

Ministry of Education and Science of Ukraine
**ODESSA NATIONAL ACADEMY OF
FOOD TECHNOLOGIES**

International Competition of
Student Scientific Works

**BLACK SEA
SCIENCE 2020
PROCEEDINGS**



ODESSA, ONAFT 2020

Ministry of Education and Science of Ukraine
Odessa National Academy of Food Technologies

International Competition of Student Scientific Works

BLACK SEA SCIENCE 2020

Proceedings

Odessa, ONAFT 2020

Editorial board:

Prof. B. Iegorov, D.Sc., Rector of the Odessa National Academy of Food Technologies, Editor-in-chief

Prof. M. Mardar, D.Sc., Vice-Rector for Scientific and Pedagogical Work and International Relations, Editor-in-chief

Dr. I. Solonytska, Ph.D., Assoc. Professor, Director of the M.V. Lomonosov Technological Institute of Food Industry, Head of the jury of «Food Science and Technologies»

Dr. Yu. Melnyk, D.Sc., Assoc. Professor, Acting Director of the G.E. Weinstein Institute of Applied Economics and Management, Head of the jury of «Economics and Administration»

Dr. S. Kotlyk, Ph.D., Assoc. Prof., Director of the P.M. Platonov Educational-Scientific Institute of Computer Systems and Technologies “Industry 4.0”, Head of the jury of «Information Technologies, Automation and Robotics»

Prof. B. Kosoy, D.Sc., Director of the V.S. Martynovsky Institute of Refrigeration, Cryotechnology and Ecoenergetics, Head of the jury of «Power Engineering and Energy Efficiency»

Prof. G. Krusir, D.Sc., Head of the Department of Ecology and Environmental Protection Technologies, Head of the jury of «Ecology and Environmental Protection»

Dr. V. Kozhevnikova, Ph.D., Senior Lecturer of the Department of Hotel and Catering Business, ONAFT, Technical Editor

Black Sea Science 2020: Proceedings of the International Competition of Student Scientific Works / Odessa National Academy of Food Technologies; B. Yegorov, M. Mardar (editors-in-chief.) [*et al.*]. – Odessa: ONAFT, 2020. – 621 p.

Proceedings of International Competition of Student Scientific Works «Black Sea Science 2020» contain the works of winners of the competition.

The author of the work is responsible for the accuracy of the information.

Organizing committee:

Prof. Bogdan Iegorov, D.Sc., Rector of Odessa National Academy of Food Technologies, Head of the Committee

Prof. Maryna Mardar, D.Sc., Vice-Rector for Scientific and Pedagogical Work and International Relations of Odessa National Academy of Food Technologies, Deputy Head of the Committee

Prof. Stefan Dragoev, D.Sc., Vice-Rector for Scientific Work and Business Partnerships of University of Food Technologies (Bulgaria)

Prof. Baurzhan Nurakhmetov, D.Sc., First Vice-Rector of Almaty Technological University (Kazakhstan)

Prof. Mircea Bernic, Dr. habil., Vice-Rector for Scientific Work of Technical University of Moldova (Moldova)

Prof. Jacek Wrobel, Dr. habil., Rector of West Pomeranian University of Technology (Poland)

Prof. Michael Zinigrad, D.Sc., Rector of Ariel University (Israel)

Dr. Mei Lehe, Ph.D., Vice-President of Ningbo Institute of Technology, Zhejiang University (China)

Prof. Plamen Kangalov, Ph.D., Vice-Rector for Academic Affairs of “Angel Kanchev” University of Ruse (Bulgaria)

Dr. Alexander Sychev, Ph.D., Assoc. Professor of Sukhoi State Technical University of Gomel (Belarus)

Dr. Hanna Lilishentseva, Ph.D., Assoc. Professor, Head of the Department of Merchandise of Foodstuff of Belarus State Economic University (Belarus)

Prof. Heinz Leuenberger, Ph.D., Professor of the Institute of Ecopreneurship of University of Applied Sciences and Arts (Switzerland)

Prof. Edward Pospiech, Dr. habil., Professor of the Institute of Meat Technology of Poznan University of Life Sciences (Poland)

Prof. Lali Elanidze, Ph.D., Professor of the Faculty of Agrarian Sciences of Iakob Gogebashvili Telavi State University (Georgia)

Dr. V. Kozhevnikova, Ph.D., Senior Lecturer of the Department of Hotel and Catering Business of Odessa National Academy of Food Technologies, Secretary of the Committee

2. ECONOMICS AND **ADMINISTRATION**

DEVELOPMENT OF PROMOTION HYBRID TECHNOLOGY POLICY OF CARS AS AN SOCIAL-ETHICAL MARKETING ELEMENT

Authors: Kateryna Statkevych, Anastasiia Shapoval

Supervisor: Boienko Olena

Vasyl Stus Donetsk National University (Ukraine)

***Abstract.** The relevance and significance of the promotion of hybrid technology in general and for Toyota in particular is explored in the work. In the course of the analysis, the main advantages and disadvantages of vehicles with alternative fuels sources (electric vehicles and hybrids) were been formed, and tendencies of increase of potential consumers for them in the automobile market were revealed. In addition, the need to promote hybrid technology has been proven to preserve the environment, minimize the use of non-renewable fuel, and save customers` budgets.*

We have proposed and proved the effectiveness of, in our opinion, the algorithm of distribution policy. We have proposed and proved the effectiveness of, in our opinion, the algorithm of distribution policy. The strategy consists of the following stages: a comparative analysis of demand for hybrid cars and electric cars, a SWOT analysis and the model of Porter's 5 forces; description of the general and target portrait of car owners of hybrids; identifying points of contact with customers at different stages of the life cycle; development of basic point ideas for promotion and effective digital-tools.

The object of the study is Toyota hybrid cars. The subject of the research is the management of the promotion of hybrid cars in the market of Ukraine.

General and special research methods were used in the work, namely: methods of analysis and synthesis; methods of statistical analysis of indicators of economic activity of enterprises, a method of transition from abstract to concrete (in the development and justification of the algorithm of promotion strategy), as well as methods of economic analysis (tabular, graphical, comparison).

The results of the study were successfully tested in the professional scientific publication «Modern Economics».

