

МАРКЕТИНГ ТА ПІДПРИЄМНИЦТВО

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FEEDBACK FROM CUSTOMERS OF HEALTHY PRODUCTS: STRATEGY OF MARKETING ACTIONS IN THE OFFLINE AND ONLINE ENVIRONMENT

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Annotation. *The article is devoted to the topical issue of collecting and adequately processing feedback from customers who buy or use healthy products in relevant industries. Theoretical substantiation of the question of classification of goods and services to the segment of healthy is given. Marketing communications in different environments from manufacturers of products of a healthy segment are analyzed. Particular attention is paid to reviews as a specific form of social evidence of the usefulness of the product. The importance of working with feedback on the market of healthy products and the differences between consumers of such products from other representatives of the consumer market is substantiated. The results of the respondents' survey on their confidence in the feedback are presented. The author describes the advantages and disadvantages of using feedback when building a strategy of interaction with customers. The paper presents sources of possible collection of feedback in offline and online environments. Emphasis is placed on the fact that there are non-obvious sources of forming an opinion about consumers' attitude to the company and its products, such as site metrics, analysis of consumer behavior in the network. A fragment of the research of corporate sites of healthy products of Ukraine on the involvement of customers in writing feedback is given. The review of services on work with responses from clients in the Ukrainian market is made. There are real examples of feedback in the implementation of marketing strategies to promote the product on the market from well-known companies.*

Keywords: *marketing communications with customers, customer reviews, healthy market, online survey, social evidence, marketing instruments.*

Statement of the problem in general. Feedback is traditionally an essential component of interaction with the customer, both at planning the purchase and after-sales service. Due to the quarantine restrictions that have covered many activities, stores are increasingly operating both in the physical space and mainly in the Internet environment, which has its characteristics for collecting customer feedback. Such transformations are initially perceived as discomfort, but habits change, and thus new forms of consumer behavior are formed. Recent trends are emerging. One of them is the intensification of Internet interaction with customers, which can be observed in many areas. The author of this research analyzes areas related to the production of healthy products (FMCG segment, medical services, health and disease prevention services, beauty industry, pharmaceutical industry, etc.). For players in this market, it is crucial to be in trend, to be discussed, to be an influencer of the opinions of their customers, to have "their forum of followers and critics", which stimulates sales, company recognition, creates interest in trying a product that is different from others, especially when it comes to food from raw materials, valuable ingredients and more. The need

to analyze current trends in work with the reviews conducted by companies in the production and sale of healthy products led to the relevance of the author's research objectives.

Analysis of recent research and publications. Issues of marketing communications with customers in different fields of activity and different environments are analyzed in the works of many scientists: Pimonenko T., Radchenko O., Palienko M. [1], Rosokhata A., Rybina O., Derykolenko A., Makerska V. [2], Khomenko L., Saher L., Polcyn J. [3], Duffett R.G. [4], Liljedal K.T., Berg H. [5]. The works of Chen Yu., Fay S., Wang, Q. [6], Lee Th.Y., Bradlow E.T. are directly devoted to collecting and effective processing of customer feedback. [7]. Papers [8–10] emphasize on working with clients in the field of production of healthy products. However, there is a lack of a generalized view on the multidirectional aspects of working with customer feedback in the Ukrainian market. An attempt has been made to fill this gap in research with this article.

Objectives of the article. The purposes of the paper include theoretical and practical justification of the importance of permanent work with feedback

for companies that belong to the category of healthy manufacturers. To do this, the author considers the specifics of a healthy product and what the results of production can belong to this category. The task is to analyze how companies work with online feedback in healthy eating in Ukraine. The advantages and disadvantages of using feedback to analyze consumer behavior are identified. Brief analysis of the market for feedback services in the Ukraine Internet environment was made.

Main research material. Social evidence has become a powerful marketing tool because it can convince the customer of the feasibility of buying a product, the appropriateness of recommending it to someone, use the services again, etc. The advantage of this tool is its versatility, as it is acceptable for use when working with almost any target audience. The emergence of customer feedback in the online environment occurred in the early 21st century [11]. The logical question is whether the reviews are suitable for use in the health products industry and effective for such businesses. A healthy product is the result of production in tangible or intangible form (if also to consider the field of services), positively affecting human health (due to the steady improvement of physical or emotional state). Instant forms of emotional upheaval after using entertainment centers, beauty salons or satisfaction from buying new clothes the author does not consider. The term holistic health (permanent, i.e., a person's condition from using a healthy product improves for a long time with regular use) is suitable. That is, two factors matter: duration of action; consistency in use [12]. The effect duration of using the product will depend on the consumer's focus on consistency or the frequency of use of a healthy product. For example, using a nutritional diet supplement only once a week will not have a cumulative measured effect. Figure 1 shows the evolutionary stages of the transition to a healthy product.

