



ЭКОНОМИКА И МЕНЕДЖМЕНТ

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MARKETING FOR, BY AND OF THE PROJECT: CASE OF KAZAKHSTANI COMPANIES

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Annotation. *The article reveals the features of marketing as a part of project management, its purpose and objectives. The essence of marketing in general is described, the concept of marketing research is considered. The article examines the features of project marketing for promoting products to the market. Article also considers a certain example of a Kazakh company that provides medical services.*

Consumer survey and subsequent experiment were used as research methods. The survey showed the most popular channels of communication between consumers and the company, their experience with chat-bots, and their use and satisfaction assessment from using chat-bots. The hypothesis that the implementation of such a modern marketing technology as a chat-bot will effectively affect the company's activities is considered proven. The research objectives were fulfilled.

Key words: *marketing, project, project management, marketing research, project marketing, promotion.*

Basic provisions. Current market situation in many countries including Kazakhstan demonstrates trends of high products oversaturation, quick assortment turnovers and renewals. Supply and demand balance is being violated often, because supply precedes the potential demand not only quantitatively, but also qualitatively. In such disbalanced conditions, producers are forced to stay afloat among competing products. These harsh conditions require flexible management system, namely the ability to adapt quickly, strategy and tactics in response to modern rapid changing conditions.

Marketing component is a necessary requirement to adapt product, price, place and promotion politics to a dynamically developing market environment. To withstand the competitive pressures organization must vary continuously, while optimizing its managing system in general and its specific business processes.

Introduction. Today the discussion of marketing experts about project marketing being a part of project management or project management being a part of project marketing is still occurring. Project marketing demands systematic approach that is common for most business initiatives. Setting goals, defining strategic opportunities, choosing a strategy and its realization claims specific flexible approach because it is necessary to react quickly to market's rapid changes.

Unfortunately, the problems of marketing support inside the project haven't found the solutions neither in marketing, nor in project management theories. However, starting from 2007, the problem of marketing support is discussed annually on PMI conferences and "Marketing and project sales" direction is among the five major trends of management development. That is why



project marketing is an essential part of strategic project management that defines project success due to its competitive advantages.

Materials and methods. Marketing project is a well-planned targeted complex of creating and upgrading some object or a set of objects, aimed at achieving pre-set marketing goals within a certain period of time and established budget and quality [1].

Marketing in project – is a very useful tool, that should be based on three Key Perspectives [2]: the “voice customer”, technology and new product development. In any marketing project it is crucial to identify target customers and gather information about them and their needs. The “voice of the customer” includes customer needs, hierarchy, segmentation and priorities. A clear understanding of customers’ preferences and requirements helps many companies avoid unnecessary costs.

Technology in the above-mentioned research is responsible for using such tools as mobile devices, Internet and social media in marketing and project management. These tools can act as an enormous platform for gathering data from all people involved in project. A study carried in 2011 examined the impact of using technological tools in project planning and its effects on project’s success [3]. Data was gathered from 277 respondents from Norwegian population database. Selected people held high positions in projects, such as project managers, developers, project champions or masters. This study was carried out by quantitative approach and the result showed that technology usage has a positive and significant effect on successful project planning, managing and learning.

The last key perspective, new product development, refers to product life cycle extension by means of releasing and optimizing new products, that would satisfy customer needs more effectively than competitors do.

Market-oriented management based on advanced marketing and management methods is the foundation for the successful company functioning. Project is a useful tool for significant changes implementations. Project management, originating as a practical activity in the old days, went through its development as scientific and methodological discipline in 20th century and has currently become one of the most sought after and forward-looking management technologies in the world [4].

Marketing projects chase the following classification basics [5]:

- strategic (related to major company goals and aimed at long-term vision) and operational (focused on tactic objectives);
- by marketing function: pricing, product, placement and promotional projects;
- by level of problem knowledge: traditional and non-traditional (requiring standard or lateral thinking);
- by belonging to a company and scale: internal and external;
- in terms of project performance inside of a company: at the corporation level or local;
- by implementation period: short-term, medium-term or long-term;
- by source of funding and risk.