***Keywords:** social-ethical marketing; hybrid cars; promotion policy; hybrid technology; trust "Toyota".*

I. Introduction.

The global problems of modern times related to pollution, climate change, constant rise in fuel prices - all this has led to new directions in the development of innovations, including in the automotive industry. Indeed, companies focused on both their image and innovation have quickly taken care of energy conservation and fuel economy issues. Against the background of the continuing strengthening of environmental regulations in industrialized countries and, as a consequence, improvements to the series production of vehicles, studies are ongoing on the replacement of energy sources of vehicles. Among the possible options to date, the most promising are the projects of an electric vehicle and a car with a combined power unit, that is, hybrid cars.

In the modern conditions, the question about the level of competitiveness of the enterprise and its products is rapidly developing. As is known, the level of competitiveness of the enterprise depends, including, on the quality of products, its consumer properties. The competitiveness assessment provides an opportunity to identify both strengths and weaknesses. In turn, it allows the company to strengthen its market position, develop a strategy of behavior in the market in a timely manner, increase the number of consumers and the volume of sales.

II. Analytical review of references.

The issue of promoting hybrid technology as an element of social-ethical marketing has not been thoroughly addressed. Some theoretical aspects are considered in D. Bowman [1], E. Viardot [2], R. Hell [3] and others. It should be noted, that practical recommendations and promotion strategy for Toyota hybrids have not been considered at all by either domestic or foreign scientists.

III. Object, subject and methods of research.

The object of the study is Toyota hybrid cars. The subject of the research is the management of the promotion of hybrid cars in the market of Ukraine.

General and special research methods were used in the work, namely: methods of analysis and synthesis; methods of statistical analysis of indicators of economic activity of enterprises, a method of transition from abstract to concrete (in the development and justification of the algorithm of promotion strategy), as well as methods of economic analysis (tabular, graphical, comparison).

IV. Research results.

In the contemporary context, road transport is certainly an integral part of the life of the population. In addition to the undeniable amenities that a car creates in a person's life, obviously, it is the most common means of transportation and meets certain specific needs, such as the thirst for travel, knowledge of the world, and more. This has led to a rather significant increase in car sales in Ukraine over the last three years (Fig. 1).

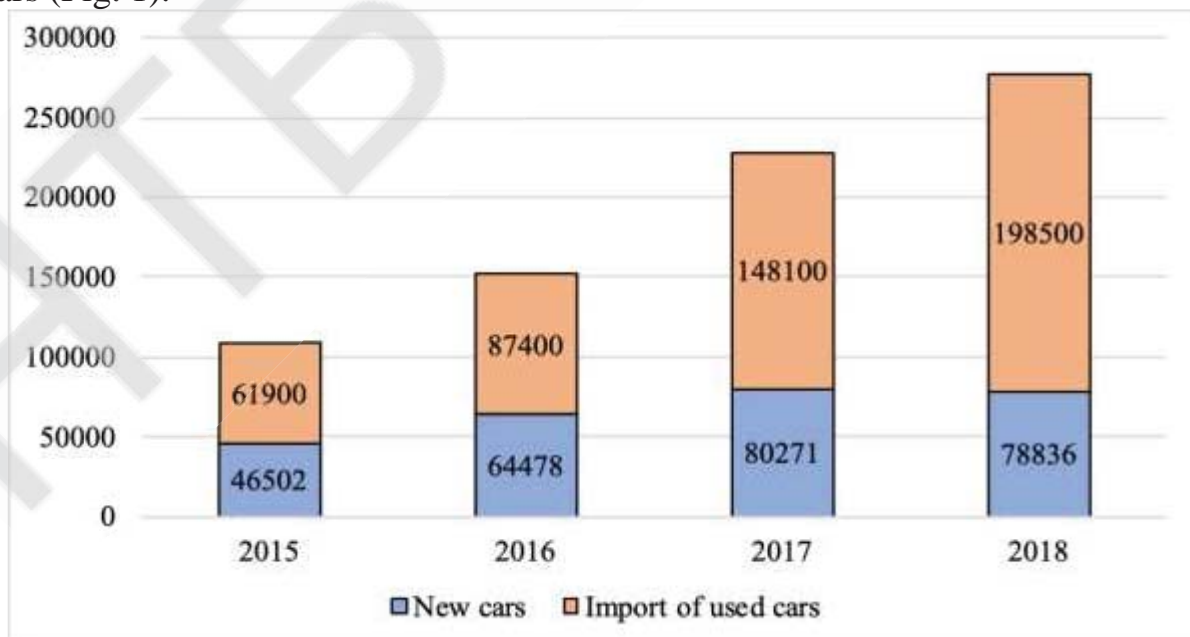


Fig.1 Sales dynamics of new passenger cars and imported used cars in Ukraine during 2015-2018 [4]

In 2018, annual sales of new cars in Ukraine decreased by 2% due to increased imports of used cars.

By the number of cars per thousand people in the list of countries, Ukraine was far from the first place. According to 2016, our country ranked 71st out of 185, in other words, 202 cars account for one thousand inhabitants (statistically every fifth Ukrainian could have a car) [5].

If you analyze the sales volume of new passenger cars in Ukraine in the last two years, then we can conclude, that Toyota is a leader in sales, indicating a high level of awareness and customer loyalty to this brand (Table 1).

Table 1

Sales of the most successful passenger car brands in Ukraine 2017-2018

Brand	Sales, 2018	Share of sales, 2018	Sales, 2017	Share of sales, 2017	Deviations 2018/2017
TOYOTA	9631	12,29%	9515	11,85%	1,22%
RENAULT	8691	11,09%	8652	10,78%	0,45%
VOLKSWAGEN	6185	7,89%	6082	7,58%	1,69%
SKODA	5393	6,88%	5639	7,02%	-4,36%
NISSAN	5190	6,62%	4250	5,29%	22,12%

**developed by the authors on the basis of [6]*

The positive aspects of personal road transport include:

- speed and convenience of movement;
- increased mobility;
- maneuverability;
- opportunity to travel;
- private business, etc.

There are also a number of disadvantages, namely:

- high maintenance costs;
- danger of movement;
- highway restarts and more.

But there is another important drawback – causing great harm to the environment. Environmental pollution occurs at all stages, from the production of the car and its operation to the recycling process, both the cars themselves, and the fuels, oils, and so.

During the same operation, large quantities of gases, nitrogen oxides and sulfur are released into the atmosphere, which in turn are damaging to the environment. In 2016, Ukraine ranks first in the world in terms of deaths from air pollution [7].

