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TRANSFORMATION OF THE ROLE AND SIGNIFICANCE OF MARKETING COMMUNICATIONS IN MODERN CIRCS

Abstract. The formation of marketing communications system (MCS) is one of the primary challenges in implementing the marketing concept throughout its development and practical application. The current cardinal changes in the development of productive forces (primarily, the digitalization of production processes and communications), modern trends in the transformation of consumer needs, and their integration into new media have become serious factors in the gradual transition. The purpose of this article is to research the transformation of the role and significance of the marketing communications system in the marketing complex. The results of the analysis enable us to identify modern trends in the evolution of marketing communications as a key tool for influencing the marketing entity within the target market.

In particular, this article examines the transformation of the role and significance of the marketing communications system, which is caused by a change in the marketing complex models used at the present stage. These transformations radically change the nature of the relationship between the communicator and the recipients of marketing influences from vertical communications between marketing entities and consumers to the establishment of horizontal relationships.

The author considers the global digitalization of communication processes as one of the most powerful factors determining radical changes in modern marketing. The usage of significant digital marketing communications tools and instruments radically changes the overall nature of relationships between communicators and recipients. For example, the target audience of promotional messages transfers from an object of marketing influence into a full-fledged participant in the dialogue between communicators and recipients in marketing communications.

The determination of these trends allows them to be used in further scientific research on this issue and in practical marketing activities.

Keywords: marketing communications, marketing mix, marketing communications system, marketing mix model, digital communications, vertical and horizontal marketing communications.





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ТРАНСФОРМАЦІЯ РОЛІ ТА ЗНАЧЕННЯ МАРКЕТИНГОВИХ КОМУНІКАЦІЙ В СУЧАСНИХ УМОВАХ

Анотація. Формування системи маркетингових комунікацій (СМК) є однією з першочергових цілей у реалізації маркетингової концепції протягом усього її розвитку та практичного застосування. Сучасні кардинальні зміни в розвитку продуктивних сил (перш за все, цифровізація виробничих процесів та комунікацій), сучасні тенденції трансформації потреб споживачів та їх інтеграція в нові медіа стали серйозними факторами поступового переходу.

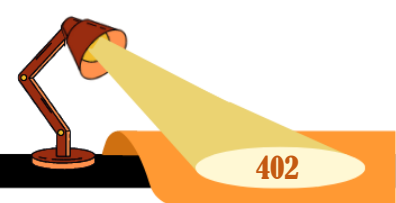
Метою цієї статті є дослідження трансформації ролі та значення системи маркетингових комунікацій у маркетинговому комплексі. Результати аналізу дозволяють визначити сучасні тенденції еволюції маркетингових комунікацій як ключового інструменту впливу на суб'єкта маркетингу в межах цільового ринку. Зокрема, у статті розглядається трансформація ролі та значення системи маркетингових комунікацій, що зумовлена змінами моделей маркетингового комплексу, які використовуються на сучасному етапі. Ці трансформації докорінно змінюють характер взаємовідносин між комунікатором та реципієнтами маркетингових впливів від вертикальних комунікацій між суб'єктами маркетингу та споживачами до встановлення горизонтальних зв'язків.

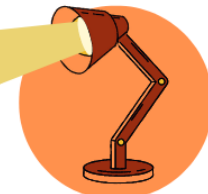
Автор розглядає глобальну цифровізацію комунікаційних процесів як один із найпотужніших чинників, що визначають радикальні зміни в сучасному маркетингу. Використання означених інструментів та інструментів цифрових маркетингових комунікацій радикально змінює загальний характер взаємовідносин між комунікаторами та реципієнтами. Наприклад, цільова аудиторія рекламних повідомлень перетворюється з об'єкта маркетингового впливу на повноцінного учасника діалогу між комунікаторами та реципієнтами в маркетингових комунікаціях.

Визначення цих тенденцій дозволяє використовувати їх у подальших наукових дослідженнях з цього питання та в практичній маркетинговій діяльності.

Ключові слова: маркетингові комунікації, комплекс маркетингу, система маркетингових комунікацій, модель комплексу маркетингу, діджитал комунікації, вертикальні та горизонтальні маркетингові комунікації.

