situation that ensures the maximum probability of making a purchase;
- advertising at points of sale helps to increase consumer awareness about the product/service, the likelihood of making a purchase and consolidating the image as a whole.

At the same time, TTL means of marketing communications, which are literally translated as "over the line", remain controversial. TTL funds refer to an advertising strategy involving both ATL and BTL funds. This strategic approach allows brands to interact with the customer at several points (for example, the customer will see television ads, hear radio ads, etc.).

This allows you to create an integrated communication approach, in which, according to the messages of several media, the perception of customers is created.

However, this approach to the interpretation of TTL means is too simplistic and is not only a combination of the two previous ones, but also has its own marketing communications tools in its arsenal, namely:

- event marketing – event marketing - promotion of goods (services, brands) to the market by creating and conducting special events (events);
- web marketing (internet marketing) is the practice of using all aspects of traditional marketing on the Internet, affecting the main elements of the marketing mix: price, product, place of sale and promotion. The main goal is to get the maximum effect from the potential audience of the site;

– marketing in social networks and publications (SMM from the English social media marketing) – a set of measures to use social media as channels for promoting companies and solving other business problems.

The emergence of social media has led to the erasure of the "risks" of the distribution of marketing communication tools, which allows you to get the maximum possible synergetic effect from their use.

Based on the processed scientific sources, a detailed classification of marketing communications has been formed (Table 1.), which is based on the identification of signs of marketing communications of their types and tools used in the process of their implementation.

It should also be noted that this approach makes it easier for enterprises to algorithmize the formation of a complex of marketing communications for various types of partnerships. At the same time, the conducted research makes it possible to clarify the essential content of the term "marketing communications complex", which makes it possible to define it as a set of means, tools, methods and practical measures of informational influence on the market, which are used in the commercial and economic activities of an enterprise to create and regulate demand for its product.

In the process of using advertising, it is necessary for creative communication to work as an aistopper. That is, a person who sees an advertising appeal should at least mentally express his passion and get involved in the process of studying it. Interactive advertising, which is a kind of advertising and information activity that makes it possible to involve a person in communication, is a long-standing and fairly stable trend. In the modern interpretation, such an effect is achieved through the use of extenders in advertising.

An extender in the field of marketing communications is an additional part of advertising communication, an advertising field that goes beyond the surface of the main carrier. The growing competition for the best advertising space, for longer communication time with the client and too high advertising density leads to a rapid decrease in the effectiveness of its influence. Thus, consumers of advertising have a stable immunity to advertising messages. But if the object goes beyond the billboard area, then it has signs of non-standardness and even uniqueness, which means it will definitely work as an aistopper, that is, attract attention.

The extender increases the total advertising area of a fixed format and highlights non-standard communication among others. Extenders can be both flat and volumetric. At the same time, it is worth noting that the volume practically does not give advantages if the billboard is focused on passengers and drivers. So, from a moving car, it is perceived as flat, although pedestrians can evaluate such a solution adequately.

The extender is mainly used where it is possible to push off from the plane of the information message. They are popular in outdoor advertising, although the imagination of marketers allows you to embed extenders in unexpected places.

Creative extenders are able to attract the attention of those who are far from the target audience, but may be the object of influence.

In the extender, enhancing the impact on the target audience, three-dimensional remote elements and light dynamics can work in tandem.

In this extender, special light reflectors and films on the surface of the helmet glass enhance the light information, making it bright and contrasting enough to be noticeable at any time of the day.

It should be noted that in Russia the process of digitalization of advertising has intensified not so long ago (video boards, monitors in retail, running lines on shelfstockers, QR codes), but this process has a steady tendency to strengthen.

Another trend that has recently manifested itself in the marketing environment is Indoor video, that is, advertising in crowded places. According to experts of the market of

marketing communications, this technology attracts the attention of almost 90% of potential buyers. The combination of digital technologies and 3D (or pseudo 3D) to achieve the maximum effect of the extender also opens up new opportunities for creativity.