An important drawback is also the high cost of cars, that run on gasoline. The presence of all these shortcomings led to the need for creation and improving new cars, which in the first place, will be more environmentally friendly and less costly.

Recently, the idea of ending 100% use of natural resources has become more common, non-renewable resources and transition to alternative types of resources. We are talking about electric and hybrid cars.

An electric car is a car that runs on one or more engines powered by a standalone power source (batteries, fuel cells, capacitors, etc.). Without a permanent place with a

three-phase power outlet, it is very uncomfortable to use an electric car, and because of the lack of car chargers at gas stations movement in some regions of Ukraine is limited or impossible.

In turn, the hybrid machine has two engines: gasoline and electric, working at the same time. The motor is responsible for starting the car and driving at a low speed of 40-50 km/h, and when accelerating the car to higher speeds, the internal combustion engine starts to work. That's why most manufacturers are leaning towards developing hybrid models, which, on the one hand, solve an environmental problem, on the other – absolutely independent of the development of charging infrastructure [8].

The main advantages of hybrid cars that promote their distribution, according to the buyers themselves:

1. Low fuel consumption when operating in urban mode and environmental friendliness of the car. It is established that the average fuel consumption of hybrid models does not usually exceed 6.5 (4.8) l (suburban) traffic mode. For all-wheel drive cars – 10.6 (7.6) l / 100 km.

2. Striving for advanced technologies, innovative solutions. Most buyers buy hybrid machines, aware of their involvement to the modern technical achievements of the automotive industry. The design of the hybrid system is fundamentally different from a traditional power plant.

3. Drivability and high comfort: hybrid cars have a wide range of options as standard set – such as navigation system, air conditioning, front and rear airbags, automatic inclusion of windshield wipers, power steering, system of course stability, keyless entry in passenger compartment, options for winter operation, etc.

4. High reliability. Studies of operating conditions have allowed to determine the patterns of change in the technical condition of the hybrid car. The probability of any malfunction of the hybrid transmission when running 100,000 km is only 15%. For comparison, in a typical car power plant, this value approaches 100%. The life of expensive elements of a hybrid transmission is 8-10 years. Most hybrid cars manufactured before 2000 are operated without major problems. High-voltage battery breakdowns are mainly caused by misuse of the vehicle (such as driving without gasoline), the case of premature battery failure due to aging is very rare [9].

Problems preventing the spread of hybrid cars:

1. The cost of hybrids. High-voltage battery and other parts of the power plant increase the price of the machine by 30%.

2. The used vehicles are not well-serviced by leading car manufacturers. As a result, service station staff are unable to provide quality service and repair [9].

Hybrid machines have gained considerable popularity in Europe over the last 10 years, their sales make up about 50% of the total all cars sales. In Ukraine, this rate is low and is 4.5% of the total number of registered cars in 2018 (Fig. 2).

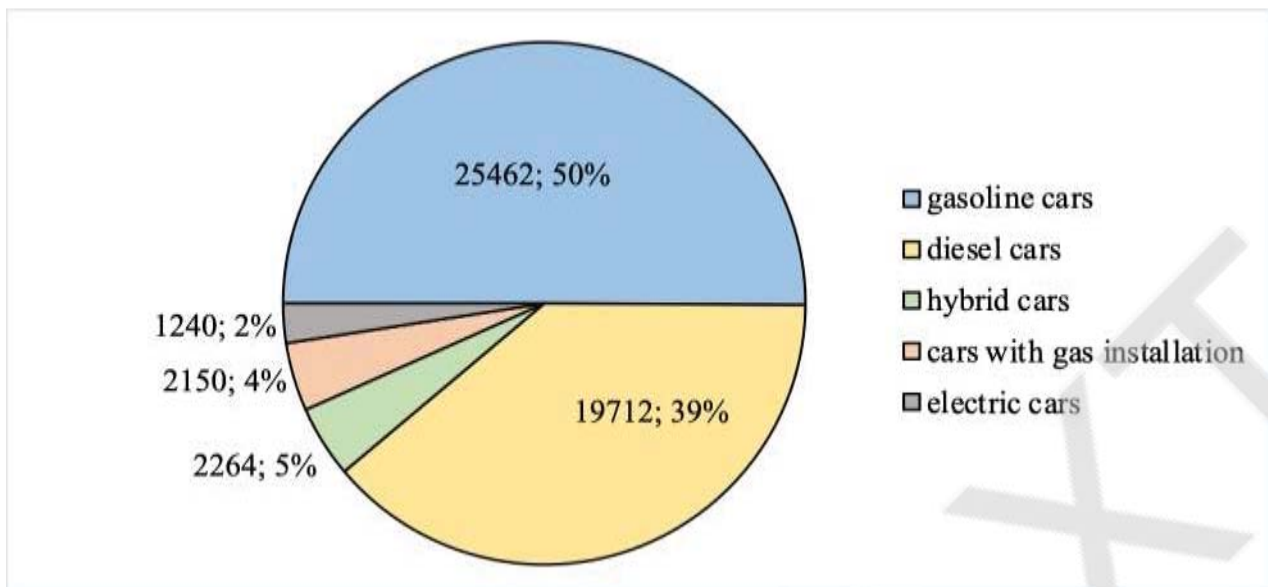


Fig. 2 Number of registered cars in Ukraine in 2018 [4]

In 2018, 3504 electric and hybrid machines are registered in Ukraine. Anyway, the total number of registered electric and hybrid cars in Ukraine reached 15 696 units. At the same time, in August 2018, Ukrainians registered nearly 1,000 cars of both types. Dynamics of electric vehicles are negative – they were 8% less than in July (564 cars). Hybrids over the same period "increased" by more than 14% (Appendix A). The average age of Ukrainian electric cars is higher than that of hybrid cars – 4,2 years versus 2,9 years. The largest number of electric vehicles and hybrids is registered in Kyiv – 4647 units [9].

Top 3 Most popular electric cars by number of registrations in August:

- Nissan Leaf - 371 units;
- BMWi3 – 27 units;
- Tesla Model S – 21 units.

Top 3 Most popular hybrids by number of registrations in August:

- Toyota Rav-4 Hybrid – 113 units;
- Chevrolet Volt – 65 units;
- Toyota C-HR Hybrid – 37 units.