Statement of the problem. The concept of marketing is derived from the development of productive forces. Its emergence is closely related to the first industrial





revolution. The fourth industrial revolution, which is currently taking place in the world, is making adjustments to all areas of human activity. Its consequences are deep automation and robotization of production, the development of artificial intelligence and a decrease in the level of human control over all production, sales and communication processes. It is quite natural that under the influence of these processes the basic principles of consumer behavior are changing. And this, in turn, means that these processes logically require new approaches to managing marketing activities. As a response to the above trends, one should consider the widespread introduction of the new paradigm “Marketing 4.0” into the practice of market activities of manufacturers and intermediaries [1].

Under current circumstances, the global introduction of the paradigm “Marketing 5.0” into the practice of activities of manufacturers and intermediaries is becoming relevant. This process, in turn, requires an appropriate understanding and reflection of the role and significance of marketing communications (MC) in the implementation of market activities of business entities. Along with the entire concept of marketing, its integral component is developing - the marketing communications system (MCS). The results of the analysis of scientific sources in recent years indicate that the role of the MCS is changing dramatically. From a tool for promoting the marketing entity's products, this system is increasingly becoming a tool for forming dialogic communications with target audiences. This trend is of exceptional importance both for researching the effectiveness of the marketing communications system and for its optimal practical implementation.

Analysis of recent research and publications. The problem of the role, meaning, and functions of the marketing communications system is an urgent and often-studied topic in scientific research by Ukrainian and foreign scientists.

The problem of the role, significance, and functions of the marketing communications system is an urgent and frequently studied issue in the scientific research of Ukrainian and foreign scientists. Thus, these problems were fruitfully studied by such specialists as Ph. Kotler, G. Armstrong [1; 8], G. Katarjaya, I.°Setyavan [1], E. Romat [2], S. Coursera [3], C. Pournayebzadeh, A.°Manouchehr, N. Ghanbarian [4], R. Lauterborn [5], A. Gilmore [6], A. Kaplan, M. Haenlein [7], J.°Wiktor [11], and others.

Scientific discussions arise and are ongoing regarding various problems closely related to the understanding, role, and functioning of the entire MCS and its individual elements. In particular, this concerns the problems of understanding the essence of marketing communications. The author's study of a large array of information sources allowed us to conclude that the main approaches to understanding marketing communications can be considered: communication, functional, subject-object approaches, as well as the attitude to marketing communications as a specific area of business activity (Fig. 1).





There are more narrow perspectives on this concept in addition to the above approaches to marketing communications. For example, MC can also be viewed as a profession, a specific applied science, an element of an organization's function, a sphere of managerial relations, a sphere of legal relations (in particular, regarding intellectual property in MC), and even as a specific sphere of creativity (creative work), etc. Obviously, this list of approaches to understanding MC can be significantly expanded [2].

The well-known “4P’s” model, proposed by E. J. McCarthy back in 1960, played a great role in defining the role of the CMS and other elements of the marketing complex. It was defined as the “marketing complex” and contained four main elements starting with the letter “p”: product, price, place, promotion. This model played a very important role in the formation of marketing theory and practice [3, etc.].

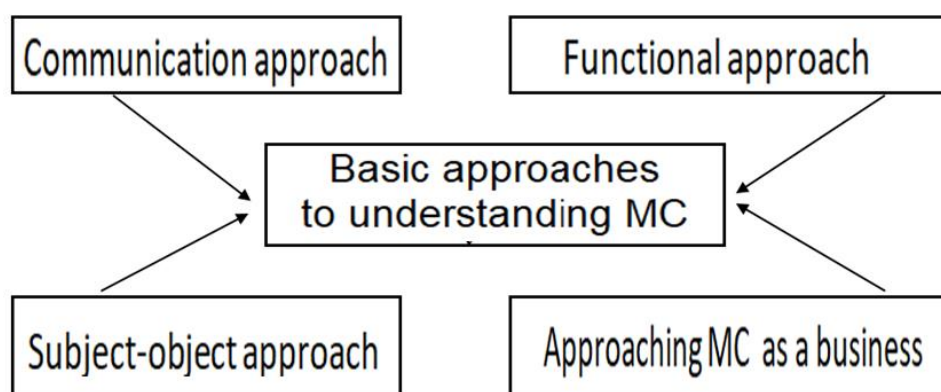
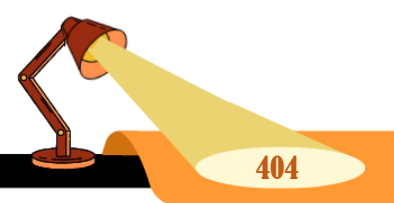
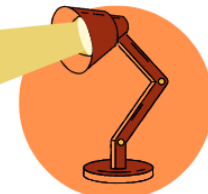


