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Development**

**DEPENDENCE OF MARKETING STRATEGY ON QUALITY OF  
LIFE**

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**Abstract**

The constant change in the quality of life of the population has a direct impact on the formation and development of marketing strategies for a variety of industries and services. A huge number of external and internal factors influence the development of this trend. In such a situation, effective promotion is possible only when using the right methods based on the life aspects of a person and the emotional component. This scientific article examines the main spheres of production and provision of services, in which the use of advertising formulations associated with the dynamics of an unstable level of quality of life is acquired. The degree of dependence of marketing strategies on changes in human life is analyzed. This analysis was implemented using a marketing research in the form of a questionnaire. The results of this study are described in detail and presented in this project. The authors analyzed the prospects for the further development of the spread of the use of the topic of high quality of life and its safety in the structure of various promotion tools. Also, in the process of questioning, the factors that affect the choice of certain answers related to attentiveness in the process of advertising influence and preferences in methods of marketing promotion of products were identified. or services.

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## 1. Introduction

In the modern world, the dynamics of changes in the quality of life of the population is in constant motion. The reason for this process is numerous circumstances occurring both in a particular region and throughout the world. Statistics show that events of various scales that affect the quality of life of the population can change not only the marketing strategy, but also the business environment in general. Such events can be considered:

- political, for example, the election of a new president;
- economic - exchange rates, sanctions;
- cultural - the development of tolerant or intolerant attitudes towards various social groups;
- social - the spread of coronavirus infection and more.

In 2020, the decline in the quality of life of the population is obvious and is associated with all of the above circumstances (Ghahtarani et al., 2020). Many of people have lost loved ones, jobs or the monthly income that gave them the opportunity to properly organize their family life, leisure, etc.

In such a situation, the most influential and effective tools that can help the population in the fight against poverty or its feeling are the state, various business units, and the media. The state provides its citizens with various benefits and allowances, supporting the state of small and medium-sized businesses with additional facilitated conditions for its conduct, absolutely knowing that the level of quality of life of the population will depend on the level of the quality of life of firms. Various enterprises, in turn, based on new circumstances, try to adapt and expand their capabilities, changing the marketing strategy of their business, developing new functions of interaction with the consumer (Darmody & Zwick, 2020). Examples of such changes will be: the growing influence of Internet marketing and online advertising during a pandemic, contactless delivery of any product, and much more (Astratova, 2016).

During the strict self-isolation, the statistics of an increase in the level of online traffic in different countries increased rapidly: for example, in Italy after the announcement of quarantine, it grew by 70%, in France - by 30%. In the USA and Russia, since the beginning of March, its volumes have increased by 20-30% on average (Shelton, 2020). The current conditions of uncertainty and uncertainty about what will happen tomorrow are pushing brands to constantly search for new profitable solutions for doing business and promoting their product. The most economical is the promotion on the Internet, therefore, a decrease in the income of firms focuses the attention of marketers on this particular option for further communication with potential buyers (Kotras, 2020). It is worth noting the change in the content of advertising, which continues to be based on the most important topics for the population. At the moment, the most priority of them is the topic of health, security and the threat of infection with COVID-19, from which, according to the manufacturers, this or that product / service will save you (Al-Omouh et al., 2020). The main directions of industries that use a similar strategy in the formulation of their advertising campaigns are pharmaceuticals, household chemicals and tobacco products, but in the opposite sense, using the meaning of the threat of infection when it is used. On the one hand, this kind of context is not entirely honest, since it does not have scientific confirmation and “hits” the fundamental second stage of the need for the safety of Maslow's pyramid, influencing the self-preservation instinct of each person, and on the other hand, it remains a successful way of advancement based on the actual needs of the consumer.

The strength of the impact of the need for safety can be tracked by changes in the statistics of sales of household chemicals and other disinfectants in 2020 compared to 2019: since the beginning of April, sales of floor cleaning products in Russian retail have jumped by 98%, wet wipes by 51%, and - by 50%. In this way, the relevance of this project is undeniable, since it is absolutely impossible to achieve high performance indicators of marketing concepts and advertising campaigns without a deep analysis of the real-life situation of the population.

It is also worth noting that the constantly changing dynamics of events and the appearance of additional factors that in one way or another affect a person's well-being, his mood, income, health status, can, on the one hand, positively affect the activities of various types of business, that is, increase the need of people for those or other products, and on the other hand, to reduce the ability of these people to purchase these products. That is, a change in the quality of life of the population has such a simultaneously large-scale and contradictory effect, which is reflected in an increase in the number of needs and the level of demand, as well as, most often, in a decrease in the purchasing power of the population and, subsequently, in a decrease in the volume of sales. For this reason, the state and all its bodies are financially disadvantageous in a situation in which the population has such a low standard of living that it cannot even buy essential goods. Therefore, based on financial capabilities, government agencies try and make the maximum possible efforts to maintain a stable result of the indicator of the quality of life.