According to the data presented in Appendix A, it is determined that Toyota is the leader among hybrid cars in the Ukrainian market. Additionally, Toyota is also a leader in this segment in Europe through its experience and practice. The first Toyota Prius hybrid was launched in 1997. While environmental and fuel economy issues were not at the forefront of the car's competitive advantage, and the profits from the sale of hybrid cars didn't cover the cost of their production, the company worked at a loss. And yet it was a bold move, calculated for the long-term perspective that justified itself. And in 2018, the company released 2 more models of hybrid cars - RAV4 and C-HR.

To maintain its leading position in the hybrid segment, companies need to improve their Toyota RAV4 hybrid technology promotion policy, because this model has the best sales indicators. It is a front-wheel drive / all-wheel drive cozy, spacious and comfortable for both city and long-distance travel. Positioning is a car for family people.

Given the growing competition in the hybrid segment and their popularity among Ukrainians, Toyota needs to step up its strategy of promoting hybrid technology on the example of Toyota RAV4 Hybrid. We have developed an effective, in our view, algorithm for the distribution policy of this car model, which consists of the following steps:

1. Comparative analysis of demand for hybrids and electric cars, as the latter are the main competitors of the hybrid segment.
2. Assessing the strengths, weaknesses, opportunities, and threats of Toyota hybrid technology (SWOT analysis) and given the strength of competition in the market.
3. Description of the overall and target portrait of hybrid car owners as a whole and the selected promotion model, in particular.
4. Identify points of contact with customers at different stages of the life cycle.
5. Developing basic point ideas for promotion and effective digital tools.

During the analysis of demand for hybrid machines in Ukraine on the Internet the following peculiarities were detected using the Google Trends app:

1. Consumer interest in hybrids is growing, but electric cars are ahead of them by the number of requests (Fig. 4). Both categories are characterized by seasonality – peak requests are in the winter months.

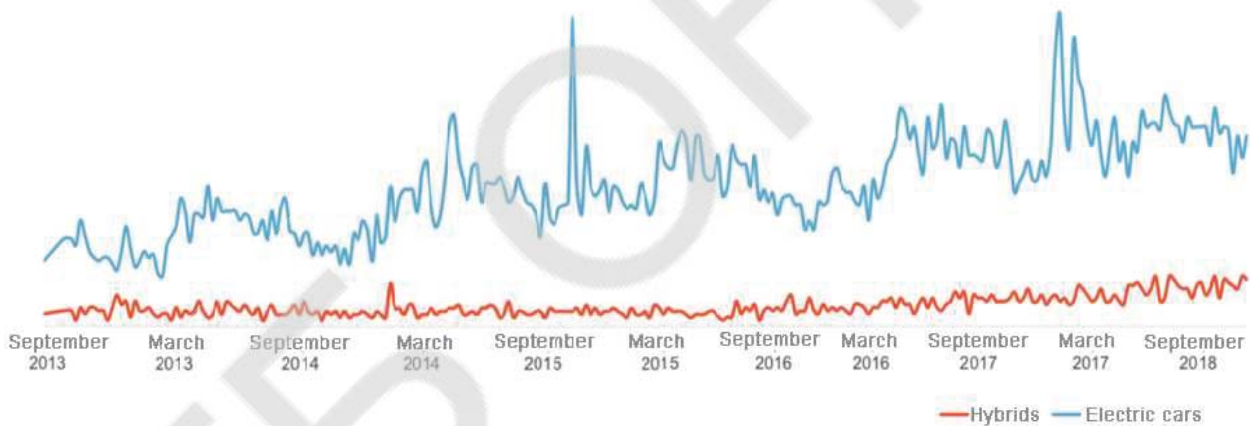


Fig. 4 Dynamics of queries and hybrids of Google users in Ukraine [11]

2. Demand of categories for hybrid and electric car is increasing every year. During 2017-2018, the search for hybrids has increased more than 2000 times (Fig. 5).

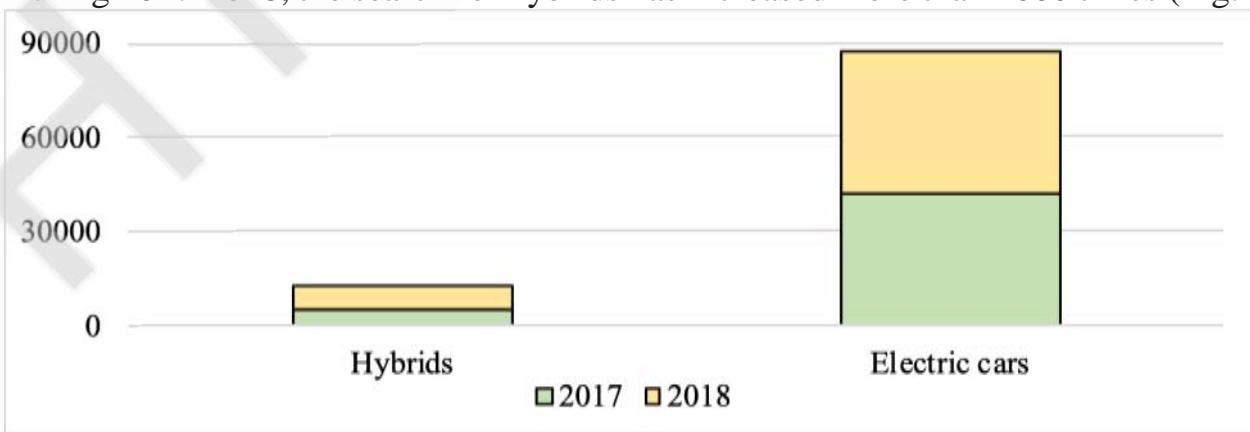


Fig. 5 The number of requests by category «hybrids» and «electric cars» in Ukraine [11]

This information interest arises from the annual increase in gasoline and diesel fuel prices (Fig. 6). Logically, as the number of cars on the road increases, the number and duration of congestion increases, and therefore fuel costs are rising. In this case, the advantage of hybrid cars is obvious, because they consume electricity in urban congestion and fuel at low cost in the highways.

