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**Soloviova O.**

Ph. D. in Economics, Associate Professor of the Department of Economy and Business Technology, National Aviation University, Kyiv, Ukraine;  
 ORCID: [0000-0002-7089-0067](https://orcid.org/0000-0002-7089-0067)

**Herasyenko I.**

Ph. D. in Economics, Associate Professor of the Department of Organizing the Aviation Works and Services, National Aviation University, Kyiv, Ukraine;  
 ORCID: [0000-0002-4297-3973](https://orcid.org/0000-0002-4297-3973)

**Pron S.**

Ph. D. in Economics, Associate Professor of the Department of Organizing the Aviation Works and Services, National Aviation University, Kyiv, Ukraine;  
 ORCID: [0000-0002-1177-9588](https://orcid.org/0000-0002-1177-9588)

**Kravchenko T.**

Ph. D. in Economics, Associate Professor of the Department of Mathematical Modelling and Statistics, Kyiv National Economic University named after Vadym Hetman, Ukraine;  
 e-mail: [ktv19@ukr.net](mailto:ktv19@ukr.net);  
 ORCID: [0000-0002-1506-3595](https://orcid.org/0000-0002-1506-3595)  
 (Corresponding author)

**Vysotska I.**

Ph. D. in Economics, Associate Professor, Associate Professor of the Air Transportation Management Department, National Aviation University, Kyiv, Ukraine;  
 ORCID: [0000-0002-0646-2105](https://orcid.org/0000-0002-0646-2105)

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# DIRECTIONS OF COMMUNICATION RELATIONS DEVELOPMENT IN THE AGRICULTURAL AVIATION WORKS MARKET

## ABSTRACT

The basis of better organization of production, strengthening the competitiveness of the business entity in the market, the formation of its image in the socio-economic environment is marketing and marketing communications. The article considers the theoretical foundations of the complex of marketing communications of a special purpose airline with consumers of agricultural aviation services.

The target consumers for the special purpose airline in the market of agricultural aviation works are agricultural enterprises. This paper proposes the use of aviation method of plant protection, which is effective for both special purpose airlines and agricultural enterprises. The main component of active influence on the target market of agricultural aviation services is the marketing support of a special purpose airline. Using the «four P» and «four C» models in the development of marketing strategies, a set of marketing elements for a special purpose airline is presented and the impact of marketing communications on the activities of a special purpose airline is determined.

Each participant in the market of agricultural aviation works gets the effect only when the consumer benefits from the provided aviation services. The paper proposes a scheme of interconnection of participants in the market of agricultural aviation works, which shows the components of the effectiveness of the process of agricultural aviation works for each of its participants. Thus, marketing support for the effectiveness of agricultural aviation work is a measure carried out by a special purpose airline to attract potential consumers (agricultural enterprises) to services developed, implemented and provided in the field of agricultural aviation agricultural aviation works and aimed at attracting consumer attention and information, persuasion, reminders. ways to meet their needs and quality of services, which allows you to compare similar services, stimulate consumer demand. The scheme of realization of a complex of marketing of the airline of special purpose at performance of agricultural aviation works is developed.

**Keywords:** a special purpose airline, marketing complex, agricultural aviation works, No-Till technology, marketing communications, agricultural aviation market consumers, aviation method of plant protection

**JEL Classification:** L10

## INTRODUCTION

The choice of vehicles for cultivation of agricultural land is of particular importance in the application of modern resource-saving No-Till technology of crops cultivation [1].

The No-Till system is the smartest approach to crop production, justified in terms of ecology and economics [2–4]. This eliminates the mechanical impact on the soil, which means that it is more appropriate to use aircraft vehicles at the stage of plant protection measures.