The general classification of health products types of production:

1) The company begins its activities by entering healthy products on the market, taking their line as the main or only direction of production. There are many examples of successful Ukrainian startups in this category. The sample is the "FutureFood" company, producer of healthy chips made from plant ingredients and rich in vitamins. In the services field, such an example is the cafe "Fito Café by CoffeeMan" in the Sumy region, which offers a wide range of healthy food (fresh juices, detox cocktails, desserts from natural ingredients, etc.). The same category includes businesses in microgreen growing, companies in innovative biohacking, medical institutions, manufacturers of herbal cosmetics and other areas of activity.

2) A company that offers a comprehensive healthy product, all components of which are harmless to humans and the environment (the most common

approach is "the product itself + its packaging"). An example is the Ukrainian brand "Medusha", a producer of natural honey. Product packaging is also from natural ingredients. Jars for honey are made of wax. Another example is the Ukrainian company "Soup Culture", which offers consumers a dish made of natural ingredients in an ecological bread glass.

3) The company diversifies its activities by bringing to market a radically different range of healthy products. It means horizontal diversification, i.e., expanding own product range with products that are not related to those already produced by the company. Implemented mainly by large corporations. For example, the project "Eat Easy" for the production of healthy rations, which is part of the asset management company N1 (among its assets are mobile banking, payment systems, loyalty system not related to the method of production and marketing).

4) The company expands its product range by launching a line or individual units in the "healthy" category. Here is an example of a foreign company "Starbucks", which once brought to market a healthy coffee, which the company offers in a green cup, which symbolizes its usefulness. Producing green coffee is also popular among Ukrainian companies. For example, the subsidiary of the concern "Khlibprom" is actively promoting in the market not only its range of coffee drinks but also a separate range of green coffee. In the field of services, a clear example of this approach to bringing healthy products to the market is mobile application developers, who actively offer consumers certain health products (portable analyzers, trackers, nutritional consultants, online doctors, etc.). In addition to a range of tours, travel companies offer their customers additional offers in healthy (medical) tourism, which can be the fourth type of healthy product production.

5) The company implements certain aspects of a healthy approach to production/product promotion. In 2016, the fast-food manufacturer KFC developed an edible nail polish with chicken flavor from natural ingredients according to the two most popular recipes of the network. Quite extravagantly, but in this way, the well-known company tried to intrigue, amuse and, as a result, cause a stir for the products of the network of Hong Kong residents.

Working with social evidence in the field of selling healthy goods and services is specific. The social proof is the recorded reaction of consumers to the product. Such evidence includes testimonials, cases (real stories about how a company has successfully coped with a task), opinions of celebrities (when a product is praised by a pop star or a movie, and perhaps a famous blogger, it's great, because these personalities are influencers, whose opinion is listened to), entries in social networks (they are "social", i.e. the tautology here is even unintentional, they are ideal for posting social evidence), various ratings (they

are also paid attention when choosing a product). At present, feedback remains the most effective type of social evidence. In some market niches (tourism, luxury goods), up to 100% of consumers first google reviews about the product before buying it. However, reviews on the official website of the company can stimulate the purchasing activity of its visitors. Reviews improve the behavioral factors of the site, contributing to the growth of organic traffic because users spend more time on the website, where there are reviews than where there are none [13]. The position of the site in search engines is improving. According to statistics collected from specialized sites, reviews in combination with ratings increase the conversion of online stores and commercial sites by an average of 15%. For projects that specialize in selling healthy products and providing health services, the percentage of users who read reviews is close to 90%. The online

survey on the sli.do platform of the respondents' opinion (conducted as part of an online training seminar with the target audience of Sumy region consumers) confirms the general trend of acquainting buyers with product reviews before buying it (Fig. 2).

The author monitored the sites of Ukrainian companies in manufacturing healthy products for the availability of feedback from consumers. Table 1 shows the results of monitoring.