To implement such stability, government officials introduce additional social benefits and benefits for their citizens, provide an opportunity for manufacturers or franchisors to rehabilitate themselves during a crisis economic situation by introducing exemptions for small and medium-sized businesses. These indulgences during the pandemic allowed many businessmen to stay afloat and not lose their business. Reduced tax rates, an increase in the time period for payment for renting various premises for business, a decrease in the level of interest rates on loans, an increased benefit for the unemployed taking into account their increase during the spread of coronavirus infection, as well as payments related to the presence of small children in the family - all these government support measures made it possible not to keep the same positions, but at least to reduce the possible damage to the indicator of the quality of life of the population, which could have been in the absence of them in 2020.

## **2. Problem Statement**

To obtain high indicators of the result of the commercial activity of an enterprise in the process of promoting its products, it is required to have an effective strategy for further actions. They must be adapted to the current state of the market and the whole world. The ability to achieve high performance indicators can only be achieved through an accurate understanding of the current consumer needs. The company's marketers are obliged to take into account in their calculations the latest world trends, news, as well as the presence of all niches of Maslow's pyramid of needs, on which the level of human life quality always depends (Maslow, 2019). Each of the above entities is of great importance for the further development of the business. So, the task of this study can be formulated in this way: to determine the level of dependence of the direction of the company's marketing activities on changes in the lives of their potential consumers. An in-depth analysis of the impact of indicators of the quality of life of people will allow to more accurately track the dynamics of innovations in the use of marketing tools (Bergkvist & Eisend, 2020).

### **3. Research Questions**

The questions of this research study were: What factors does the marketing activity of the company depend on? What factors of influence on marketing activities can be considered the most relevant for 2020? How important is the consideration of the quality of life of the population in the process of calculating indicators of the effectiveness of marketing activities? How can Maslow's theory of multiple levels of human needs be used to formulate advertising campaigns? Do people of different ages notice the use of references to various global circumstances in advertising that can somehow influence their consumer choice? How do certain life circumstances in the context of advertising influence the choice of different target audience? How much has consumer preferences changed from the spread of coronavirus infection?

### **4. Purpose of the Study**

The purpose of this project can be considered: conducting marketing research developed by the authors of the project. The results of the study will accurately reflect the level of awareness of the choice of consumers of different age categories in the face of changing life circumstances. Also, the main directions of effective use of marketing research methods will be identified. These methods will allow analyzing the indicator of the dependence of the product promotion strategy on the quality of life of the population. Subsequently, the process of analyzing the results of the study will be launched. Depending on the data obtained, conclusions will be formulated regarding each of the aspects of marketing research in the form of a questionnaire, and the questionnaire itself, its structure and the level of interest of respondents who participated in the implementation of the marketing research will be analyzed. The authors of the scientific article will determine the further prospects for the development of the trend of increasing the frequency of using factors affecting the quality of life in the work of marketing strategies. In the conclusion of the study, recommendations were formulated on the correctness of the use of such life topics in advertising and other marketing tools.

### **5. Research Methods**

In this article, the authors conducted a scientific marketing research in the form of a questionnaire in the Google Forms program. This choice of this particular type of analysis was chosen due to the fast speed of collecting and processing information. Also, it is worth noting that the questioning is more expedient because it allows you to get the most relevant data regarding the attitude of consumers to certain issues at the moment. An additional positive aspect of conducting marketing research in the form of an online survey is that the questionnaires are returned immediately after the respondents pass them, as well as the absence of psychological and emotional influence of third parties on respondents in the process of participating in the implementation of the procedure. 50 people of different sex and age took part in the survey process in order to be able to understand the needs of all target segments of various products or services. The questionnaire consisted of 7 questions on the effectiveness of promotion, the presence of an emotionally influencing context in advertising in various areas of production. Also, the questions were devoted to the involvement of the consumer in advertising and the level of his attention, focused on determining the relationship of advertising formulations to multiple world / state / regional events. The

results of the analysis of the indicators of this survey became a vivid reflection of the situation in which consumers quite rarely notice this kind of context and unconsciously purchase a product / service based on their emotional state.

The compiled questionnaire fully complied with the theoretical rules of the questionnaire procedure. Its structure was built in accordance with the system of elements, namely the preamble, that is, the part in which the meaning and purpose of the upcoming research is explained as clearly as possible, as well as the importance of the participation of this particular respondent, thanks to which he will contribute to the process of improving one or another social research. The next element of the questionnaire was the main part, in which questions of various types and regarding the level of difficulty are arranged in the correct order. In order for the respondent to be comfortable passing this questionnaire, and he did not have to spend a lot of time and intellectual resources on this.

The questionnaire was used as questions with one answer, with a multivariate answer, as well as various scale and rating questions. Such a variety of types of questions is due to the fact that in such conditions it is easier for the respondent to visualize his attitude to this or that phenomenon, and it is also more convenient for the researchers themselves to subsequently enter the data obtained into tables and other systematizing aspects reflecting the situation. Last but not least, the survey participants are asked questions regarding their personal aspects, for example, gender, age, income level, education, main occupation and much more.

Further, at the final stage of gratitude, the moderators of the survey carried out thank the participants for their participation and high-quality answers, and also remind them again that their contribution to the procedure will incredibly help in the further development of a particular phenomenon.

