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MARKETING DECISIONS OF RETAIL ENTERPRISES IN THE PROCESS OF MOTIVATIVE INTERACTION WITH CONSUMERS

Summary

In the context of the pervasive economic crisis, accompanied by changes in consumer sentiment and consumer behavior, the need to ensure loyalty becomes relevant. Achieving consumer loyalty by retailers is a key task within the modern concept of relationship marketing and strategy building. Of particular importance is the construction of relations within the motivational interaction of retail and consumer enterprises, which results in the formation and increase of consumer loyalty on the one hand through the use of relevant marketing tools and identify key changes in economic activity on the other.

Involvement in the purchase of services and goods with further formation and increase of consumer loyalty led to the definition of the purpose of the study – the development of a set of marketing solutions in accordance with the assessment of the results of interaction between retail and consumer.

The theoretical basis was used in the work of recognized experts in the field of marketing, management, trade, economics and psychology. The study was conducted using a set of scientific methods, including a systematic approach – to identify and analyze the relationship between the results of motivational interaction and the corresponding set of marketing decisions, matrix method – to build a matrix for evaluating the results of motivational interaction between retailers and consumers.

The set of marketing decisions is determined taking into account the location of the point, which reflects the result of motivated changes within the matrix of evaluation of the results of motivational interaction of the retail enterprise and the consumer. This approach allows you to justify the use of marketing tools based on the market situation of the enterprise.

The proposed approach to justify and make marketing decisions creates an opportunity for the retailer to increase market value by attracting and retaining customers, motivating them to deepen cooperation.

In the future, it is advisable to focus attention and devote research to expanding the range of marketing tools to influence the consumer in the online format, using within the motivational interaction omnichannel.

Keywords: trade, retail trade, consumer, motivational interaction, loyalty, matrix of evaluation of results of motivational interaction

Number of sources:11; number of drawings: 1.

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Nikulcha, V. A. (2017) Motivational interaction of the retail enterprise and the consumer. *Visnyk ChTEI KNTEU* [Bulletin of CHTEI KNUTE], vol. IV (68), pp.139–146.