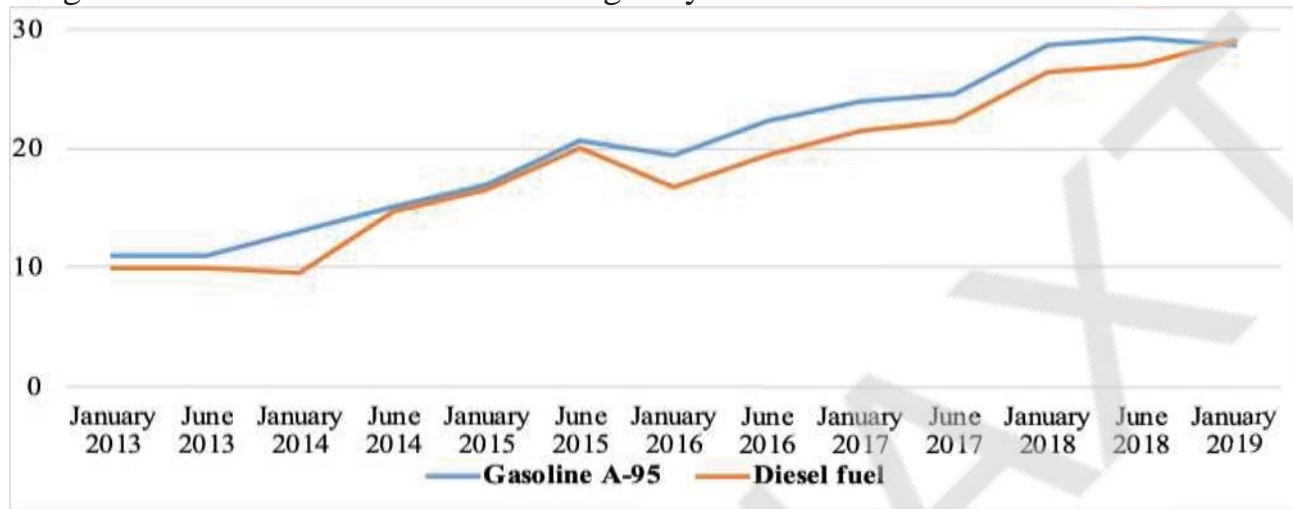


Fig.6 Dynamics of average fuel prices during 01.2013-01.2019 [12]

According to the data presented in Fig. 6 we can see that users' interest in electric cars is almost 6 times higher. This situation is due to a number of problems:

- consumers are poorly informed about hybrids and confused with electric vehicles;
- there are no beneficiaries such as in Europe (example, tax exemptions);
- the eco-fashion in the minds of Ukrainians not yet sufficiently formed;
- there are many myths (doesn't start in winter, can blow off in the middle of the city road, etc.).

So, to raise awareness of electric vehicle supporters, it is necessary to formulate the significant advantages and features of hybrid cars. To do this, we conducted a SWOT-analysis of Toyota hybrid technology (Table 2).

The Table 2 concludes that the strengths and opportunities are far greater than the weaknesses and threats.

The main strength is efficiency, which is reflected in the same cost of gasoline in the city (approx. 8 l / 100 km) and electric motors in urban congestion (0 liters of gasoline / 100 km compared to conventional gasoline engines consuming 15 l / 100 km).

Another strength is design. If you consider the design of Toyota RAV4 HYBRID, this car is suitable for people aged 35 years. Restrained lines, spacious passenger compartment and multifunctionality. It is possible to ride such a car on a family trip with comfort.

Because SWOT analysis looks at the market situation as a whole and doesn't concretize specific cases, it is advisable to use Porter five forces analysis. Model allows you to discover the level of economic competition and develop a strategy to minimize weaknesses. For Toyota hybrid technology, this analysis is important, as competition from major industry players such as Volkswagen, General Motor, BMW, Toyota, Mitsubishi is growing significantly may lead to the loss of leadership in the hybrid market.

Table 2

SWOT-analysis of Toyota hybrid technology

Strengths	Weaknesses
1. Cost effectiveness. Fuel economy in city driving / in traffic jams. 2. The design is much better than the main competitors in this segment. 3. Reducing the risk of uncontrolled charging. Compared to electric cars, the consumer may forget to charge the car and not start. With hybrids, this problem is solved by switching to a conventional gasoline engine and no need to charge the electric motor. 4. Saving. For Ukrainians who have less purchasing power, it is quite profitable to save on fuel, which is growing monthly. 5. Guarantee. Toyota has been producing hybrid cars for 20 years, then this indicates a high level of reliability and provides a great warranty on hybrid systems (5 years).	1. High cost of cars compared to gasoline 2. Less power 3. More maintenance works and repair costs. 4. Low consumer awareness about hybrid cars
Opportunities	Threats
1. Increase your target audience through the work of innovators and super innovators. 2. Environmental promotion. 3. Unstable financial situation promotes redistribution of Ukrainians' preferences for hybrid cars, which they see as an economic decision 4. Positive plotting experience of the association "hybrid technology = Toyota", can be used to promote these cars in other markets in Europe.	1. Increase in used imported hybrid cars from Europe and the USA. 2. Fierce competition with the electric car market

**developed by the authors on the basis of [13]*

Therefore, Toyota must consider the following 5 competing forces:

- Competitor analysis (High impact): the car market is competitive because of growing consumer demand, as well as the increasing pace of urbanization. Toyota's main competitors in the hybrid segment, such as Volkswagen, Mercedes, General Motors, Ford, they are trying to be the best service provider [1]. The hybrid car segment is considered to be the largest value-added market for consumers, taking into account fuel consumption.
- Threats of new competitors (moderate degree of influence): threats to new entrants to the automotive industry are significantly low due to high capital requirements and stringent industry requirements. On the other hand, new firms are not included in the hybrid segment as full-fledged manufacturers, but as manufacturers and suppliers of individual parts [2]. This reduces contact with existing business customers and creates opportunities for joint operations of new manufacturers.
- Substitute product threats (Strong impact): the market distinguishes hybrid cars from other manufacturers, such as the Volkswagen Golf Hatchback and Nissan

Leaf almost similar in characteristics but with less fuel consumption. These factors indicate the need for more intensive innovation in the work process of firms.

- Trading power of consumer (low impact): although the number of firms operating in the hybrid segment is increasing, but the market power of consumers remains minimal. This is related to the value of Toyota products and high switching cost of the electric motor [1].