A fragmentary analysis of manufacturers' websites in healthy products showed that only a few companies have the functionality to write customer reviews on their official website. The lack of such an opportunity indicates that consumers can leave feedback on other platforms, specialized services for collecting feedback. In particular, the methods of gathering feedback, in addition to the website, include the following:

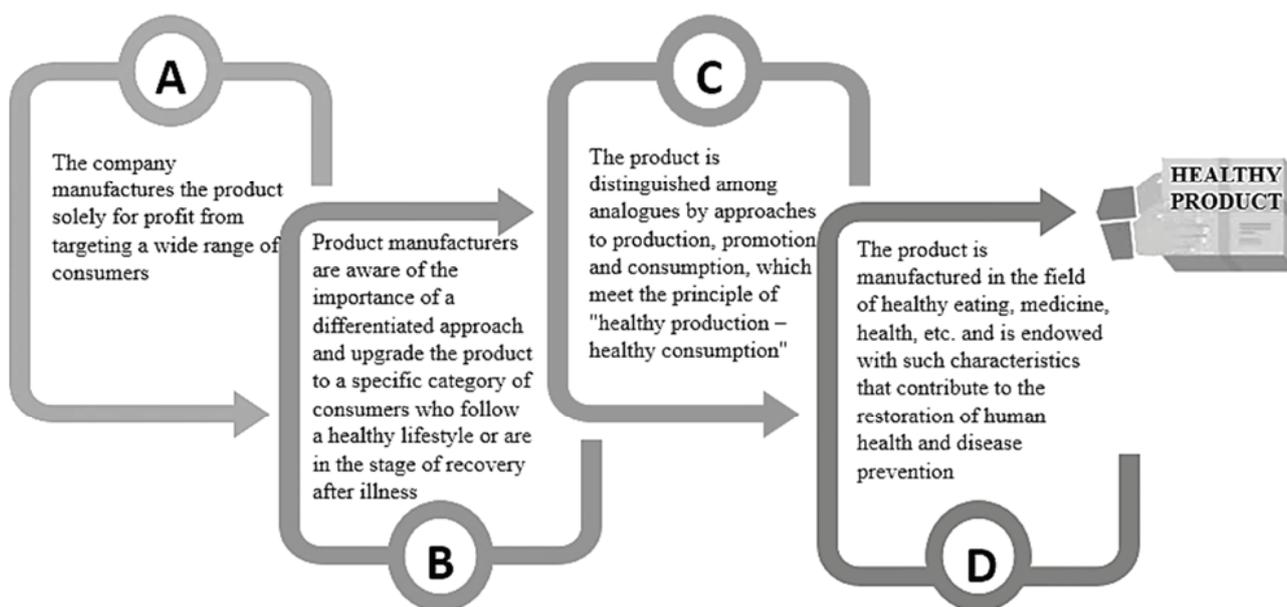


Figure 1. Stages of transition to the production of a healthy product

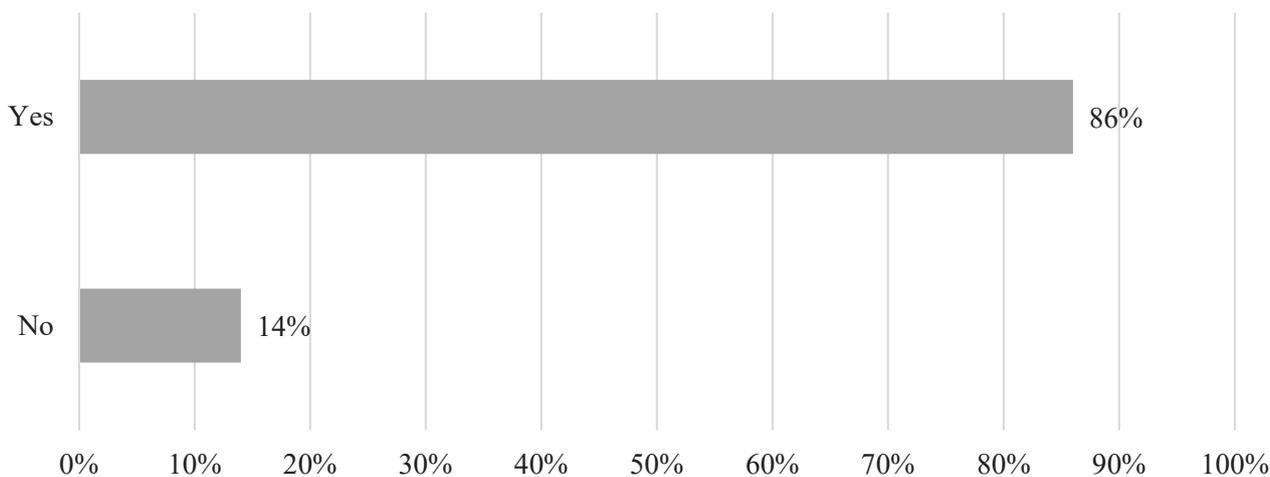


Figure 2. The results of an online survey of consumers in the Sumy region to the question "Are you looking for reviews about the product before buying it?"

1)reviews on other Internet resources (forums, specialized services, blogs, marketplaces);

2)employees who work in the sales and technical support department;

3)reviews are not always right in front of your eyes. Sometimes it is necessary to look for hidden reviews. Sometimes the actions of consumers will tell us much more than words. It means that simply by analyzing customers' behavior in the network, a marketer can get valuable information. For example, Google Analytics can give you an idea of many useful SEO site metrics. By examining metrics such as bounce rates and time spent on a particular page of the site, you can extrapolate to see which of a company's products or features are in demand among potential customers and which are not. Analyzing landing page conversion rates, you can observe user behavior on specific landings [14];

4)the function of Internet monitoring of mentions of the company (notification through the Google Alerts service).

Table 2 groups the advantages and disadvantages of feedback.

As noted in the benefits of working with reviews, they are really easy enough to collect, provided that

the consumer has the motivation to share feedback. Otherwise, this circumstance turns into a minus because the lack of feedback about the product on a subconscious level gives potential buyers the impression that no one buys the product. Omnichannel reviews are their significant advantage because feedback from the buyer can be obtained directly at the place of purchase (paper questionnaires, communication between the buyer and the seller on customer satisfaction, tasting) and online (reviews on the site, social networks, special services and etc.). In the online environment, reviews are realized in opinion