Fig. 1. Main approaches to the concept of marketing communications [2, p. 11]

In its further development, it encountered a “mass race” for additional elements starting with the letter “P”. For example, the “7P’s” model with additional elements process, people and physical evidence and others became quite widespread at one time [4 et al.]. At the first stages of its implementation, it played a secondary, insignificant role against the backdrop of the mass race of marketers for additional elements starting with the letter “P”. According to some scientists, one of the most important trends in transformations associated with the implementation of the “Marketing 4.0” concept is the gradual replacement of the approach to the concept of the marketing complex from the “4P’s” model to the “4C’s” model. The connection between these complexes is logical and hereditary. It is important to emphasize that these models do not contradict each other; they are logically and dialectically interconnected. Note that the “4 C’s” model was proposed by Robert Lauterborn back in 1990 [5 et al.], but gained wide recognition in the 1990s. Today, the “4 C’s” model is an adequate reflection of the customer-oriented modern marketing concept, describing the marketing mix as a set of tools and measures available for forming an offer to deepen the satisfaction of customer





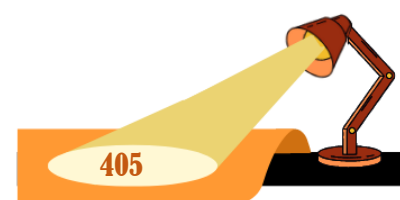
needs [5, p. 26;]. The essence of this transformation is to shift the emphasis in marketing management from the undisputed priority of the product element, which was considered as a means of satisfying a need, the so-called “packaged service”, to customer-orientedness, a radical strengthening of this cornerstone of marketing. The scheme of the relationship between the “4P’s” and “4C’s” marketing complex models, the relationship and a kind of “imitation” of functions and roles in the marketing complex looks like this (table).

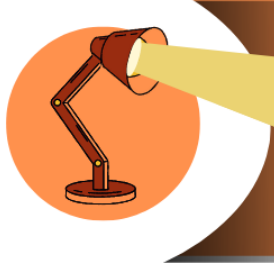
At the same time, some specialists (in particular, A. Gilmore) note that this change in emphasis does not mean at all that the classic “4P’s” approach has lost its significant methodological significance.

Table. Correlation between the models of the marketing mix “4P’s” and “4C’s”

4 P`s Model	Connections	4 C`s Model
Product	⇔	Customer needs and wants
Price	⇔	Cost to the consumer
Place	⇔	Conveniences
Promotion	⇔	Communications

It is simply that the “4C’s” model is recognized by specialists as more suitable for orienting the activities of public administration entities to meet the needs of consumers in all types of client markets. [6, p. 84]. American researchers A. Kaplan and M. Heinlein cite additional important reasons for using the “4P’s” model in parallel with the “4C’s” model. They believe that understanding product development, pricing, distribution, and marketing communications in the marketing system is often limited due to certain constraints. These authors clearly identify trends in the changing role of all elements of the marketing mix. In particular, they note transformations in the changing role of the “promotion” element: “With regard to stimulation and promotion, the following should be noted. Marketing entities often face the problem of promoting services in the system when “necessary” replaces “desired.” The presence of horizontal communications in society radically changes the roles of the communicator and the addressee. Therefore, promotion as “pushing” gives way to equal dialogue communications. This specificity is also observed in distribution systems. Thus, it can’t always be assumed that maintaining an adequate level of the “distribution network” in the marketing system is of decisive importance. Services can be distributed through other channels [7, pp. 202–207]. Sales and communication processes are becoming so





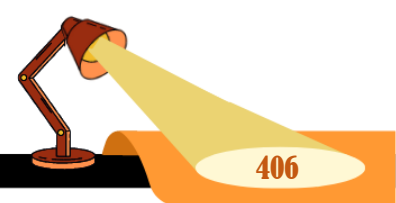
integrated that the concepts of "multi-channel" and "optical channel" communications have emerged.