- Trading power of suppliers (moderate degree of impact): the sales force of suppliers is considered to be moderate due to the specific needs of car companies. Requirements for quality standards and product compatibility are paramount for companies, allowing suppliers to support the pricing process [3]. However, organizations such as Toyota have reduced the bargaining power of suppliers, by implementing vertical integration into their supply chain [2]. In addition, a high level of equity also reduces the bargaining power of suppliers.

Therefore, an important recommendation for Toyota hybrid technology is to maximize the company's benefits for its value-added manufacturing process, that is, optimizing the supply chain management process, which needs to be constantly improved and adapted to the changing business environment. First of all, it is necessary to create innovative aspects in hybrid cars, keeping the price of products, because consumers appreciate hybrid cars since of their low fuel consumption and the ability to use gasoline for fast driving.

According to the analysis, we can describe a general portrait of current owners of Toyota RAV4 HYBRID cars, which looks like this:

- Innovators and super innovators who fight for the environment and like spacious cars.

- Typical hybrid consumers are often initiated in the topic of technology and mainly works in the field of information technology.

- These car owners like to keep abreast of technological progress, they read and are interested in innovative innovations.

- It is very meticulous and thoughtful in making important purchasing decisions. They like exploring all the available sources of information pertaining to the product.

- Cars are chosen mainly from rational characteristics, such as economy, reliability, guarantee, availability of maintenance, practicality.

If we summarize and detail the characteristics of the above hybrid car owners, the typical consumer Toyota RAV4 HYBRID can be characterized as follows:

- men, women, aged 30-45, most often domestic and with children;
- often buy a car for a woman as the second car in the family;
- what is important to the consumer is reliability, fuel economy, versatility;
- basic customer needs from the car – a reliable, practical car for both the city and out of city. Spacious – you can fold things up for kids but not as big as other Toyota SUVs.

As the target audience of hybrid technology carefully selects cars, then they go through different stages of the customer life cycle (Appendix B). During these stages,

consumers are actively analyzing, comparing analogues, watching video reviews and read comment of their future transport (Fig. 7).

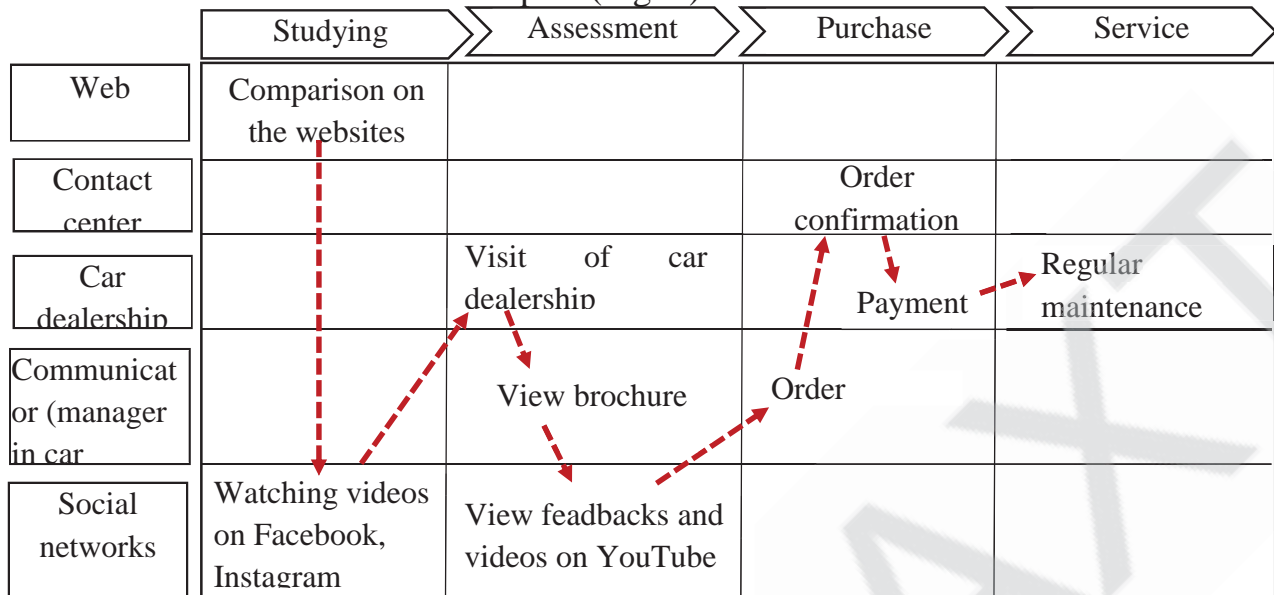


Fig. 7. Touchpoints in different stages of the life cycle of customers

**[is developed by the author on the grounds of 6]*

So, we can see that the first step is to collect and analyze market information, because just then the buyer becomes inclined to make the purchase decision, in our case, a Toyota RAV4 HYBRID hybrid car. Next, we, as marketers, need to persuade the customer to make the purchase. That is why it is advisable for the company to advertise on major consumer touch points, in particular:

- Google contextual ads on automotive sites that have the largest Ukrainian audience.
- These include auto.ria.com (150-200 million people a week), rst.ua (45-50 million people), ab.ua (2-2.5 million people), automoto.ua (3 -3, 5 million people), avtosale.ua (500 thousand people - 1 million people).
- Payment of for articles-reviews and recommendations for Toyota RAV4 HYBRID hybrid car on such popular portals as: Avtopodbor UA (1.71 thousand people), AutoUkraine (38 thousand people), CarPoint (5.2 thousand people), Pavel Starkov Blog (12.1 thousand people), Millenium (159.5 thousand people), Sumy Racing Team (180 thousand people);
- collaboration with well-known bloggers on social networks Instagram and Facebook.

In the second stage, it is necessary to convince the client of the correctness of his decision to buy a hybrid car. This can be achieved through direct marketing through contact centers and sales managers. The main criterion in the field of car sales is the proper and professional advice of managers. According to the results of our focus group (150 people), the decision to buy a car from a client is 52.4% formed by a car dealership consultant, another 9.4% is formed by salon information campaigns, the 8.7% speed of paperwork and only 4.7% on the purchase of an auto-client stimulate additional gifts. The key ideas for promoting Toyota RAV4 hybrids are:

1. Passing the test drive.
2. Discount for service and after-sales service.

3. Advertising to bloggers who are thought leaders in Ukraine. These should be both female and male videos.

4. Conducting raffles to promote hybrid technology. As an idea, create a banner with a summary of hybrid technology, and you will play on souvenirs of companies among those who share it.