Analysis of the most common approaches to projects classifying indicates that marketing projects as a separate species of projects is allocated by very few researches. Although, there is still no consensus among those examiners that acknowledge marketing projects as a separate kind.

An important aspect that must be taken into account when highlighting marketing projects is the need to comply with the main features of projects [6]:

- 1) uniqueness, singularity of conditions, novelty or innovativeness of the result, pilot execution (may be a characteristic of the project as a whole and its individual components);
- 2) clear and specific goal, achieved by choosing a strategy and structuring it in the form of specific works;



3) gradual clarification (at each step of the project, the available information and the content of the upcoming work and activities are being clarified);

4) fixed duration, fixed start or end of the project, logical sequence of work;

5) limited resources (the number of various resources used in the project will always be insufficient, the approved project plan must have a list of resource specifications and limitations, as well as a schedule for their consumption in the project's work);

6) the complexity of the project and differentiation with other activities of the company, which means taking into account all internal and external factors that directly or indirectly affect the development and results of the project, management of all its areas;

7) special organization of the project implementation, necessary for complex and important projects;

8) people managing the project - the leader and the project team.

The use of project management in marketing activities can provide an organization with a number of benefits [7]. The use of project management methods in the planning and implementation of marketing activities helps to:

- structure the work: the process of planning and implementing activities is broken down into stages (initiation, planning, implementation, closing);

- increase the controllability of all processes;

- manage the subject area of the project;

- manage the terms of the project;

- manage the cost of the project;

- manage the quality of the project;

- manage risks;

- manage human resources;

- manage communications

- manage project purchases;

- manage the integration of the project.

Project management in relation to marketing activities can increase its efficiency, which in general will have a positive effect on the success of the organization in the context of dynamic changes in the environment in the long-term. At the same time, the management of marketing projects is fraught with a number of difficulties, the solution of which must and can be carried out at the level of each specific organization on the basis of the existing practical experience and modern theoretical developments of domestic and foreign researchers.

To obtain data with the subsequent use of primary information in the experiment, it became necessary to conduct a quantitative marketing research - a survey. The key goal of the survey is to determine which of the communication channels with the company is most often used by consumers to receive services and consultations, whether they have had any experience with chat-bots, and to assess the degree of use and satisfaction from using chat-bots. The survey posed the following questions to the respondents:

1. Age of the respondent

2. Gender of the respondent

3. Preferred method of communication with companies providing services

4. Experience of communicating with chat-bots

5. Assessment of the degree of satisfaction from using chat-bots.

The main hypothesis of the study assumes that the introduction of such marketing tool as a chat-bot as part of a marketing project will help a company increase the number of calls and appointments by 20%.



Using the obtained primary data, general statistics are organized on the degree of possible effectiveness of marketing channels of communication with the consumer to summarize the research results with the subsequent development of a second marketing research - experiment.

When selecting respondents, the general population of all Almaty residents aged 18 and over was used, since the lion's share of the city's population uses marketing channels of interaction, regardless of age, education level and gender. However, the selection did not include people under the age of 18, since they are not the economically active population that is necessary for businesses. This sample made it possible to take a broad look at the reach of users, their preferences in communication methods, awareness of chat-bots and overall satisfaction with their use.

In order to select the required sample from the general population, the snowball method was used. This method was used by organizing mailings in social networks to various target groups, which subsequently also organized mailings to familiar target groups. Such an informal tool made it possible to select respondents from different age groups and with different preferences. Thus, the study showed results based on a wide coverage of user groups.

As a tool for collecting information, the Google Forms platform was used, where an online survey was compiled, which made it possible to get a picture of marketing communication channels through the eyes of the consumer. The service allows you to collect and analyze information that was left by the respondent on this site during the research. This platform was chosen based on a number of key factors, namely:

- 1) the ability to break down the responses of each respondent;
- 2) a detailed graph of the results of the entire sample of respondents;
- 3) fast loading speed and ease of filling out the survey.

