

СЕКЦІЯ 4

СУЧАСНІ ЦИФРОВІ ТЕХНОЛОГІЇ В МАРКЕТИНГУ

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MARKETING VALUE AND USER EXPERIENCE IN QUALITY PERCEPTION

In the context of the emergence of the information economy and global digital transformations that define the modern business environment, classical approaches to management are undergoing significant changes. Marketing, which has evolved from a simple sales function to a comprehensive philosophy of doing business, occupies a central place in this process.

Information service is defined as the activity of entities to provide consumers with information products, that is, to obtain and provide the user with certain information or data. An information product, in turn, is documented information prepared to meet the needs of users. Thus, the central task of marketing in this area is not simply to promote a finished product, but to form and manage the quality of the service itself, which provides access to this product. In a transformational environment, where information has transformed from a static resource into a dynamic, interactive service, the concept of "product quality" goes beyond the traditional criterion of data accuracy. It integrates such parameters as relevance, timeliness, personalization, accessibility and convenience of the user experience. Accordingly, marketing technologies become not only a tool for promotion, but also an integral part of the system for managing and ensuring the quality of information services.

Product and information quality are essential for success in the marketplace. Consumers make purchasing decisions based on their subjective assessment of Customer-Perceived Value (CPV). CPV is defined as the ratio between what the consumer "gets" (total benefits) and what he "gives" (total costs).

Total benefits include not only the functional utility of the product, but also social (status enhancement), psychological (confidence, self-expression), and image (association with a prestigious brand) benefits. Total costs consist of monetary (price, cost of service) and intangible costs: time to learn the interface, cognitive effort to find the desired function, psychological stress from unclear navigation or system errors.

In the field of information services, especially complex SaaS platforms, it is often the intangible costs that become decisive. A bad user experience (UX) directly increases these costs. Thus, improving UX is a direct strategy for increasing CPV by reducing intangible costs. This turns UX design into a powerful marketing value management tool. Robert Woodruff's value model presents the perception of value as a multi-level structure that moves from concrete product characteristics to abstract user goals. The hierarchy consists of three levels:

1. Attributes level: specific, measurable characteristics of the product or service (e.g., page load speed, filter search, subscription price).

2. Consequences level: desired or undesired results that the user gets from using the attributes.

3. Goals level: the ultimate, fundamental goals and values that the user seeks to achieve with the product.

This model demonstrates the fact that users do not value attributes in themselves, but rather how those attributes help them achieve their personal and professional goals. Companies often fall into the trap of focusing exclusively on adding new attributes, while true quality and value are created at higher levels of the hierarchy. Thus, a quality management marketing strategy should start not with the question "What features can we add?" but with the question "What are the fundamental goals of our users, and how can our product help achieve them?" This requires a shift from a feature-driven product paradigm to a value-driven paradigm.

User Experience (UX) is the link that connects the objective characteristics of an information service with the subjective perception of its value. UX is defined as the user's holistic perception of a product, encompassing his emotions, impressions, and actions during interaction. It is important to distinguish between the concepts of UX and usability [1].

Usability, or ease of use, is one of the components of the broader concept of UX and mainly concerns the efficiency and productivity of interaction. UX also includes emotional, aesthetic, and psychological aspects. UX is influenced by a combination of factors: navigation logic, content structure, visual interface design (UI), information architecture, and element interactivity.

A number of frameworks have been developed to systematically measure and manage UX. One of the most influential is the HEART framework developed at Google, which offers a comprehensive approach to assessing the quality of UX through five categories [2]:

Happiness: Subjective attitude of users towards the product, their satisfaction. Measured through surveys, CSAT, NPS.

Engagement: Frequency, intensity or depth of user interaction with the product (e.g., number of sessions per week, number of documents created).

Adoption: The number of new users who start using a product or a specific feature over a given period.

Retention: The percentage of users who return to the product over time.

Task Success: Efficiency (task success rate, TSR), productivity (task time to completion, ToT), and error rate.

Another popular framework focused on business outcomes is the "pirate metrics" AARRR (Acquisition, Activation, Retention, Referral, Revenue). This model tracks product performance at every stage of the marketing funnel.