A few words about the trend of transforming marketing communications from "vertical" to "horizontal" type. That is, if earlier communication went directly from the communicator to the recipient through intermediaries, then in the context of digitalization, the role of "horizontal" communications is increasing, particularly in user communities united by social networks (various "communities"). Another powerful factor in changing the nature of marketing communications is the growing importance of the communication component in brand formation, which play a dramatically increased role in the marketing of organizations [1; 2; 4, etc.].

According to marketing guru Philip Kotler: "Digital marketing isn't intended to replace traditional marketing. On the contrary, both types of marketing should coexist, changing roles along the buyer's journey" [1, p. 70]. The main contribution that digital marketing has made to the marketing communications system is their transformation from "vertical" to "horizontal." If earlier the term "promotion" (and even "pushing") was more appropriate for communications (), then in the context of the widespread use of electronic gadgets and social media, the nature of communication between the communicator and the recipient is more accurately described by the term "permission marketing" [8, p. 62]. In the current environment, consumers can't only limit and stop receiving communications from sellers, but also protest, argue with them, and generally take an active part in shaping these communications. That is why the nature of marketing communications is changing in the digital marketing system From the "promotion" element of the 4 P's "sales promotion" function is changing to the element of the 4 C's model – communication itself.

The purpose of the article is to explore the main trends in the transformation of the role and significance of the marketing communications system, both in the overall marketing management system and, in particular, in the structure of the marketing complex, of which MCS is primarily an element. This study analyzes the main trends influencing these processes.

Presentation of the main material. All of the trends mentioned above in the review of analysis and research publications are a logical response by marketers to fundamental changes in consumer priorities. For example, according to research by the world-renowned consulting network PricewaterhouseCoopers, the leaders in terms of the importance of consumer communication experience in 2020 were: efficiency, convenience, "friendliness" of digital services, the opportunity to gain new knowledge, and ease of payment (Fig. 2) [9].