The procedure for the development and implementation of this study consisted of the following steps:

Step 1. Development of the main goal of the study. The key goal was to determine which of the communication channels with the company is most often used by consumers to receive services and consultations, whether they have experience with chat-bots, and to assess the degree of use and satisfaction from the use of chat-bots.

Step 2. Selection of the research method. During the study, a quantitative method was used, namely, a survey.

Step 3. Selection of the required general population and sample. The economically active population of the city was used as the general population. For the selection of the sample, the snowball method was chosen. The respondents were residents of Almaty from 18 to 55 years old.

Step 4. Organization and collection of primary information. To obtain primary information from the respondents, the Google Forms service was used.

Step 5. Analysis of the results obtained on the popularity of marketing communication channels among the population in order to implement the experiment.

The survey data obtained became the basis for conducting a second study in the company - an experiment. Experiment is a method of empirical research in which a scientist acts on the object under study with the help of special material means in order to obtain the necessary information about the properties and characteristics of these objects or phenomena.

The carried-out experiment was to introduce consultations and appointments into the company's activities through a chat-bot in the Telegram application. The goal of this experiment was to increase the number of customer calls to the company and increase the number of daytime treatment sessions.

The essence of the experiment was to assess the effect of changing one variable on changing another, namely, to analyze how the implementation of a chat-bot into the company's market-



ing activities, which could consult and sign customers up to appointments, would affect the number of calls and the number of services provided.

The input data were the daily, weekly and monthly number of customer calls to the company and the total number of services provided per month. The average daily number of requests is 3. Average weekly number of requests - 17. Average monthly number of requests - 59. The average monthly number of services rendered is 39.

Results. The carried-out survey involved both men and women in approximately the same proportions. The most popular age group participated in the survey was from 25 to 34 years old.

The research showed, that the most preferable way to get consulted and signed up for appointments among customers is via messages or by phone calls. Chat-bots are preferred by 45,3% of respondents which proves their interest and need in such marketing tool. As survey revealed, people mostly use chat-bots from time to time, which explains the need to implement this tool in the company's activities.

It is also has been noticed that even though some of the respondents use chat-bots to access some services, they are not fully satisfied with it. The most common problems of use are the lack of necessary functions, a complex interface and a large overload of the bot with unnecessary information. This is why today's companies' chat-bots whether they are on sites or in other applications, still need a complex optimization and thoughtful interface.

Since the survey showed the potential interest of users in having a chat-bot to receive services, the company decided to develop a chatbot in the Telegram application as part of a marketing project.

After two full months of observations (July and August 2021), it was revealed that the monthly number of calls to the company through the use of chat-bot clients in the Telegram application increased by 18%. The average daily number of requests showed an increase of 22%, and the average weekly requests of 19%. The number of services rendered per month increased by 16% compared to the base period.

It is worth noting that targeted advertising for promoting a chat-bot has also shown its effectiveness during the implementation of a marketing project.

Thus, the hypothesis that the implementation of such a modern marketing technology as a chat-bot will effectively affect the company's activities is considered proven. The surveys' goals were fully met.

The company that was the subject of the study expressed a desire to hide the commercial data of its activities, but agreed to provide the results of the experiment in the form of quantitative and proportional distributions.

Conclusion and discussion. The dynamism of changes in the conditions for the functioning of companies dictates the need to search for effective management technologies to ensure the competitiveness of the company. The modern market is characterized by a high degree of saturation with goods, fast renewal and changeable assortment. Simultaneously with the strengthening of the marketing component, it is necessary to introduce competent methods of managing it. Therefore, interest in project management, which allows organizing resource management to achieve goals with given quality parameters, costs and timelines, is steadily growing.