An integrated system of protection against pests, diseases and weeds includes a set of preventive ecologically safe and economically feasible organizational-economic, technical, biological, genetic, chemical measures [5]. On average, losses of plant products from pests account for 30%, and in the period of outbreaks of pests, diseases and with

heavy weeding of fields weeds can exceed 50%, and sometimes the crop dies completely. Thus, without the implementation of plant protection measures, even on a high technical background, it is possible to obtain low quality winter wheat grain yields, only within 20–40 c/ha, while with proper protection – 70–100 c/ha. So, in this case, every third, and sometimes the second hectare of arable land, is planted by a farmer to support the life of harmful organisms. Therefore, among the technological methods of growing crops, the most important component is the protection of plants from harmful organisms. The use of aviation in agricultural production allows timely and even application of fertilizers, plant growth regulators, desiccants and defoliants, plant protection products, etc., and also prevents damage to crops that occur when using ground machinery. As a result, crop yields are rise up to 30% on cereals, and up to 25% on other crops, which makes it possible to operate agricultural aviation on a profitable basis and replenish the state budget [6].

## LITERATURE REVIEW AND TASK SETTING

Such domestic and foreign scientists as G. Czerewko, B. Szurgot [7], S. V. Mamalyha [8], S. V. Petrovska [9], G. L. Bagiev [10], N. Holovkina [12], I. O. Zhalba [13] and others were engaged in scientific research on marketing activity of enterprises, and aviation enterprises in particular.

Thanks to the research of these and other scientists, theoretical and methodological issues of marketing organization, implementation of advertising functions, use of various channels and means of information dissemination, general principles of planning advertising campaigns, etc. were sufficiently studied. Recent research on transport marketing highlights the theoretical aspects of marketing, competition, neuromarketing and advertising in the field of air transport. As for scientific works on communicative relations, the so-called concept of communications generality has recently become increasingly popular, according to which they spread far beyond advertising, sales promotion, public relations and personal selling. The idea of the communications generality today is supported by many authors, among which we can highlight G. L. Bagiev [10], A. V. Voychak and A. F. Pavlenko [14], L. Percy and J. R. Rossiter [15], E. V. Romat [16], and others. The authors identify the following sources of communications: product (quality, price, packaging, image); distribution system (direct sales, presentations, methods of trade, attractiveness, mediation, methods of sales promotion); advertising and propaganda.

However, to date, there is no comprehensive study on marketing communications of special purpose airlines in the market of agricultural aviation services.

The article aim is to study the theoretical foundations of the marketing communications complex with market consumers and determine the basis for the formation of the relationship between market participants in agricultural aviation services, considering the benefits for each participant.

## RESULTS

The use of an aviation plant protection method is effective for both special purpose airlines and agricultural enterprises. The marketing of a special purpose airline is the main component of an active influence on the target market for agricultural aviation services.

Marketing is the basis for a better organization of production, enhancing the competitiveness of an economic entity in the market, shaping its image in the socio-economic environment. In turn, the basis of marketing is a constant and systematic analysis of the market, especially customers and competitors, which allows enterprises to develop effective product and price strategies aimed at specific segments of consumers of products, using marketing communications.

Solving the tasks of effective marketing activities increases the volume of aviation work in agriculture, which increases the efficiency of the special purpose airline. The research object is the process of marketing the special purpose airline's activity. In today's context, the marketing provision of a special purpose airline is the main component of an active influence on the target market for agricultural aviation services. The development of special purpose aviation in the field of agricultural aviation works is an attractive area for Ukraine. The application of aviation method of plant protection is effective for both special purpose airlines and agricultural enterprises.

The use of a set of marketing tools requires market research and forecasting demand for the implementation of agricultural aviation works, the formation of promotional marketing information for potential customers, scientifically sound advertising planning, considering the seasonality of these works, continuous improvement of the mechanism of development and implementation of marketing incentive plans and allows you to achieve the expected results.

Promotion is a communication program related to marketing of services. The value of promotion is very important for most services, and is first and foremost to point out the benefits of using a particular service. Services are very difficult to advertise. It is almost impossible to advertise in terms of meeting needs. Very often, advertising is required to include material that helps consumers understand and evaluate services.

The peculiarities of marketing activities of airlines are determined by the type of existing market, the nature and level of demand for their products, the level of its competitiveness, other factors that characterize the market and marketing environment. Marketing activity of the special purpose airline is aimed at meeting the needs of consumers – agricultural enterprises.

Agricultural aviation is considered as one of the necessary elements of modern agricultural production, without which it is almost impossible to perform a number of important technological processes of growing many crops.