Thus, we will define and characterize the main modern directions of the advertising and information trend:

- A comprehensive integrated approach to marketing communications is being updated.

- PR projects are integrated; Event marketing; direct advertising, etc.

- Creativity becomes the basis for both ATL and BTL communications, including PR projects. This challenge for the industry forces us to take a fresh look at marketing communication tools and pay considerable attention to the development of ideas.

- Building your own attractive employer brand is also an important element of working in the market of marketing communications, as well as high-quality customer service.

- Application in the activity of coolhunting (from the English – coolhunting hunting for "cool" or "cool"), a specially organized search for really unusual ideas in real life. Or, in another way, the search for vital insights relevant to the most active, modern, influential target audience.

- Coolhunting is often associated with the fashion industry, for which fishing industry enterprises also work, but it has great potential for mass markets in other categories, such as telecommunications, transport, FMCG, media - wherever there are consumers with an active lifestyle, and the results of coolhunting are useful for both multinational and local companies. Accordingly, in the marketing development of kulkhantig, interest in cool consumerism comes to the fore.

- The results of coolhunting in Russia now allow us to see the main vector - what exactly is considered Cool, that is, which values /virtues have the highest value.

- For example, one of these vectors is a trend that can be called a "search for the present." "Cool" are things or phenomena that allow you to do something important, for example, engage in volunteer activities, create something yourself for a certain category of the population (orphanages, homes for the disabled, the elderly, etc.).

## **5 Directions of increasing the formation of a complex of marketing communications in the fishing industry**

As a result of the study, 8 basic trends were found, which partially overlap with the trends discussed above, but also take into account the crisis situation that has developed in Russia over the past year. Due to the crisis situation not only in the country, but also in the market of marketing communications and enterprises of the fishing industry, these trends are becoming more in demand and sometimes acquire new content. Let's consider how possible it is to apply these trends in the formation of a complex of marketing communications by enterprises of the fishing industry.

1. Digital Marketing. The use of digital technologies and electronic devices, such as personal computers, smartphones, mobile phones, TV, game consoles, which facilitate interaction with stakeholders, is based on the formation of a marketing strategy of communications.

Digital marketing and digital advertising are currently a priority for many market participants. It should be noted that this type of marketing is quite successfully implemented by enterprises of the fishing industry. Almost all large and small enterprises have their own websites, which act not only as a source of information for potential and

regular customers, but also as an effective channel for promoting their products, as well as concluding contracts.

The desire to get results from the marketing communication tools used. In the recent period, the relevance of result orientation in their work has increased dramatically due to the difficult economic situation. In particular, the spread of sanctions and the refusal of a number of countries to cooperate with Russian enterprises have increased the cost of most marketing tools. So, the enterprises of the fishing industry face the problem of forming such a complex of marketing communications that will allow them to get the maximum effect, namely:

- Eco-symbolism. The greening of fishing industry enterprises can become an additional competitive advantage in preserving and obtaining their own consumers and attracting consumers from other segments.

- "1-to-1 marketing" – direct marketing. The enterprises of the fishing industry should strive to increase the level of partnership with their customers, especially since a significant part of them work according to schemes that use raw materials. The problem lies in the fact that such enterprises are bound by contractual obligations and deal with the main counterparty, acting in the person of both the supplier and the consumer. So, the loss of such a client can lead to the destruction of the enterprise, and on the other hand, the manufacturing company is completely dependent and must agree even to unfavorable conditions.

2. Rationality or thrift. The trend means not only the effective management of budgets and savings on everything, but also the minimization of all kinds of risks, the difference between spontaneous decisions.

3. Creativity/innovation. Both culhulting and Digital Marketing, as well as innovative marketing and innovation marketing are relevant.

The ability to generate new ideas is the most valuable quality for any marketer at all times.

4. Instant pleasure. Marketers strive for instant feedback on their communication. Accordingly, there is a need to create reliable feedback channels. The most effective is the use of digital technologies and mobile communications (SMS marketing).