polls, opportunities to leave a text review or reviews with content, including video reviews. Video reviews are at the peak of popularity today. It is probably due to the incredible popularity of the Youtube platform, where 400 new hours of video are uploaded every minute today. In the field of healthy products on the Ukrainian-language YouTube are popular channels "Taste of Life" (11,500 subscribers), Bomond BeautyStudio (1,580 subscribers), the corporation "Arterium" (741 subscribers) [15]. This number of subscribers is explained by the fact that the Ukrainian-language segment of YouTube is only gaining momentum in recent years, and there is still some time to promote Ukrainian-language projects.

Table 1

The "Reviews" section on the official websites of companies in the segment of healthy food production

Company	Website address	Availability of the section with reviews/ degree of fullness of this section
FutureFood	https://futurefood.kiev.ua/	Missing
Floris	http://www.floris-sumy.com.ua	Available / Large number of reviews mostly about doctors
Medusha	https://www.medusha.org	Available / There are not many reviews. They are posted by the company itself, i.e. the opportunity to leave a review by the client is not implemented
Soup Culture	http://soupculture.com.ua/	Missing
Eat Easy	https://eateasy.ua/	Missing
WellGreen	https://wellgreen.com.ua/	Missing
Vesna	https://vesna.care	Missing

Table 2

Pros and cons of using reviews as social evidence by the company

Advantages	Disadvantages
1. With the right motivation, buyers are happy to share their opinion about the product with the public.	1. The phenomenon of "cheating" reviews, both positive and negative.
2. Omnichannel.	2. Due to the anonymity of most feedback services, it is not possible to control the veracity of the views of those who leave them.
3. Ease of search by potential consumers.	3. In the absence of motivation, it is not easy to encourage the buyer to leave feedback on the product.
4. They can be shared indefinitely.	4. Impossibility to remove frankly negative reviews in many specialized services.
5. Formation of additional unique content.	5. Template and uninformative reviews about the product, even with their large number, are not valuable for the company and its target audience.
6. Growing conversions for low-frequency search queries..	6. The need to update reviews.
7. Growth of a product rating in search results.	7. A certain level of consumer subjectivity when writing reviews.