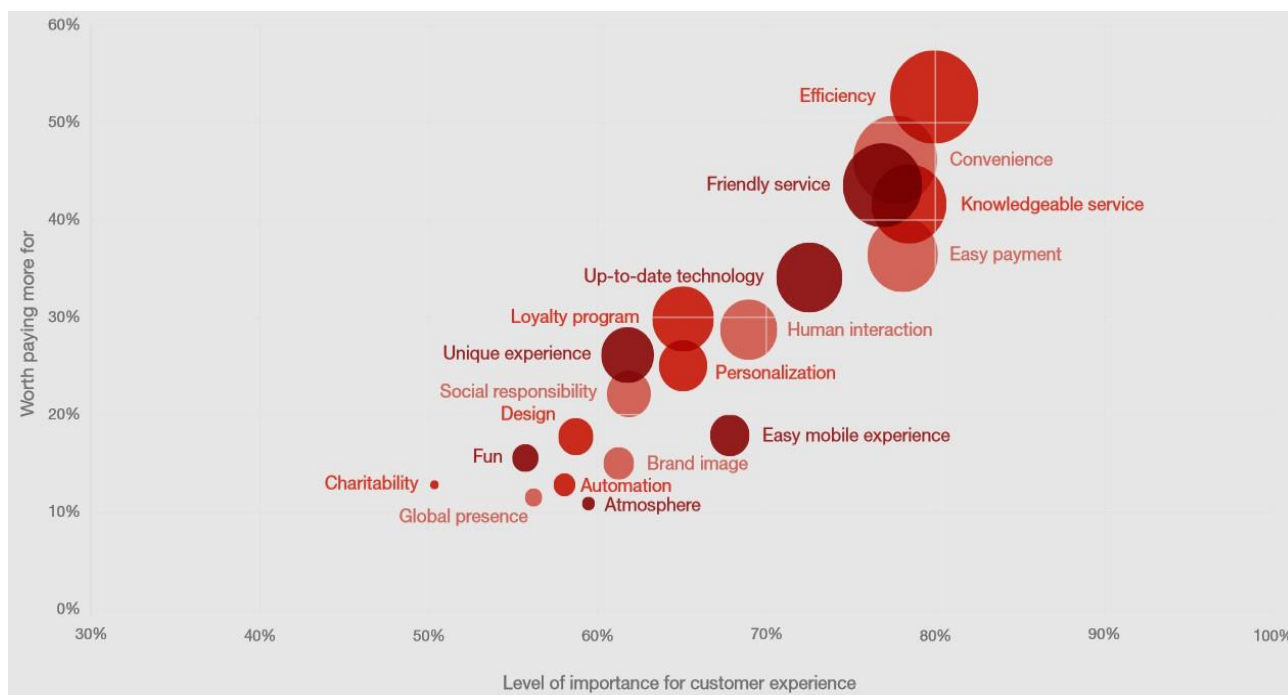


Fig. 2. Levels of importance of communication parameters for consumers (based of PricewaterhouseCoopers research) [9]

It is obvious that under these conditions, neither the nature of marketing nor the main characteristics of marketing communications can remain unchanged. The informational nature of digital technologies is obviously much closer to the communication component of the marketing mix.

The main, fundamentally important characteristics of digital marketing, regardless of the type of technologies and channels used, are as follows:

1. The direct nature of communication with the consumer in the vast majority of digital marketing technologies.
2. The ability to personalize relationships with consumers.
3. Primary focus on a customer-oriented approach.
4. In most cases, interactive communication with potential and actual consumers. This allows for more effective consumer engagement in the marketing interaction process.
5. The ability to build long-term loyalty by tracking individual buyer requests, engaging in dialogue, and accumulating relevant information about consumer preferences with the ability to analyze them dynamically. This creates the conditions for numerous repeat purchases.
6. Prompt interaction with consumers, the ability to receive an appropriate response in near real time.





7. Democratic relations between the seller (manufacturer) and the consumer (buyer) in the process of implementing digital marketing technologies. The buyer has the opportunity at any time to remind the seller of violations of their rights and ensure that they are properly observed.

8. Wide opportunities for establishing planned personal relationships with the buyer.

9. The independence of digital marketing from geographical boundaries contributes to the real globalization of relations between the digital marketing entity and the buyer. Digital marketing technologies allow goods to be sold and purchased virtually anywhere in the world. At the same time, digital content can be targeted at both global and local audiences. This is especially important for local small producers and sellers.

7. The ability for consumers to maintain their anonymity. When purchasing goods using digital technologies, buyers are freed from the need for personal contact and negotiations, as is the case when purchasing goods in retail stores.

8. The virtual nature of the vast majority of marketing processes in digital marketing technologies.

9. Active participation of the consumer in the successful marketing activities of a digital marketing company. This is facilitated by the constant exchange of ideas between the consumer and the communicating company, the direct participation of the customer in the creation of digital content, their active influence on the opinions of other participants in the marketing process, and the widespread use of collective interaction technologies such as crowdsourcing and coworking.

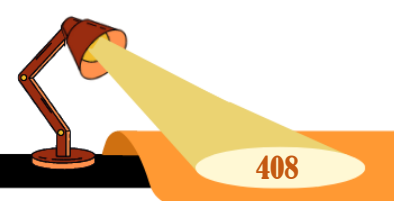
10. Strengthening of gamification trends, as well as the entertainment component in seller-buyer relationships.

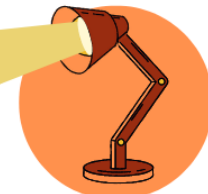
11. The use of digital technologies makes it possible to more accurately measure the effectiveness of marketing efforts in this area.

12. Good compatibility of digital marketing technologies with traditional (offline) marketing tools and techniques (based on data analysis [8; 10, etc.]).

Digital marketing communications (or digital marketing communications, DMC) are one of the elements of digital marketing, aimed at using digital technologies to form planned relationships between the communicator and their audiences in order to achieve digital marketing goals.