5. Promotion of Toyota RAV 4 hybrid technology using the following data:

- "Driving a car in the city is not cheap pleasure".
- "We care about nature together".
- "The family will say "thanks" for a quiet holiday".
- "Be trendy with Toyota hybrid cars".
- "Economical in the city, energetic out of city".

In view of the above points, we have developed the main digital tools, namely:

1. CEO-optimization and site design. This is the first thing a potential customer faces when choosing a car, so the site should be easy to use and stylish in terms of color. The main thing that should be – the price and specifications in table format.

It is very easy to evaluate the content of a site: we need to be questioned focus groups on children 8-12 years and adults 60-70 years. If they understand everything, then the designers worked for glory. SEO-optimization is required for the Toyota site to be first highlighted in a banal search query ("тойота рав4 гібрид").

2. Advertising on television. Since hybrids are in high demand from locals, advertising must be appropriate. Advantages of traffic in urban traffic and the rhythm of the city – here's what future hybrid owners need. In addition, you do not need to specify vehicle specifications, just list the main features and benefits.

3. Approval of community marketing, namely the organization of closed parties for the fans and potential Toyota hybrid cars customers. Such events require the presentation of models, personally answer all the questions and provide advice of varying nature.

The target audience of hybrid car enthusiasts can be gathered from an existing customer base, involve online channels. You can also apply ad units such as:

1) Outdoor Advertising. Advertising on banners that are near constant traffic jam (6-10 points), in order to attract the attention of drivers, who begin to consider the surroundings out of boredom. Advertising in restaurants, cafes, which related to the eco-industry, that is, supporters of environmental marketing.

2) Cross sales and promotions: joint promotion with banks and insurance companies; with visitors to suburban eco-complexes - a gift for the purchase of a Toyota hybrid car.

3) Implementation of CRM database for the contact center in order to report incoming calls and adding them to the database for further direct marketing.

As a separate point, consider the content topics for filling the site and own social media pages:

- Travel stories. Traveling Ukraine or the world on hybrid car mechanics is a motive of confidence.

- Car presentations. The script and presentation should be prepared and the mandatory press.

- Test drive videos and car reviews. The client always wants to see photos and videos in real time, to understand whether or not to spend time going to a car dealership.
- Posts showing the service. Cup of coffee or tea and candy in branded packaging always raise the level of customer satisfaction.

So, we recommend a promotion policy for Toyota RAV4 HYBRID, which should be focused on individual approaches both online and with traditional advertising. The process of internet marketing, in the main, should be focus on building relationships with consumers. Social media marketing, SEO, viral marketing will be the most desired form of marketing, which should be considered to promote hybrid technology. The promotional process will also help build public relations with stakeholders, so that the real information can be processed by the target audience.

IV. Conclusions

The automotive industry is one of the most competitive segments of the world market. The importance of hybrid cars in today's environment, this is based on their environmental significance. In addition to rising fuel prices in Ukraine consumers also consider the consumer capabilities of vehicles. In the harsh and changing business environment of today the competitive advantages are in the gold weight and entails a number of important qualities for the company survival, such as efficiency, stability, quality and quantity of products, environmental friendliness and other. All these factors affect the competitiveness of the company, which is able to ensure the implementation of social and ethical marketing both externally and internally. In the course of the study, we found that it was expedient for Toyota to strengthen its presence in the hybrid car market, by promoting their products online and offline. Since brand positioning also affects the consumers behavior of a particular brand, therefore, promotion policies should also focus on building the unmatched, long-term customer relationships and increase loyalty to hybrid technologies in Ukraine.

V. References

1. Bowman, D. and Gatignon, H. Market Response and Marketing Models, 4th ed. London: Routledge, 2010, 620 p.
2. Viardot, E. Successful marketing strategy for high-tech firms. 6th ed. Norwood: Artech House, 2007, 128 p.
3. Hall, R. "The strategic analysis of intangible resources" Strategic Management Journal, 13, 2011, P.135-144.
4. State Statistics Committee of Ukraine. Available at: <http://www.ukrstat.gov.ua> (accessed 10.11.2019).
5. List of countries by the number of cars per 1000 people. Available at: <https://wikipedia.org> (accessed 11.11.2019).
6. The automotive market of Ukraine 2018/2019. Available at: <https://inventure.com.ua/analytics/investments/avtomobilnyj-rynok-ukrainy-2018-2019> (accessed 12.11.2019).
7. Ukraine ranks first in the world in terms of deaths from air pollution - WHO Available at: <https://life.pravda.com.ua/health/2016/09/28/218446/> (accessed 13.11.2019).

8. Toyota sales statistics in Europe for the 1st quarter of 2019. Available at: <https://hevcars.com.ua/reviews/hev-51-phev-0-23-statistika-prodazh-toyota-v-evrope-za-1-kvartal-2019-goda/> (accessed 14.11.2019).