## **6. Findings**

As a result of the survey, 50 people took part in the study with different gender predisposition, age, income level, education and other socio-demographic distinctive features. The response rates reflect a certain dependence of the selected answer on several factors: age and gender. Regarding these factors and their own opinions, the respondents chose the options related to the emotional impact of advertising and the use of language in advertising based on changes in the quality of life, for example, the spread of coronavirus infection and others. It was important to track, in the opinion of the respondents, the attitude of the people themselves to the fact that the majority of advertising and marketing activities are based precisely on the emotional impact and on the management of the basic needs of people.

Mostly respondents took part in the survey:

- from 18 to 25 years old - 61.3%;
- from 26 to 31 - 12.9%;
- from 32 to 40 - 12.9%;
- from 41 and more - 12.9%.

An interesting fact is that when asked about the statement that advertising is the strongest method of influencing a potential consumer, the majority of respondents (61.3%) agreed. It was also important to determine which emotion the respondents consider to be the most effective when used in advertising

formulations. Therefore, the most popular answer to this question was fear, gaining more than 35% of the total.

The rest of the respondents' answers regarding this question on the impact on the emotional component of consumers were divided into the following percentages: 23% of respondents gave positive emotions and joy, 20% were given to the presence of broadcasting in advertising for the stability of life that everyone wants to achieve, and the last option offered by respondents was tolerance towards others, that is, about 18% of the respondents. This answer can certainly be considered correct, since fear and the instinct for self-preservation are basic human needs, therefore advertising based on such an emotion is more effective. For this reason, along with a decrease in the quality of life, at which there is a threat to life or its potential deterioration, professional marketers are building an advertising campaign precisely on the source of this threat. Definitely, the use of topics related to the quality of people's life in advertising is not entirely honest and humane, since in modern realities, each person independently fights for a better life, and, of course, not everyone always succeeds in winning this better life. therefore, the process of discussing certain events can have a very negative effect on the psychological health of an individual.

The next step was the ability of consumers to track the use of such events as a more competitive feature of a product or service, so the question "How often do you notice such wording in advertising ...?" - answer "yes" was given by 41.9%, "no" - 48.4% and "I find it difficult to answer" - 9.7%. The last question of the survey was to determine the leading sphere of goods and services, in which this method of using events of changing the quality of life of the population in the context of promotion tools is more actively used. Obviously, the most appropriate area that is directly related to the safety and satisfaction of human life will be pharmaceutical and medical, which received more than 50% of the respondents' votes. The second industry was the sphere of tobacco production, but in a negative sense, that is, here fear should scare away potential consumers from buying. That is, in this case, manufacturers of specialized products in order to quit smoking use the pretext of reducing the quality of life not only due to the threat to health from the tobacco smoke itself, but also from the spread of coronavirus infection, which, according to experts, makes smokers are at greater risk of getting sick.

## **7. Conclusion**

Thus, the results of the study showed that the level of dependence of the choice of certain marketing promotion tools by specialists on the quality of life of the population is very high. The authors of the project analyzed numerous factors that, to varying degrees, affect the quality of life. Subsequently, the results of a questionnaire survey on the research topic were obtained, in which it became obvious that the use of the context of emotionally important life topics in advertising is very effective. This conclusion was based on the fact that the main emotion that maximizes the effect on the consumer is fear. Therefore, the need for safety and the instinct for self-preservation push the potential buyer to take action. Also, as a result of scientific research, it became clear that the main industries that such methods allow themselves are industries related to human health, namely pharmaceuticals and medicine. Additional areas of production that were identified as a result of an in-depth analysis were the markets for household chemicals, that is, everything that can somehow protect the population from the spread of coronavirus infection, as well as funds for those who want to quit smoking, in which case the motive of protecting the consumer from threats

of infection, and reducing the risk of this infection by getting rid of a bad habit, which contributes not only to diseases associated with the lungs, but also to COVID-19.

Of course, in the presence of such a trend, the authors of the article recommend focusing on the basic needs of a person when developing certain advertising campaigns, since during a long and rapid decline in the quality of life at the moment, the basic physiological needs of a person come to the fore. And despite the high level of assistance and support in various forms, but most often in financial, from the state, both for ordinary people and for businessmen, the indicator of the population's living standard in 2020 still keeps its rapid decline and frightens everything with such negative dynamics. humanity. So, under any circumstances, marketing activities should be based on humanity and taking into account any possible and mandatory to the absence of threats to the psychological health of people and other aspects of life.

It is also worth noting that the survey in the form of a questionnaire showed the maximum number of indicators regarding various factors of a socio-demographic nature and others using visual percentages. The survey was carried out in accordance with all theoretical norms, structure and a huge number of types from the classification of questions. Actually, worth noting that the respondents were positively involved in the process, did not spend a lot of time and intellectual resources, due to the fact that all the questions were formulated in an understandable and simple language, there were no contradictions, and all the questionnaires took place in a convenient form of service for the respondents. Google, so all the profiles returned instantly and were processed quickly and efficiently.

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