5. Formation of loyalty. It is a personalized marketing tool, carried out with the help of BTL communications and technologies.

6. Viral and guerrilla marketing. Traditionally, these marketing tools belong to low-budget ones, which is especially important in conditions of a shortage of financial resources. One of the directions of guerrilla marketing is Ambient Media. Despite the fact that the term itself appeared only in 2002, today this concept is fully valid in the field of marketing communications and is defined as "non-standard advertising, in which the main emphasis is on its spatial placement. It should surprise people, penetrate into their daily lives – where traditional media has no place."

An example of the use of Ambient Media by enterprises of the fishing industry can be the design of remote storefronts in shopping centers, which would allow a potential consumer to conduct a tasting of products.

7. Additional value. Currently, it is important to give the product additional value. For the enterprises of the fishing industry, such an additional value may be the use of national symbols in the elements of their products.

8. The need to monitor the changes that occur among consumers of the company's products. It is important to talk to the consumer in his language. This is especially true for those enterprises (cafes / restaurants) that work for the individual consumer (gourmet).

## 6 Conclusions

Thus, the study identifies trends in the modern direction of communication and information trends, in particular, it was found out that the share of enterprises using complex marketing communications in their activities is increasing in the Russian communication market; emotional feedback is increasing; unexpected media are used and non-standard solutions are used in traditional media; technically time-consuming solutions are used; conceptuality becomes inherent in advertising and the complexity, it is mostly of a social nature; flash mobs are widely used; there is a blurring of the lines between offline and online communications; the social responsibility of brands is openly declared, and the like, which justified the expediency of using these approaches by fishing industry enterprises. And, consequently, modern trends in the development of marketing communications indicate their creativity and the possibility of further improvement and obtaining a synergistic effect through the integrated use of various means of communication.

**Table 1.** Detailed classification of marketing communications

Type of marketing communication	Marketing communication tools
<b>Place of origin (element of the marketing mix)</b>	
product policy	packaging, trademark (trademark), branding, catalogs
pricing policy	promotions, sales, fairs, loyalty programs, SMS marketing
promotion advertising (all types)	publicity; PR; sales promotion tools; internet
distribution policy	advertising at the point of sale; direct marketing; sales promotion tools
<b>Type of process organization</b>	
straight	direct marketing, promotions; fairs; exhibitions
indirect	advertising (all types); publicity; PR; sales promotion tools; Internet merchandising + promo + direct marketing
mixed	merchandising + promotion + direct marketing
<b>Role in the implementation of the company's goals</b>	
basic	they are selected depending on the importance for certain levels of partnership
secondary	advertising at points of sale; catalogs; flyers; SMS and Internet messages
synthetic	Branding + ATL + BTL + TTL
<b>Type of promotion (budgeting) technology</b>	
ATL	advertising in the media; outdoor; indoor; on transport; on the Internet; cinemas
BTL	sales promotion tools (intermediaries; consumers); direct marketing; guerrilla marketing, sponsorship; loyalty programs; database marketing; exhibitions; fairs, PR
TTL	event marketing; web marketing; marketing in social networks and publications
<b>Degree of integration</b>	
integrated	using the whole complex of marketing communications
non - integrated	the use of individual components of the marketing communications complex
<b>Mechanism of occurrence</b>	
deliberate	funded
unintentional	rumors; non-commercial dissemination of information; viral marketing
<b>Duration of action</b>	
one - time	flash mobs, viral marketing; SMS marketing

short-term	sales promotion campaigns
medium-term	advertising campaigns on radio and television; telemarketing; PR; loyalty programs; event marketing; web marketing; marketing in social networks and publications; sponsorship
long-term	periodic event marketing; web marketing; marketing in social networks and publications; sponsorship
<b>Direction of action</b>	
intra - company	complex of internal communications
external	to the end consumer; to intermediaries (distributors, retailers); to partners (suppliers, investors); to competitors; to contact audiences; to government authorities

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