Every business is focused on making a profit. With regard to agricultural enterprises, using aviation, compared to land-based machinery, crop yields of up to 10% are observed, which is economically viable and increases the profit of the enterprise. In view of all the above, it is advisable to further develop the use of aviation in agriculture in Ukraine. For this purpose, it is proposed to use marketing tools in the field of agricultural aviation works [7].

All marketing definitions contain four basic elements that are needed for sharing. In the economic literature, they are called «Four P» of marketing or marketing complex [8]:

- production;
- price;
- place (distribution channel);
- sales promotion.

Products – anything that can be offered to the market for attention, purchase, use or consumption that can satisfy any need. It can be a physical object, a service, a person, a place, an organization or an idea.

Price – the amount of money or other value that a customer changes to own or use a product or service.

Prices are installed on the product or service must be such as to ensure sufficient flow of revenues that cover the costs of production, distribution and sales and generate profits. At the same time, the price should be affordable and attractive to the buyer. The pricing process is influenced by organizational and marketing goals, environmental factors, demand patterns, competitors' policies, etc. If the price does not match the value of the product, consumers will turn to competitors' products.

A distribution channel is an action that informs the intended customer category about a product or service, its merits, and entices the purchase. The product or service distribution system offers the use of marketing methods:

1. Direct – there is a direct contact between the manufacturer and the consumer of the product;
2. Indirect – contact between manufacturers and consumers of the product occurs through one or more intermediaries.

The choice of a particular method of marketing depends on the market conditions and strategy of the enterprise.

Sales Promotion – (Communication Policy) – All enterprise actions aimed at making a product or service accessible to a targeted customer category [9]. The promotion of a product or service is through the use of marketing communications, namely: advertising, sales promotion, public relations, personal sales, etc. All elements of the marketing mix are interconnected and should be consistent with each other.

The «Four P» model is extremely important for success, but there are other tools besides it. When doing market research, you should use the «Four C» model [10]:

- Consumer. Due to the large-scale nature of the market, particular attention should be paid to the choice of consumers for each marketing program;
- Costs. The costs of manufacturing products or services are compared with similar indicators of competitors, the costs associated with the implementation of marketing plan and bringing products to consumers, etc.;
- Competition. The marketing complex is adjusted or adapted to the competitors' activities. No marketing organization works in a vacuum. Therefore, it is important to take this into account when drawing up your marketing plan;
- Channels. That are the ways of bringing the goods to consumers: trade, mediation.

«Four P» and «Four C» models are used by businesses to develop marketing strategies. In the *Table* presents a set of

marketing elements for a special purpose airline.

**Table 1.** A set of marketing elements for a special purpose airline

Components of the model 4P	Elements of marketing
Product	Types of agricultural aviation services Quality of service
Price	Tariff for regular customers Tariff depending on the payment term
Place (Distribution channel)	Direct sales method Indirect sales method
Sales Promotion	Advertising Direct marketing Sales promotion

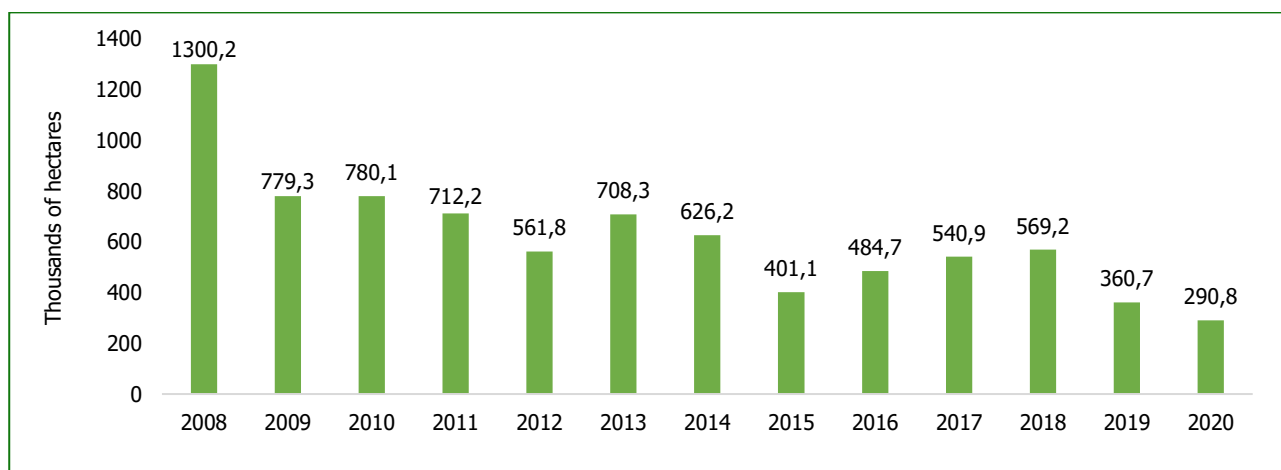
Source: developed by the authors on the basis of reference [9]