Reviews are easily found by users when entering a search query. For example, it is enough to enter the search query "microgreens microgreen peas reviews", and the system gives the result in a significant number of relevant queries webpages. Also, it's easy to share the URL of the page where the user found the response. Reviews can complement the website by acting as a kind of additional content. The texts on the product page usually contain a description from the manufacturer, which is not unique and is duplicated on other sites. At the same time, user feedback is an effective way to increase the amount of unique content on such pages and, as a result, improve its ranking in search results.

Unfortunately, on the Internet, a common phenomenon of "cheating" reviews, when positive reviews are written for payment, and negative reviews of the seller can be enriched by unscrupulous competitors. And the opinion of those who leave feedback is difficult to control due to the setting of anonymity. It is a mistake to think that for a customer to leave positive feedback about a product, he must either belong to the category of "citizens" of the Internet or be just a conscious member of society who wants his opinion to be heard. Most consumers have no desire, skills or just motivation to leave a review. Our survey results show that only 8% of respondents leave feedback from time to time among active Internet users. Most of them left online reviews only a few times in their lives (50%) or never wrote reviews at all (40%) (Fig. 3).

Note that the average age of respondents who took part in the survey was 22 years. According to the results of the study, users of this age (age range 15–24 years) in a more significant proportion with other types of Internet users belong to the category of "Those who live online" and "Confident users". Therefore, among older Internet users, the percentage of those who leave feedback or do so systematically is not much higher.

It is noteworthy that in the current turbulent times, when society faces many health challenges, including those related to the COVID-19 pandemic, people are seeking more information on various aspects of maintaining their health, including the health industry and useful products. These aspirations can be realized through the search, monitoring and searching reviews of certain products, experience of their use, opportunities to purchase/order/use. Statistics available today show that in 2018, Eastern European countries, including Ukraine, were among the leaders in the number of people who wanted to receive more information about medicine, disease and health. There is a noticeable gender difference in aspirations between women and men (51% vs. 34%) (Fig. 4).

Reviews are characterized by subjectivity, and for healthy products, this characteristic is more pronounced because consumers can criticize the product not only for taste, smell, technical aspects, as in most consumer goods, but for their effectiveness, duration this effect, the severity of the impact on different people, and so on.

Table 3 summarizes information about the leading players – services for writing and collecting feedback, which supports receiving feedback on the activities of Ukrainian companies and their products.

The analysis summarized in Table 3 showed that it is not difficult for consumers to find a platform to write a review of the company, including healthy products. There are specialized sites such as Medcentre, where they leave reviews only about medical services and wellness services. However, most reviews of the use or consumption of healthy products are posted on regular sites that contain company databases and a list of sections with different activities. At the same time, the review sites do not single out special sections for healthy products. However, in the future, we can predict rapid growth in the popularity of the health industry and more attention to it from online platforms, including feedback collection services.

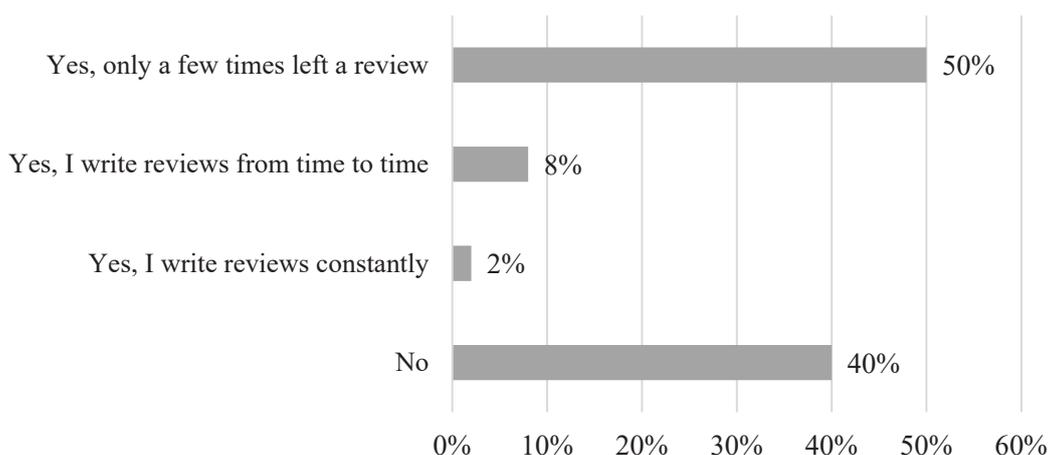


Figure 3. The results of an online survey of consumers in the Sumy region to the question "Are you looking for reviews about the product before buying it?"