9. Rakov V. Development of a fleet of hybrid cars. Mir transporta, 2013, № 1.

10. Electric Vehicle Market Analysis. Available at: <http://irsgroup.com.ua/ecars> (accessed 16.11.2019).

11. Google Trends Search Engine. Available at: <https://trends.google.com> (accessed 18.11.2019).

12. Rates, indices, tariffs. Available at: <https://index.minfin.com.ua> (accessed 20.11.2019).

13. Toyota's official website. Available at: <https://www.toyota.ua> (accessed 22.11.2019).

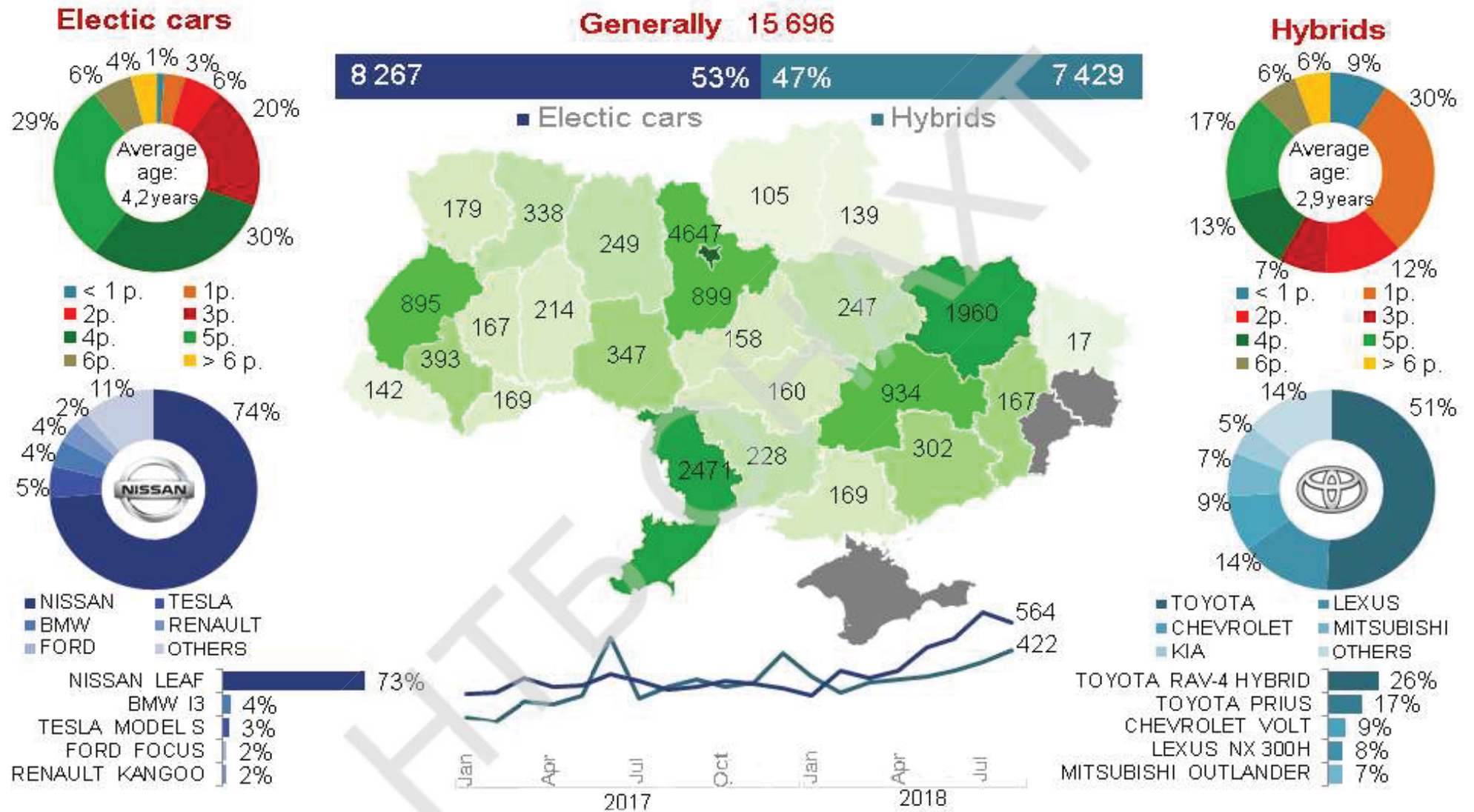







Fig 1.– Infographics of the number of registered cars and hybrids in Ukraine as of 01.09.2018 [7]

Appendix B – Toyota RAV4 HYBRID Consumer Lifecycle*

	PLANNING AND SEARCHING	DECISION-MAKING	BUYING	USING
Stage description	The client plans to buy the car and is looking for it with a fixed budget and a set of specifications.	The buyer chooses a few optimal solutions, analyzes them, visits various car dealerships and makes decisions.	After long searches, the client forms specific characteristics: - economy; - environmental friendliness; - attractive design; - average market price; - the level of popularity among used cars for resale. And it comes to the conclusion that these are hybrid cars "Toyota".	The process of exploitation and overall customer experience that should be maximally satisfied for a high level of brand commitment.
Touch points				
Consumer behavior	The customer does not have a unified idea of his own car, so he is confused and actively searches for and analyzes information.	The consumer has made some choices about the make and model of the car, but there are several options. At this point it is important to encourage it to buy with special offers (discounts, bonuses, gifts).	In the previous steps, the customer opted for a Toyota RAV-4 hybrid car, but he needed to make sure the car's specifications and design were live. That is why managers should be given the utmost attention to enhance the uniqueness, attractiveness and quality of the ride during the test drive, on handouts and personal consultations.	After-sales service is one of the main criteria for the support of regular customers. Therefore, at this stage it is necessary to confirm the level of service every time.
Emotions of the clients				

* [is developed by the author on the grounds of 13]

RECEIVING DESSERTS WITHOUT SUGAR ON THE BASIS OF VEGETABLE RAW MATERIALS Author: Akbota Rakhymzhanova Supervisor: Arailym Aralbaeva.....	108
2. ECONOMICS AND ADMINISTRATION.....	114
COMPREHENSIVE ASSESSMENT OF EFFICIENCY IN USING HUMAN RESOURCES OF THE ENTERPRISE Author: Alina Puzyna Supervisor: Yuliia Hryniuk.....	115
MODELS OF ANALYSIS AND FORECASTING OF MONETARY POLICY PARAMETERS Author: Vitalii Kramar Supervisor: Andriy Pilko.....	130
MODELING OF SUSTAINABILITY OF COMPETITIVE POSITION OF AGRARIAN SECTOR OF THE REGION Authors: Diana Kozhemiakina, Vladyslava Bieliaieva Supervisor: Nadiia Pylypenko.....	142
DISTRIBUTION ACTIVITY MANAGEMENT OF CORPORATION Author: Mariia Karasova Supervisors: Olena Dolgaleva, Yuriy Grytsuk.....	159
DEVELOPMENT OF PROMOTION HYBRID TECHNOLOGY POLICY OF CARS AS AN SOCIAL-ETHICAL MARKETING ELEMENT Authors: Kateryna Statkevych, Anastasiia Shapoval Supervisor: Boienko Olena.....	175
EXPORT-ORIENTED ANALYSIS APC REFINERIES Author: Catherine Narkevich Supervisor: Larisa Narkevich.....	190
FORMATION COMPETITIVENESS ENTERPRISES SPECIALIZING IN THE PRODUCTION OF BREAD AND BAKERY PRODUCTS Author: Kostanian Marine Supervisor: Riasnianska Alona.....	218
ANALYSIS AND DECISION OF REGIONAL ECONOMIC VITALITY AND ITS INFLUENCING FACTORS Author: Wang Yining Supervisor: Lihui Tu.....	230