Well-planned and well-tailored marketing activities contribute to the success of the competition, as the one who maintains effective customer relationships is able to meet their needs for the cost-effectiveness and convenience of the product or service.

Theoretical aspects of defining the marketing of agricultural aviation services as an organizational complex for the implementation of all processes by the types of these services will contribute to the achievement of marketing goals by implementing the marketing policy of communications of special aviation enterprises.

The necessity of carrying out marketing activities of the special purpose airline is caused by the current state of dynamics of the volumes of cultivated areas of crops by aviation way in Ukraine.

The global economic crisis in 2008–2009 had a negative impact on the operations of special purpose airlines, which resulted in a drop in the area under cultivation by 521 thousand hectares, which was more than 40% compared to 2008 (2008 – 1.3 million hectares). To date, the situation has stabilized somewhat, but the 2008 level has not been reached. During the last 2014–2020, as a result of annexation of Crimea and hostilities in parts of Donetsk and Luhansk regions of Ukraine, the volume of aviation processing of agricultural areas continued to decline. The dynamics of cultivated areas by aviation for 2008–2020 is based on source data [11] and is presented in Figure 1.



**Figure 1.** Dynamics of cultivated areas by aviation for 2008–2020 in Ukraine, thousands of hectares (Source: developed by the authors on the basis of statistical reporting [11])

There are agricultural aviation works to protect plants from diseases, pests and weeds, desiccation of sunflower, fertilization of crops with liquid complex and loose mineral fertilizers during the growing season, foliar fertilization of crops, aviation resettlement of trichograms.

Many years of experience in the use of aircraft has shown that the aviation method in terms of biological and economic productivity is not inferior to ground, but also exceeds it.

Analyzing 2017 and 2018, we can say that gradually agricultural aviation works is increasing, namely in 2018, aviation companies cultivated 569.2 thousand hectares of agricultural land, which is 28.3 thousand hectares more than in 2017 – 540,9 thousand hectares. During the 2019 aviation companies cultivated 359.6 thousand hectares of agricultural land and during the 2020 – 290,8 thousand hectares, which shows a declining trend.