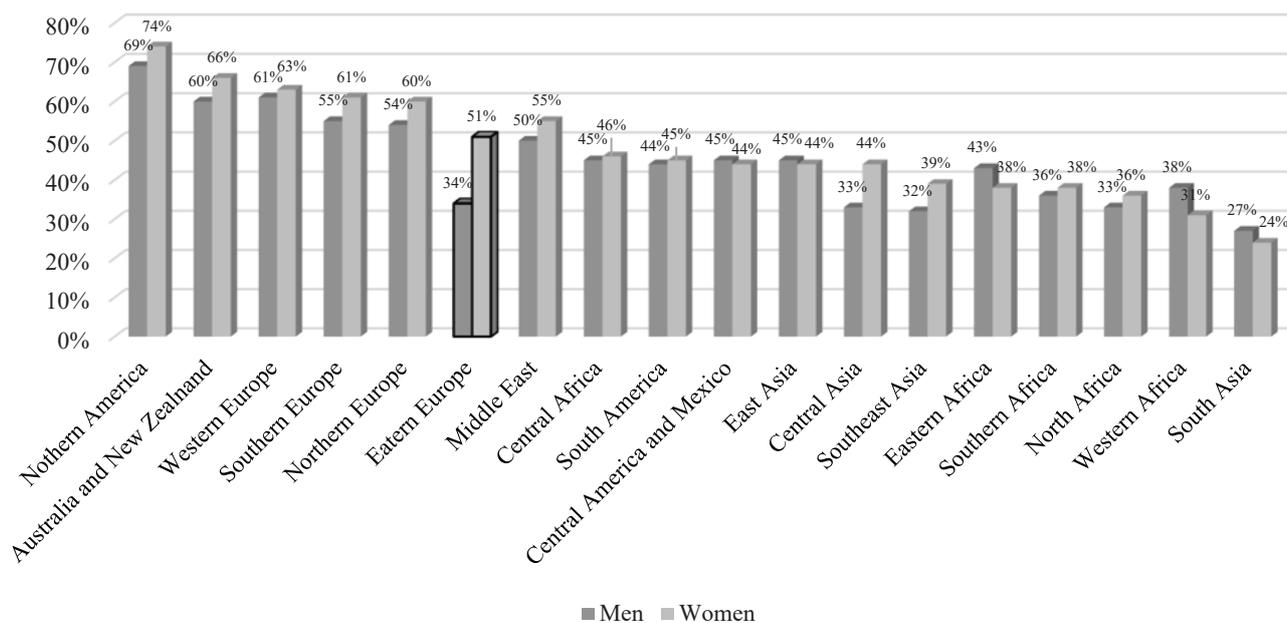


Figure 4. Distribution of individuals who wish to receive more information on medicine, disease and health (built using data from [16])

Table 3

Feedback services on the Ukrainian market

Service	Features of the platform	Ability to write reviews about healthy products
Revision	Ability to leave reviews about restaurants, online and offline stores, services. The restaurant or shop connects to the platform, receives its QR-code. This code can be scanned by consumers from a check or other attributes and go to the rating page. In an online store, the customer is sent an email asking to leave a review. It is also possible to leave a response via SMS or in messengers.	Probably within the specified spheres of activity
Google maps	The user can find the company on the map and share their impressions of working with it and provide a description of its products.	Depends on the specifics of the company.
Otzyvua.net	The platform positions itself as the first independent feedback site in Ukraine.	Reviews of healthy products can be written in numerous sections of the site, such as: "Food", "Clinics", "Medical Centers", "Vitamins" and others.
Medcentre	The site is implemented as an information portal about medicines with a database of doctors, clinics and pharmacies. There is a section with reviews about medical institutions and doctors.	In the field of medicine
Compania	Website with the opportunity to share the experience of cooperation with CIS companies, impressions of their service and quality of goods.	There is a possibility. The site has categories "Medical organizations", "Business", suitable for reviews of healthy products.

