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MARKETING STRATEGY FOR CONSTRUCTING AND PROMOTING LOW-RISE BUILDINGS

The study presents the theoretical and methodological foundations for developing a marketing strategy for constructing and promoting low-rise buildings. Building and promoting low-rise housing requires an integrated approach and effective marketing strategy. The authors have identified a number of useful steps in this direction. Studying the target audience is the first step in developing a marketing strategy for such buildings. There is a need for market research, identification of the needs and requirements of future buyers, as well as their social and financial characteristics. Defining a unique offer is the second important aspect. This may involve using advanced construction technologies, increasing energy efficiency, innovative design or creating a convenient layout. Uniqueness makes a project attractive to consumers and differentiates it from the competition. One of the key aspects of a marketing strategy is to advertise and promote. The selection of the right communication channels is a key factor in the reach of the target audience. Some of the tools that can be used to promote low-rise buildings include internet marketing, social media, visual advertising, participation in exhibitions and presentations. It's also important to remember to keep interacting with potential clients while building. This can include regular visits to the construction site, advice on the process of buying a house, and support for the customer after the building has been put into use. In conclusion, the marketing strategy for low-rise housing should be unique, customer-centric and effective in the promotion of the product. A well-constructed strategy will not only help to attract buyers, but will also create a positive image of the company. This will increase sales and compete successfully in the marketplace. Success in this area can be achieved through a thorough analysis of the target audience, the use of modern marketing tools and cooperation with experts.

Keywords: marketing strategy, low-rise building, real estate market, construction object, segmentation, target audience, unique offer, communication channels.

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МАРКЕТИНГОВА СТРАТЕГІЯ ПОБУДОВИ ТА ПРОСУВАННЯ МАЛОПОВЕРХОВИХ БУДИНКІВ

У дослідженні представлено теоретико-методичні засади формування маркетингової стратегії побудови та просування малоповерхових будинків. Побудова та просування невеликих житлових комплексів потребує комплексного підходу та ефективної маркетингової стратегії. Авторським колективом визначено змістовні кроки в цьому напрямку. Першим кроком у розробці маркетингової стратегії для таких будинків є вивчення цільової аудиторії. Необхідно провести дослідження ринку, визначити потреби та вимоги майбутніх покупців, а також їхні соціальні та фінансові характеристики. Другим важливим аспектом є визначення унікальної пропозиції. Це може бути застосування передових технологій у будівництві, підвищена енергоефективність, інноваційний дизайн або зручне планування території. Унікальна пропозиція робить проект привабливим для споживачів та дозволяє виділитися серед конкурентів. Одним із ключових аспектів маркетингової стратегії є реклама та просування. Важливо обрати правильні комунікаційні канали для досягнення цільової аудиторії. Інтернет-маркетинг, соціальні мережі, візуальна реклама, участь у виставках та презентаціях – лише деякі з інструментів, які можна використовувати для просування малоповерхових будинків. Також важливо не забувати про взаємодію з потенційними клієнтами протягом усього будівельного процесу. Це може включати регулярні огляди будівельного об'єкту, консультації щодо процесу придбання житла і підтримку клієнтів після введення будинку в експлуатацію. У висновках зазначено, що маркетингова стратегія для малоповерхових будинків повинна бути унікальною, орієнтованою на клієнтів та ефективною у просуванні продукту. Вірно побудована стратегія допоможе не лише залучити покупців, але й створити позитивний імідж компанії, що дозволить підвищити продажі та успішно конкурувати на ринку. Глибокий аналіз цільової аудиторії, використання сучасних маркетингових інструментів та співпраця з експертами можуть сприяти успіху у цій сфері.

Ключові слова: маркетингова стратегія, малоповерховий будинок, ринок нерухомості, будівельного об'єкт, сегментація, цільова аудиторія, унікальна пропозиція, канали комунікації.