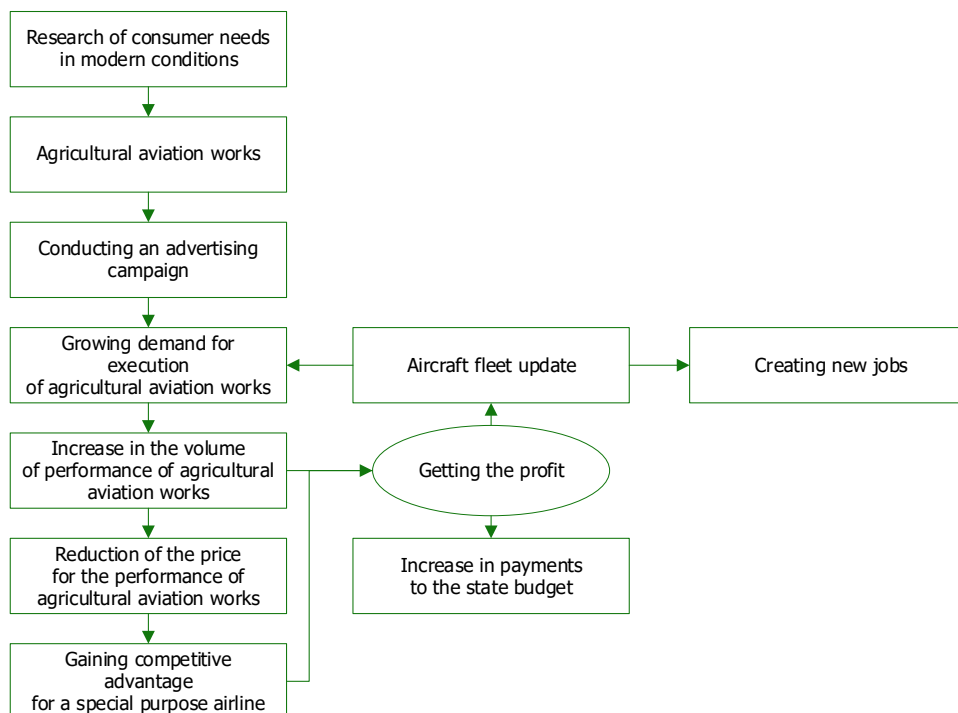
It is obvious that the main communication efforts of the enterprise (special purpose airline) are directed at the consumer (agricultural enterprises), who is the central figure in marketing goals and objectives [12; 13]. Based on the definition of marketing of agricultural aviation services is a type of management activity aimed at organizing and executing all processes by types of agricultural aviation works, from forecasting the need to perform agricultural aviation works (season), in order to ensure constant communication with the target consumers, communication as one of the its instruments should also contribute to the realization and consistency of the economic interests of the manufacturer and the consumer [17]. On this basis, the following definition of marketing communications is proposed:

Marketing communications is an interaction between the airline and consumers (agricultural enterprises), which is carried out in order to reconcile their economic interests in the process of developing and implementing the marketing complex, i.e. communications are considered as a tool for reconciling the interests of the producer (special purpose airline) and consumers (agricultural enterprises).

For airlines, the most common means of communication is advertising. Advertising is a form of communication that translates the quality of services into the language of customer needs and requests. Its purpose is to «attract» potential consumers to services in the field of aeronautical works, to inform about the variety of services, so that consumers (agricultural enterprises) will evaluate them and, if necessary, use them, choose the type of service and buy it. With the help of advertising, the attention of potential consumers is focused on the quality of services, their assortment, a positive attitude towards a particular company (airline) providing services is formed, etc.

Airlines management clearly understands the need for large-scale use of advertising as a significant factor contributing to the development of the airline market. The organization and conduct of advertising events are one of the main areas of activity of marketing services of the airline.

Therefore, advertising of transport services stimulates consumer demand. Increasing demand leads to an increase in the number of services provided, a decrease in the cost of their implementation, and a competitive advantage of the transport service. As a result, this maximizes profits, which in turn gives an increase in payments to the state budget, the creation of new jobs, updating the fleet of aircraft, etc. In addition, advertising stimulates meeting the contemporary needs of consumers. That is why the impact of advertising on airline operations can be depicted as *Figure 2*.



**Figure 2.** The impact of marketing communications on the of the special purpose airline activities

Demand for agricultural aviation works is determined by the availability of agricultural lands, land and aviation equipment for their processing, the level of tariffs for the performance of these works, the quality of services provided to consumers by the enterprises performing these works [18–20].

The main features of advertising the quality of agricultural aviation works include:

- agricultural aviation works cannot exist outside the production process and accumulate;
- the proposals of aviation works depend on the infrastructure environment, meteorological and climatic conditions;
- agricultural aviation works is associated with risks;
- agricultural aviation works represent a specific consumer value only at a certain time in a certain cultivated area;
- agricultural aviation works are affected by significant fluctuations in demand depending on the season.

Agricultural land treatment is a major agricultural aviation product. The products offered by the airlines on the market are products created by them in the process of agricultural aviation works. They are the main subject of sale. Airlines offer a specific product on the market – agricultural aviation works. Consumption of this product occurs directly in the process of its production, so the size of its supply on the market can be estimated only indirectly.