Often, firms, with a particular focus on marketing, rely only on it. This approach is not always successful, since we must not forget about the management part. Marketing project management is a laborious process that must be implemented taking into account constantly changing conditions, unstable consumer preferences and frequent supply-demand imbalances.

To date, the study of the topic is more represented by foreign experts, in Kazakhstan the project approach to business is not widely used. In the developed countries of Europe, North America and East Asia, special attention is paid to the management of both marketing and other



projects. It is widely believed that project activities are more relevant, more flexible, and more economical than a simple operating room. Thanks to a deeper study, detailed analysis of successful approaches and coverage of urgent problems, Kazakhstan has an excellent opportunity to introduce a modern approach to doing business in both small and medium and large enterprises.

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ЖОБАҒА АРНАЛҒАН, ЖОБА БОЙЫНША ЖӘНЕ ЖОБА ТУРАЛЫ МАРКЕТИНГ: ҚАЗАҚСТАНДЫҚ КОМПАНИЯЛАРДЫҢ ҮЛГІСІНДЕ

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Түйін. Нарық шарттарының қарқынды өзгеруі мен бәсекеге байланысты, компаниялар неғұрлым эффективті басқару технологияларың іздеуге мәжбүр.

Бұл мақалада маркетингтік зерттеулер сауалнама ретінде келтірілген, онда қазіргі тұтынушылардың чат-бот сияқты коммуникациялық технологияларға қызығушылығы дәлелденді. Осы зерттеудең кейін жүргізілген эксперимент бойынша, компаниялардың ұсынған қызмет саны 16% өскені анықталды.

Түйін сөздер: маркетингтік жоба, маркетинг, жобаларды басқару, маркетингтік зерттеулер, жобалық маркетинг, жылжытылу.



МАРКЕТИНГ ДЛЯ ПРОЕКТА, ПО ПРОЕКТУ И О ПРОЕКТЕ: НА ПРИМЕРЕ КАЗАХСТАНСКИХ КОМПАНИЙ

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Резюме. Динамичное изменение рыночных условий вынуждает компании искать эффективные технологии управления для того, чтобы сохранять свою конкурентоспособность. В данной статье приведено маркетинговое исследование в виде опроса, которое доказывает интерес нынешних пользователей к такой современной технологии коммуникаций, как чат-бот. Следом за этим исследованием был проведен эксперимент, главным результатом которого являлось увеличение числа оказанных компанией услуг на 16%.

Ключевые слова: маркетинговый проект, маркетинг, управление проектами, маркетинговые исследования, проектный маркетинг, продвижение.

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ТЕРРИТОРИАЛЬНО-ЭКОНОМИЧЕСКИЕ АСПЕКТЫ УРБАНИЗАЦИИ В КАЗАХСТАНЕ

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Аннотация. Статья посвящена исследованию проблем территориально-экономического развития в рамках регулируемого преобразования процессов урбанизации. Для проведения комплексного изучения процессов урбанизации проведен статистический анализ административно-территориального деления, плотности населения в региональном разрезе, который выявил существенные территориально-экономические диспропорции. Решению проблемы обеспечения комплексного преобразования регионов посвящена новая региональная политика, целью которой является развитие перспективных центров экономического роста и поддержание регионов со слабыми экономическими возможностями на минимально достаточном уровне стандарта качества жизни. Процесс урбанизации в Казахстане имеет динамичный характер, что дает основание сделать вывод о необходимости формирования новых центров урбанизации и агломераций.

Материалы и методы исследования. При изучении территориально-экономических особенностей урбанизации в Казахстане применялся комплекс следующих методов исследований: монографический, программно-целевой, статистический анализ. В работе также были использованы такие теоретические методы исследования как сравнения и обобщения, научная абстракция и синтез.

Ключевые слова: урбанизация, агломерация, город, регион, население, областной центр, региональная политика.

Основные положения. В данной статье рассмотрены современные тенденции урбанизации, на основе статистических данных описаны ее особенности в Казахстане, пред-