GENERAL STATEMENT OF THE PROBLEM AND HOW IT RELATES TO IMPORTANT SCIENTIFIC OR PRACTICAL ISSUES

The advantages of low-rise construction – the comfort of private space, environmental friendliness, customisation and the opportunity to be closer to nature – are making it increasingly popular in today's property market. All of these features, as well as current market trends and the needs of the target audience, should be considered in a marketing strategy for low-rise construction. Constructing low-rise buildings allows you to create a comfortable living space that differs from typical multi-storey buildings. The marketing strategy for promoting and selling low-rise buildings should highlight their benefits and features that attract buyers. For example, the opportunity to live in a private house with its own yard and parking space, the proximity to nature, the environmentally friendly environment, the large windows with great views and the greater freedom in the layout of the rooms. To meet the needs of the target group, it is also important to consider current trends in design and amenities. In addition, an effective marketing strategy may include the use of online marketing, social media, virtual tours of the facility, the creation of open spaces to communicate with potential customers and the strengthening of the brand and image. It is important to remember that a successful marketing strategy is based on a thorough understanding of the needs and expectations of prospective owners, as well as analysing the competitive environment and market conditions.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

In the works of Ukrainian scientists various aspects of this problem have been studied and presented, e.g: M. Slokva [1]; S. Pustovgar, T. Mukhanva [2]; O. Kolontaevskyi, V. Polovynka [3]; S. Buravchenko, K. Gres [4]; S. Neilenko [5]; T. Tkachenko, O. Tkachenko [6]; H. Shvydanenko, O. Kryvoruchkina, D. Matukova [7]; L. Cherchyk, I. Yerko, N. Kolenda, O. Mishchenko [8]; I. Varis, O. Kravchuk, K. Spirina [9]; R. Fedorovych [10]; O. Selezneva [11]; I. Stankovska, M. Derkach [12]; O. Telletov, A. Gradil, M. Rud [13]; V. Khymynets [14]; O. Vasyliiev, K. Fisun [15]. It should be noted that the issue of development of marketing strategies adapted to the activities of specific enterprises in various types of economic activity is the subject of a certain number of scientific works. This confirms that the issue of the development of marketing strategies is a relevant one.

FORMULATING THE ARTICLE'S OBJECTIVES

The purpose of the study is to determine the theoretical and methodological bases for creating a marketing strategy for constructing and promoting low buildings.

THE MAIN MATERIAL STATEMENT

Low-rise construction is a modern and sought-after approach in the property industry. It opens up new opportunities for developers to meet the demands of clients who value comfort, sustainability and individuality. Low-rise construction is becoming a desirable choice for many families due to growing environmental awareness and the desire to live in harmony with nature.

Maintaining the comfort of private space, the possibility of individual design and proximity to nature are the main advantages of low-rise construction. These factors determine not only the popularity of this type of housing. They also make it unique in the property market.

However, in addition to quality features, the right marketing strategy is crucial to the success of any construction project. The marketing strategy for the construction of low-rise buildings should be targeted. It should focus on the needs of the target group and take into account current market trends.

Researchers consider a company's marketing strategies in both a broad and narrow sense. A marketing strategy in the broad sense is the embodiment of the dominant principles and objectives of marketing over a long period of time. It is also a vector of actions designed to create a desired position in the market. In the narrow sense, the marketing strategy includes the methods that the organisation uses to influence customers and encourage purchases, specific strategies for target segments, the marketing mix and the level of marketing costs [12, p. 58].

Target audience analysis is one of the key aspects of developing a marketing strategy for low-rise housing. Understanding the needs, expectations, lifestyles and values of future residents is essential. The individualisation of the product range and the consideration of the buyer's specific requirements will be a key factor in the attractiveness of the project.

The target audience is a group of people who are likely to be interested in an offer and are likely to be purchasers of a particular product or service. The fact that members of the selected group are likely to buy a particular product is the main value of the target audience in marketing. Therefore, a marketer creates an advertisement based on the tastes or characteristics of this group. This significantly increases the effectiveness of the advertising campaign.