Thus, the value of the offer here can be estimated in the form of cultivated areas and flight hours of aircraft fleets operated by the airlines on a commercial basis – this is the main feature of air transport and related industries.

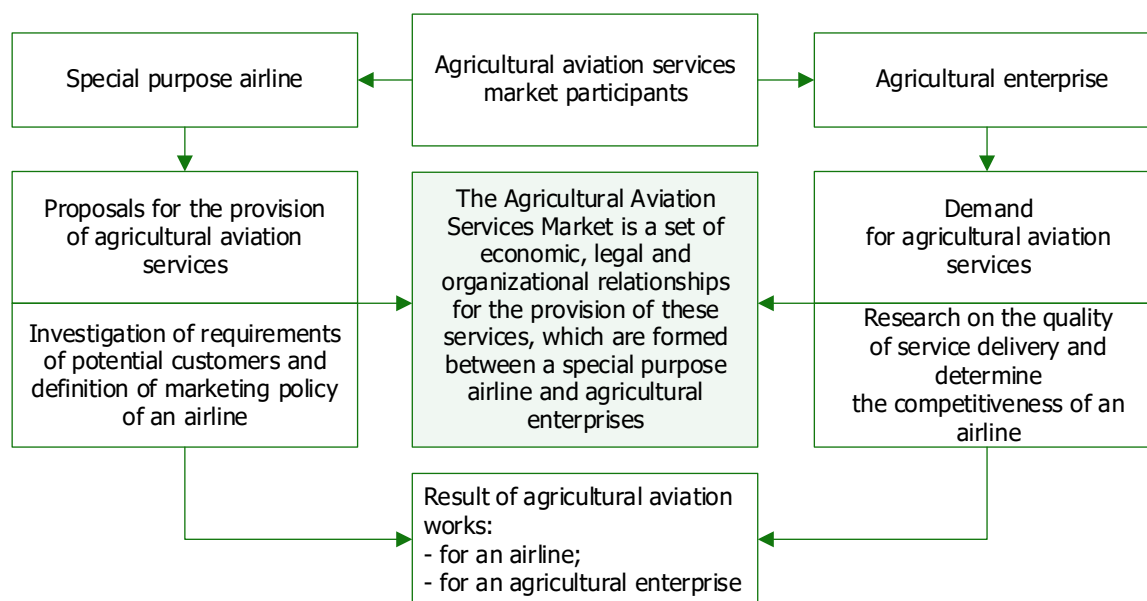
Each airline tries to maximize the profitability of its operations. The result of the performance of agricultural aviation works is, first and foremost, the effect obtained by each participant involved in the implementation of these works. The effect, obtained from the performance of agricultural aviation works, can be both tangible and intangible.

Usually, for the consumer, who pays for the transport service, the effect will be intangible and depends on the satisfaction of its benefits.

For an airline involved in performing agricultural aviation work, the effect of performing these works is usually material – making a profit.

Thus, it can be said that every participant in the agricultural aviation market will only have an effect if the consumer benefits from the aviation services provided.

We propose a scheme of interconnection of the agricultural aviation work market participants, which is presented in *Figure 3*.