Conclusions and prospects for further research. Feedback is a powerful tool for gathering opinions about the company from consumers in the commodity market and regular customers when it comes to services. Many companies take customer feedback into account in their product, sales, communication and even pricing policies. For example, the Ukrainian marketplace, which

specializes in placing ads for the sale of cars, AUTO. Ria successfully beat the idea of systematically collecting feedback from users in its marketing company on Youtube, posting on this service their short videos primarily as prerolls and middle rolls when watching videos. It is essential to take into account positive feedback and negative, which allows the company to correct, consolidate its

position among target consumers as a reliable market player, taking into account the views and wishes of its customers. Prospects for further research are the search for creative, innovative approaches to the systematic collection of feedback from customers,

which can be implemented in online and offline projects in the field of healthy products. Prospects for further research are finding practical tools to attract new customers to write reviews, particularly in products for disease prevention.

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Н. Є. Летуновська, Сумський державного університету. Відгуки клієнтів здорових продуктів: стратегія маркетингових дій в офлайн та онлайн середовищі

Анотація. Стаття присвячена актуальному питанню збору та правильної обробки відгуків від клієнтів, що купують чи користуються здоровими продуктами відповідних галузей діяльності. Наводиться теоретичне обґрунтування питання віднесення товарів та послуг до сегменту здорових. Проаналізовані маркетингові комунікації в різних середовищах від виробників продуктів здорового сегменту. Особлива увага приділена відгукам як специфічній формі соціальних доказів про корисність продукту. Обґрунтована важливість роботи з відгуками на ринку здорових продуктів та відмінності споживачів такої продукції від інших представників споживчого ринку. Наведені результати опитування респондентів щодо їх довіри до відгуків. Перелічені переваги та недоліки використання відгуків при вибудові стратегії взаємодії з клієнтами. Перелічені джерела можливого збору фідбеку в офлайн та онлайн середовищах. Закцентовано увагу на тому, що є неочевидні джерела формування думки про ставлення до компанії та її продуктів споживачів, наприклад, метрики сайту, аналіз поведінки споживачів у мережі. Наведено фрагмент аналізу корпоративних сайтів виробників здорової продукції України щодо залученості клієнтів до написання фідбеку. Зроблено огляд сервісів по роботі з відгуками від клієнтів на українському ринку. Наведені реальні приклади використання відгуків при впровадженні маркетингових стратегій просування продукту на ринку від відомих компаній. Практична значимість одержаних результатів дослідження полягає в можливості використання рекомендацій автора суб'єктами ринку В2С при вибудові стратегії взаємодії з постійними клієнтами та потенційними споживачами продукції. Урахування переваг та недоліків відгуків як різновиду соціальних доказів є необхідним для роботи маркетолога при планування рекламних кампаній, націлених на кінцевих споживачів.

Ключові слова: маркетингові комунікації зі споживачами, відгуки споживачів, здоровий ринок, онлайн опитування, соціальний доказ, маркетингові інструменти.

Н. Е. Летуновская, Сумской государственной университет. Отзывы потребителей здоровых продуктов: стратегия маркетинговых действий в офлайн и онлайн среде

Аннотация. Статья посвящена актуальному вопросу сбора и правильной обработки отзывов от клиентов, покупающих и пользующихся здоровыми продуктами соответствующих отраслей деятельности. Приводится теоретическое обоснование вопроса отнесения товаров и услуг к сегменту здоровых. Проанализированы маркетинговые коммуникации от производителей продуктов здорового сегмента. Особое внимание уделено отзывам как специфической форме социальных доказательств о пользе продукта. Обоснована важность работы с отзывами на рынке здоровых продуктов и различия потребителей такой продукции от других представителей потребительского рынка. Приведены результаты опроса респондентов касательно их доверия к отзывам. Перечислены преимущества и недостатки использования отзывов при выстраивании стратегии взаимодействия с клиентами. Приводятся источники возможного сбора фидбека в офлайн и онлайн средах. Акцентировано внимание на том, что есть неочевидные источники формирования мнения об отношении к компании и ее продуктов со стороны потребителей, например, метрики сайта, анализ поведения потребителей в сети. Приведен фрагмент анализа корпоративных сайтов производителей здоровой продукции Украины касательно вовлечения ими клиентов к написанию отзывов. Сделан обзор сервисов по работе с отзывами клиентов на украинском рынке. Приведены реальные примеры использования отзывов при внедрении маркетинговых стратегий продвижения продукта на рынке от известных компаний.

Ключевые слова: маркетинговые коммуникации с потребителями, отзывы потребителей, здоровый рынок, онлайн опрос, социальное доказательство, маркетинговые инструменты.