

всієї площі салону, залучення до щоденної діяльності всіх інноваційних технологій, що є в салоні.

SOCIAL ISSUES IN THE CONTEXT OF WEB 2.0: NEW MARKETING TRENDS

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While businesses have always been communicating their message and advertising their products, social media allowed customers to respond, creating a unique digital relationship. Web 2.0 is characterized by an emphasis on user-generated content, as well as the prevalence of social interaction online. It is more than the evolution of technology: it represents a social revolution in the ways in which those technologies are used. Any company, which operates online, should maintain its digital presence in social media platforms, as well as find new and creative approaches to make the product stand out from the competition. Aside from that, more people tend to put values at the central stance, believing that firms should address social issues and have a positive impact on the environment, education, health, etc. Therefore, one should define and analyze the way technological evolvement and social awareness enhance marketing strategies.

While consumers often use social media to voice their opinion regarding certain social problems, they also expect similar behavior from the brands. Many companies are no longer concentrated on the mere promotion of their products, as they shift to advertising a business's beliefs, as well as the stance on social issues. This issue can be viewed as a new branch of corporate social responsibility. A recent study conducted by marketing firm Cone Communications revealed that 78 percent of consumers "want companies to address important social justice issues," while 87 percent "will purchase a product because a company advocated for an issue they cared about" (Komornicki). Even if the issues are outside the companies' standard activities, social media users still believe that the firms are obligated to play a role in addressing or solving the problems.

Addressing social issues is not as straightforward as it might seem and companies should be careful when voicing their opinion. For example, 76 percent of Americans claim that they would refuse to purchase a product if the company supports an issue that contradicts their belief. In turn, 89 percent of consumers

would switch brands to one that is associated with a good cause, even if the price and quality are similar (Komornicki). Therefore, an effective marketing approach requires companies to study the beliefs of their main target audience and match this information to the problem they plan to address.

Luckily for the marketers, the most common social issues are unambiguous, which reveals a clear opportunity for a company. When comparing to the western corporate culture, Ukrainian companies are rather inert in regard to the problem of corporate social responsibility. Therefore, the paper is based on the results of American market studies, as it will help Ukrainian business owners to learn from the experience of the western corporations. According to the research, American consumers identify the following most important responsible business practices: being a good employer, operating in a way that benefits society and environment, creating products that ensure the well-being of the client, and standing up for social justice (Komornicki 15). As for social issues, in particular, the major part of consumers (34%) expect businesses to address the problem of economic development. Respondents also included human rights (14%), hunger and poverty (19%) and environment (15%). As for the consumers' response to the social awareness of the businesses, many of them would purchase a product just to support the corresponding social position of the company (Komornicki 15). Moreover, consumers will take other, more "passive" actions, such as "liking" a company's page, sharing the content via social networks, sharing their positive opinion and simply recommending the product to their friends or colleagues.

Based on the aforementioned information, being socially aware and responding to the important issues increases the popularity of a brand. However, in order to create a positive image, a company should develop firm views on all socio-cultural aspects with which their business interacts. Once these views are developed, a company can use different platforms like Instagram, Facebook or Twitter to react, respond, or simply repost different pieces of media. According to a report, issued by a technology company, Morning Consult, companies should clearly differentiate controversial topics (abortion, immigration) and relatively uniform issues (civil rights, racism). Some issues should be avoided regardless of the corporate or public opinions. For example, a recent study revealed that "speaking about Trump – either positively or negatively - is far more likely to generate backlash than win your brand any favor" ("CSR & Political Activism In The Trump Era"). The report also recommends concentrating on developing a reputation for being a good employer. In turn, the paper emphasizes that the majority of people prefer corporations not to get involved in politics.

In spite of the rapid globalization, which takes place in contemporary society, Ukrainian and American markets are still rather different, which is evident from the attitude of the consumers to the business owners. The disbelief of Ukrainian consumers is often explained as a result of “Soviet ideology”, as well as an association of business with illegal schemes that often took place in the 1990s. Ukrainian business owners have to adjust to the reality of the local market and, in turn, a focus on corporate social responsibility is arguably the only effective approach in the situation. Aside from using social media to react to an issue, Ukrainian business owners have to follow suit of many western companies and take active measures in solving social problems. Community volunteering is the highest form of corporate social responsibility. Aside from being active on social media, Ukrainian companies should also invest in community programs that do not have direct business returns, as this approach will help to build a strong company image and earn the trust of the customers.

Arguably any company would prefer to live in a world of clear and consistent rules, maintaining an asocial, acultural and amoral approach to business. However, companies are embedded in society, which is why consumers expect them to react to social issues and have a firm opinion regarding certain problems. Social media, in its turn, allows businesses to maintain its social presence and attract new customers to the brand. Therefore, an effective marketing strategy requires businesses to analyze the current political or social situation and respond to the problems in a corresponding manner.

Works Cited

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