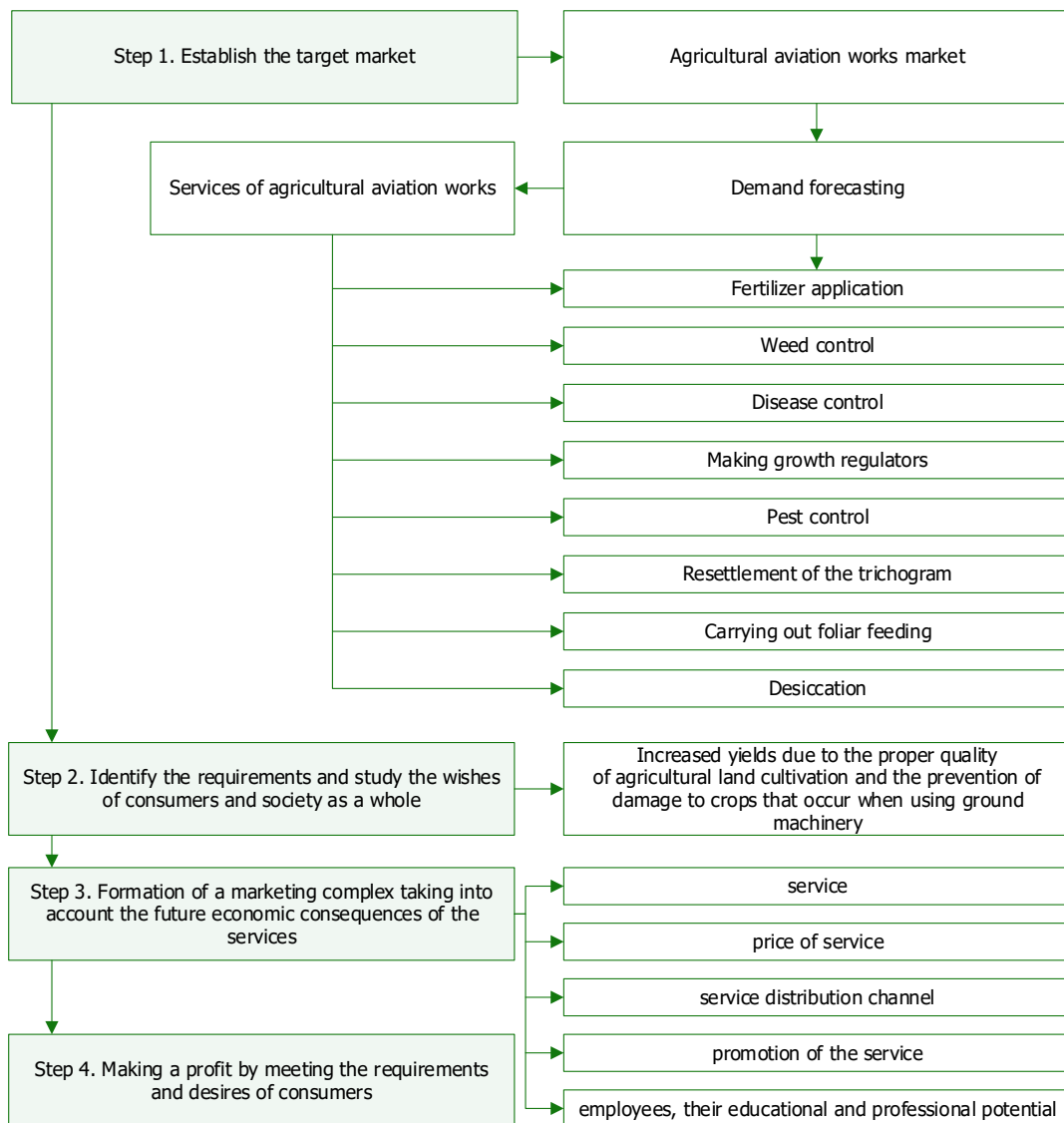
**Figure 3.** The impact of marketing communications on the of the special purpose airline activities

*Figure 3* shows that the performance of agricultural aviation works depends on many components of the process of performing these works. One of the key ones is the definition of the special purpose airline’s marketing policy. In order to

successfully market agricultural aviation services, it is necessary to somehow communicate them to potential consumers (agricultural enterprises) so that they can understand their sensitivity and benefits. This is the purpose of a set of marketing communications (advertising).

In the field of agricultural aviation works, advertising measures are purposeful informing of potential consumers of transport services, that is, commercial propaganda of consumer properties of an agricultural aviation work specific type. Thus, the marketing of agricultural aviation performance is a measure undertaken by a special purpose airline to engage potential consumers (agricultural enterprises) in services that are developed, implemented and provided in the field of agricultural aviation, and are aimed at informing, persuading, reminding and engaging consumers about ways to meet their needs and quality of services, which will allow to compare similar services, stimulate consumer demand.

The scheme of implementation of the marketing complex of a special purpose airline in the performance of agricultural aviation works is presented in *Figure 4*.