When these two frameworks are analyzed together, their relationship becomes obvious: HEART metrics act as leading indicators for AARRR business metrics.

High user experience quality indicators directly affect marketing and financial

results. For example, a high “Task Success” indicator in HEART means that the user easily and quickly reaches their “aha moment” (awareness of the value of the product), which is the essence of “Activation” in AARRR. Similarly, a high level of “Happiness” leads to higher “Retention” and “Referral” [3].

Thus, UX management through HEART metrics is a strategic lever for achieving business objectives measured through AARRR, proving the direct impact of UX investments on marketing value.

For operational UX management, a set of key metrics is used, which can be divided into two groups:

Behavioral (quantitative): Measures what users do. These include Task Success Rate (TSR) and Time-on-Task (ToT).

Attitudinal (qualitative/quantitative): Measures what users say or feel. These include System Usability Scale (SUS), Customer Satisfaction Score (CSAT), Net Promoter Score (NPS), and Customer Effort Score (CES).

The integrated model of information service quality is a continuous, iterative, data-driven cycle. This process differs from classic models that involve periodic quality audits and turns quality management into a dynamic, ongoing business function. Competitive advantage in today's environment is not achieved by a company once creating a "quality" product, but by how quickly and effectively it can go through this improvement cycle, relying on real-time data.

The cycle consists of four interconnected stages:

Technical basis: The basic level, which includes the quality of the software product according to ISO 25010 standards (reliability, security, functionality). This is a hygienic factor, without which it is impossible to further build a quality service.

Interaction: The level at which the user interacts with the product. The quality of this interaction is assessed through the prism of user experience (UX) using the metrics of the HEART and AARRR frameworks.

Perception: The result of the interaction, which forms consumer value (CPV) in the mind of the client according to his personal hierarchy of values (according to Woodruff).

Feedback Loop: Data on UX (behavioral and attitudinal metrics) and CPV (reviews, repeat purchases, NPS) are collected and unified using the MarTech stack. At the processing level, AI algorithms identify patterns, problems and opportunities. The insights gained are used at the activation level to iteratively improve both the technical foundation and the user experience, closing the loop.

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СОЦІАЛЬНІ МЕРЕЖІ ЯК ІНСТРУМЕНТ ЦИФРОВОГО МАРКЕТИНГУ

Сьогодні соціальні мережі – це невід’ємна частина нашого життя. Всі ми користуємося інтернет-магазинами, замовляємо косметику, їжу, доставку та інші послуги онлайн. Більшість справ і покупок відбувається через інтернет, і саме соцмережі допомагають знаходити потрібні товари, дізнаватися про новинки і швидко зв’язуватися з продавцями

Соціальні мережі дають можливість компаніям спілкуватися з аудиторією, підвищувати впізнаваність бренду та залучати нових клієнтів. Використання соцмереж дозволяє отримувати швидкий зворотний зв’язок від користувачів і формувати лояльність до бренду [1].

Важливою перевагою є можливість аналізувати поведінку користувачів. Компанії можуть бачити реакції на публікації, оцінювати ефективність реклами та змінювати стратегії просування в реальному часі. Це допомагає економити кошти на рекламу та робити маркетингові дії більш результативними [2].

Соціальні мережі дозволяють проводити таргетовану рекламу, тобто показувати її тим, кому вона дійсно цікава, враховуючи вік, інтереси та місце проживання користувачів. Це дає змогу бізнесу досягати кращих результатів навіть з обмеженим бюджетом.

Інфлюенсер-маркетинг також популярний у соцмережах. Співпраця з відомими користувачами допомагає швидко підвищити впізнаваність бренду та стимулювати продажі [3].

Контент-маркетинг відіграє важливу роль. Створення цікавого та корисного контенту допомагає залучати підписників, утримувати аудиторію та формувати позитивний імідж компанії.

Аналітика у соціальних мережах дозволяє оцінювати ефективність постів і рекламних кампаній. На основі цих даних компанії можуть визначати популярні продукти та коригувати маркетингові стратегії.

Соціальні мережі мають і виклики. Висока конкуренція змушує постійно оновлювати контент та стежити за трендами. Негативні відгуки можуть впливати на репутацію, тому важливо швидко реагувати та підтримувати зв’язок з аудиторією.