According to the well-known Polish scientist Jan Victor, digital transformation has changed and continues to change the way and nature of marketing communication. If "previously" marketing communication was described by models of personal and mass communication, the network environment has created a fundamentally different situation for both sides of the marketing communication process. It is expressed by a model of communication in virtual space – in a hypermedia computer environment. An important feature of the model is the "many-to-many" communication based on the category of hypermedia. The hypermedia communication environment is a combination of





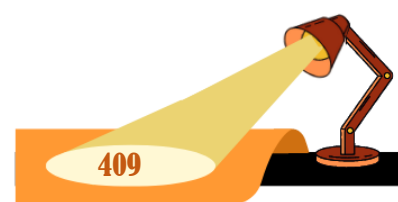
hypertext access to information, logical links between messages, and the multimedia form of their transmission [11, pp. 50-68].

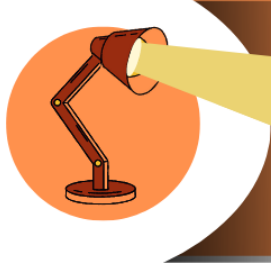
The functioning of digital marketing communications is closely and organically intertwined with the achievement of traditional marketing communication goals, such as demand generation, sales promotion, building a positive image, etc. At the same time, in addition to achieving traditional goals, digital marketing communications also solve specific tasks that are unique to them. Let's list the main ones:

- a) searching for promising target groups in the digital environment;
- b) ensuring constant two-way personal interaction with potential customers in the digital environment;
- c) collecting information about the attitude of target groups to the products and brand of the communicating company;
- d) providing information support in digital channels for the communicator company's marketing activities [1; 10; 11; 12, etc.];
- e) collecting personal information about customers and monitoring changes in their requests and preferences;
- f) ensuring the loyalty of communication recipients to the communicating company and its products;
- f) encouraging the participation of communication recipients in shaping the communicator's marketing policy and solving specific marketing tasks facing the company;
- g) coordinating the activities of the communicating company in the field of traditional and digital communications, etc. [1; 2; 10; 11; 12, etc.].

Obviously, the most important characteristics of digital marketing communications are largely determined by the specific features of digital marketing. Among the most important factors are:

- 1) The direct nature of communications with the consumer. That is, most communications of this type are characterized by the absence of intermediaries.
- 2) The interactive nature of communication with recipients.
- 3) The speed of communication and real-time feedback.
- 4) Personal nature of relations with the target audience.
- 5) The level of the "game factor" (gamification) is significantly higher compared to traditional marketing communications.
- 6) Significantly greater opportunities compared to traditional SMK to measure the effectiveness of marketing efforts in this area.
- 7) Good compatibility with traditional (offline) SMK.
- 8) Independence from the schedule for sending communication messages.
- 9) Thanks to the unique IP addresses that all computers, mobile devices, tablets, etc. have, virtually all digital marketing communications are targeted. The communicator has a clear idea of who they are communicating with. At the very least, they have certain information about the recipient or can obtain it quickly.





10 Some types of digital marketing communications (e.g., direct digital marketing, digital integrated marketing communications at points of sale, and advergaming) can result directly in the sale of a product [2].

Conclusions. 1. The modern paradigm of market activity management, Marketing 4.0, is a consequence of global changes in almost all areas of human activity caused by the fourth industrial revolution.

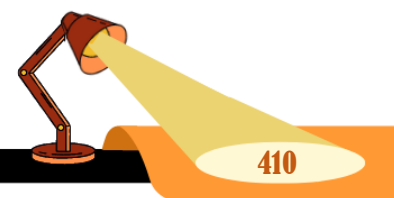
2. One of the most significant trends in the implementation of the Marketing 4.0 paradigm is the gradual transition from the "4Ps" marketing activity model to the "4Cs" model. In addition to a number of other urgent transformations, the role and, one might even say, the philosophy of marketing communications is changing dramatically. Whereas previously their essence was promotion and "pushing," now it is dialogue and equal relations between the communicator and the recipient. At the same time, the recipient ceases to be merely the object of communication. They become an active participant in marketing communication.

3. These changes have only been possible with the introduction of digital technologies into the communications system, particularly marketing communications. At the same time, the very foundations of media organization have changed dramatically. Whereas previously the media (mass media) played the main role in the system of marketing communication intermediaries, in today's reality a single influencer-blogger can have a larger audience and greater ability to influence the psychological attitudes of the target audience than some television channels.

4. The situation in the macro environment of marketing continues to change dramatically, which gives every reason to conclude that the nature, means, and tools of marketing communications will continue to transform.

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