**Figure 4.** Scheme implementation of the marketing complex of the special purpose airline when performing agricultural aviation works

The marketing activities of a special purpose aviation enterprise should be carried out in order to ensure the impact on the target market through the use of a marketing complex, that is, a set of marketing methods and tools. Positioning of air services should play a major role in the special purpose airline market strategy, since it combines the analysis of the aviation services market and the analysis of competition in internal corporate analysis [21]. It is necessary to use a systematic approach, because the failure to use at least one of the tools or methods can lead to the loss of opportunities to

increase the volume of agricultural aviation work [22].

One such element is marketing information, which is collected in the course of a marketing research: any information, facts, statistics, public opinion assessments, and even confirmed and unconfirmed facts that explain the impact on the consumer of various factors. Marketing information is the initial element of marketing research, the value of which is to create the prerequisites for competitive advantage, reduce the level of commercial risk, identify and consider changes in the business environment [23].

## CONCLUSIONS

The basis of marketing is marketing research. Effectively, they can be correctly concluded: predict the market, consumers, customers, their needs to perform different types of work, and thus achieve maximum consumer satisfaction and profit for the special purpose airline.

The conducted study of communications as one of the marketing tools made it possible to define the marketing communications of a special purpose airline with consumers of agricultural aviation services. The developed scheme of interconnection of participants of the market of agricultural aviation services can promote realization and coherence of economic interests of both the special purpose airline and the agricultural enterprise.

The scheme of implementation of the special purpose airline marketing complex in the performance of agricultural aviation works reflects the essence of the marketing approach to enterprise management, characterizes it as a complex system, which allows to link the capabilities of business entities with the needs of the market and achieve advantages over competitors.

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Соловйова О. О., Герасименко І. М., Пронь С. В., Кравченко Т. В., Висоцька І. І.

## СТРАТЕГІЧНІ НАПРЯМИ РОЗВИТКУ КОМУНІКАТИВНИХ ВІДНОСИН НА РИНКУ АГРОАВІАЦІЙНИХ РОБІТ

Основою кращої організації виробництва, посилення конкурентоспроможності суб'єкта господарювання на ринку, формування його іміджу в соціально-економічному середовищі є маркетинг і маркетингові комунікації. Розглянуто теоретичні основи комплексу маркетингових комунікацій авіакомпанії спецпризначення зі споживачами агроавіаційних послуг.

Цільовими споживачами для авіакомпанії спецпризначення на ринку агроавіаційних робіт є сільськогосподарські підприємства. Запропоновано застосування авіаційного способу захисту рослин, що є ефективним як для авіакомпаній спеціального призначення, так і для сільськогосподарських підприємств. Основною складовою активного впливу на цільовий ринок агроавіаційних послуг є маркетингове забезпечення авіакомпанії спеціального призначення. Використовуючи моделі «чотири Р» і «чотири С» при розробленні маркетингових стратегій, представлено комплекс елементів маркетингу для авіакомпанії спеціального призначення і визначено вплив маркетингових комунікацій на діяльність авіакомпанії спецпризначення.

Кожен учасник ринку агроавіаційних робіт отримує ефект тільки в тому разі, коли споживач отримує вигоду від наданих авіаційних послуг. Запропоновано схему взаємозв'язку учасників ринку агроавіаційних робіт, яка показує складові результативності процесу виконання агроавіаційних робіт для кожного його учасника. Таким чином, маркетингове забезпечення результативності агроавіаційних робіт – це заходи, які здійснюються авіакомпанією спец-

призначення для залучення потенційних споживачів (сільськогосподарських підприємств) до послуг, що розробляються, впроваджуються та надаються у сфері агроавіаційних робіт і направлені на залучення уваги споживачів та інформування, переконання, нагадування про шляхи задоволення їхніх потреб та якість послуг, що дозволяє порівняти аналогічні послуги, стимулювати споживчий попит. Розроблено схему реалізації комплексу маркетингу авіакомпанії спецпризначення при виконанні агроавіаційних робіт.

**Ключові слова:** авіакомпанія спецпризначення, маркетинговий комплекс, агроавіаційні роботи, No-Till технології, маркетингові комунікації, споживачі ринку агроавіаційних робіт, авіаційний метод захисту рослин

**JEL Класифікація:** L10