

Svitlana BEBKO,

Doctor of Ec.Sc., Professor

Kyiv National University of Technologies and Design

Kateryna SHIKOVETS,

PhD, Associate Professor

Kyiv National University of Technologies and Design

ENTREPRENEURIAL AND DIGITAL SKILLS FOR EVALUATING THE EFFECTIVENESS OF MARKETING COMMUNICATIONS IN THE MARKET OF ELECTRICAL PRODUCTS OF UKRAINE

The assessment of the effectiveness of a company's communication strategy in the electrical engineering products market is based on the specifics of the B2B market, where the key factors for effectiveness are: rational perception of the brand, level of technical trust in the supplier, speed of response, quality of service, depth of product range, and the company's ability to provide comprehensive engineering solutions. Unlike B2C communications, where the emotional and image component dominates, in the B2B segment, the priority is the cognitive and behavioral effect, which is determined by the level of product awareness, understanding of technical characteristics, perception of reliability, willingness to cooperate, repeat orders, and purchase volumes [1-3]. Modern scientific and methodological approaches evaluate communication effectiveness according to three groups of effects: cognitive effects (knowledge about the brand, logo, assortment, uniqueness of the offer); affective effects (trust, image, attitude towards communications, level of loyalty); conative effects (willingness to cooperate, frequency of inquiries, purchase volumes, repeat orders) [1-3].

EK-Elektrokomplekt LLC is part of the FEGIME group and is a distributor, manufacturer of switchboard equipment and LED lamps TM ENPOWER, as well as a leader in the comprehensive supply of electrical equipment [4].

The analysis of the company's current communication system should be based on the assessment of information, image, and behavioral effectiveness, as well as on the identification of "bottlenecks" in the strategic, instrumental, and organizational aspects of communications [4,5].

EK-Elektrokomplekt LLC positions itself as a market leader in the comprehensive supply of electrical products, providing: a wide range of goods (over 5,000 items); 96 direct distribution contracts with leading global manufacturers (ABB, Schneider Electric, Legrand, OBO Bettermann, Ledvance, Eaton, ETI, etc.); production of its own ENPOWER switchboards and LED luminaires; service and technical support; energy services [4].

The brand has a multi-level structure: the corporate brand EK-Elektrokomplekt; the production sub-brand ENPOWER (LED technology); panel solutions (customized engineering kits); and distribution partner brands that reinforce trust [4].

This creates a unique competitive position: from warehousing to engineering, which ensures broad recognition and a stable position among B2B customers (energy companies, construction corporations, developers, industrial enterprises, the public sector, etc.) [4].

The company is one of the most recognizable enterprises in the electrical goods market in Kyiv and the central region. There are 1,977 companies registered in Kyiv in the electronics manufacturing and trade segment; 1,598 of them are active companies, dominated by enterprises in the KVED codes 26.51, 26.20, 26.30, and 27.12 groups [6].

Since EK-Elektrokomplekt has been present on the market since 1998, has a broad customer base, participates in large tenders, and has implemented more than 80 large-scale projects, its spontaneous recognition level is high among the professional audience: developers; electrical installation companies; government procurement agencies; industrial customers; distributors and dealers [4].

However, spontaneous recognition among end consumers is lower, as the company does not target the mass B2C market.

References to partner brands (ABB, Legrand, OBO, Schneider Electric, etc.) significantly increase trust in the brand, as they associate the company with quality and reliability. Cooperation with leading global companies builds a high level of trust and confirms the company's status as a market leader [4].

The company actively uses: presentation catalogs; participation in exhibitions; corporate website; printed materials; personal negotiations [4].

However, there are no digital advertising campaigns, SEO promotion,

targeting, or systematic work on social networks. This reduces latent awareness among potential new customers.

The company's image is shaped by characteristics such as: technological expertise (production of LED products, switchboard equipment); comprehensiveness (from cables to engineering solutions); reliability (extensive history of projects at key facilities in the country); European standards (participation in FEGIME, distribution contracts); high reputation among construction holdings [4].

The brand is perceived by the market as strong, stable, professional, and partnership-oriented.

Customers widely recognize the competence of the staff and the technical literacy of the managers. However, advertising as such is absent or irregular, so the company is perceived more through personal relationships than through brand communications.

Therefore, it can be noted that image and content marketing tools are underdeveloped.

High customer loyalty is confirmed by a large portfolio of completed projects, recommendations from partners, and participation in international associations [4].

However, loyalty is based mainly on personal contacts rather than systematic CRM communication.

The growth dynamics of income indicates that the communications and sales strategy is effective at the behavioral level, as it ensures significant growth of the customer base; the expansion of the staff from 15 to 45 employees confirms the operational load; the increase in assets indicates a systematic strengthening of the business. This demonstrates an exceptionally high conversion of communications into financial results, but at the same time raises new requirements for scaling the communications infrastructure [5].

Electronics clusters are forming around Kyiv (1,977 companies), Kharkiv (721), Dnipro (408), etc. [6]. The main competitors in terms of production and distribution indicators are: Dolya & Co, Ajax Systems, VD MAIS, Schröder, Odeskabel, Radionix, and Kvertus (Table 1).

Table 1

Comparative analysis of communication advantages

Parameter	EK-Elektrokomplekt	Competitors
Comprehensiveness of services	+++	++
Own production	LED, shielded	in some cases – yes
Distribution contracts	30+ manufacturers	10–15
Reputation in the public sector	Very high	average
Marketing communications	average	high (Ajax, Schröder)
Digital communications	Weak	developed
International standards	FEGIME	Absent

Thus, the company outperforms the market in terms of expertise and history, but loses out in terms of digital communication and brand scalability. The strengths of the current communication strategy are:

- a strong image as a reliable B2B partner, confirmed by large-scale projects;
- strong direct contacts with key customers, ensuring repeat purchases;
- highly competent staff, which shapes the company's position as an expert;
- a developed structure of partnerships with leading global brands;
- own production facilities, which strengthen confidence in technical solutions;
- extensive history of completed projects, which is a strong communication asset.

The main problematic aspects of the communication strategy are:

- insufficient development of digital channels; lack of systematic SEO promotion; weak representation on social media; ineffective use of content marketing; lack of contextual advertising; underdeveloped communications analytics;
- low level of formalization of the communication strategy; lack of a unified communication policy; varying quality of materials in sales departments; no strategic brand map;
- image dependent on personal contacts; risk of losing customers when managers change; lack of a CRM communications system; weak

standardization of interaction;

- low visibility of own technological products (ENPOWER and shield production remain under-advertised, although they have high potential);
- Insufficient segmentation of communications; communications are targeted at all customers at once, which reduces personalization and conversion.

The analysis shows that EK-Elektrokomplekt LLC has an effective but traditional and poorly digitized communication strategy. It is quite effective in the context of a stable B2B portfolio, but does not correspond to current market trends and the speed of digital development of competitors.

Despite significant growth in financial indicators, there is a risk of losing scaling opportunities due to limited communication tools, insufficient presence in digital channels, low recognition of proprietary technology products, and dependence on personal communication by managers.

Therefore, the strategy is highly effective at the rational and behavioral levels, but weak at the image and digital levels, which creates potential barriers to market expansion.

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