One of the methods of the target group analysis and evaluation is its segmentation. Segmentation is the division of the object under study into parts that have common and different characteristics, which allows the subject to find solutions that are aimed at the achievement of a certain goal. A segment is a group of units of the object being studied that share common characteristics. The need to clarify the object and subject of segmentation is demonstrated by this definition of the terms "segmentation" and "segment". The object of segmentation is a part of

the surrounding reality, the identification of which is aimed at identifying the subject-practical and cognitive activity to establish the proportions between the general and the particular; the subject of segmentation is the characteristics of the object under study, the similarity and diversity of which are established during segmentation [1, p. 133].

To meet the needs of customers from different target groups, the target audience is usually divided into several segments. All groups need special advertising, promotions and other offers. However, representatives of these groups who are interested in different advertising still use similar methods.

There are several methods of segmenting customers, one of the most popular being the 5W Model developed by Mark Sherrington. This model consists of five simple questions that help to identify and understand the target group at the very beginning of the process. The first question in the model "What?" is about the nature of the product in terms of specific attributes: what exactly do you have on offer to your consumers? The second question "Who?" is aimed at determining the type of consumer on the basis of various characteristics, such as gender, age and social status. The third question "Why?" is aimed at identifying the reasons why a consumer buys a product. In other words, what problem does the product or service solve? The fourth question "When?" determines the time of the purchase (time of day, seasonality, etc.). And it is the last question that has yet to be answered: Where is the purchase taking place? (place of purchase: company, supermarket, etc.). This model allows you to interact effectively with your target groups. You can successfully promote products that meet the needs of each segment. It also helps to increase customer loyalty and sales without incurring additional advertising costs, which can be the case if the wrong strategy leads to an ineffective advertising campaign [2].

The next step in the analysis and evaluation of the target group is to create a description of it using the "character" method. This makes it possible to create a detailed portrait of an ideal customer for a brand, product or service. The user profile card model uses the image of an ideal customer or a description of existing customers [3, p. 23]. In other words, it is an imaginary person that the marketer creates by giving him or her a name, an age, hobbies and other characteristics.

To create a profile of the target audience, the following data is used: social characteristics such as gender, age, marital status, income; information about the time spent on the Internet (forums, specialised websites, online shops); problems that your product or service can solve for a potential buyer; feelings that the product or service can evoke in a potential buyer; advantages of your product that will convince the customer to buy your product instead of following a link to a competitor. The creation of a profile is a way for you to have a common language with your target audience. The aim here is to give the profile a personality. Working with impersonal statistics is not as effective.

It should be noted that low-rise buildings tend to appeal to families with children, the elderly or those who want to live comfortably without excessive noise and security. This type of building can also be attractive to young families who are looking for a safe and comfortable place to live. But that image is subject to change.

The next step is to examine the offers of the competitors. In practice, competitors in the construction market can be divided into: companies with similar offers, reputations, sets of works performed (the same construction cycle, similar construction projects); companies with offers of dissimilar goods or substitute goods that satisfy the same needs (different production cycle, different qualities and characteristics of construction objects) [11, p. 211].

SWOT analysis is used to study competitors in construction companies with a marketing department. The production, marketing and financial characteristics are analysed using a list of questions. Production characteristics analyse competitors' size, reputation, time and speed of project implementation, staff qualifications, quality control system, availability of design documentation and production technology. Marketing characteristics include pricing policy, advertising and PR strategies, participation in exhibitions and fairs, quality of customer service in negotiating and fulfilling orders, and advertising on the Internet. Financial independence is analysed through open financial statements and the availability of financial resources to develop and implement projects.

Developing a unique product offer is the next step. This may include elements such as the following:

1. Architectural design – the development of a modern and attractive building design that meets the tastes and needs of the target audience.

Low-rise buildings are those with a maximum height of four storeys. They include cottages, semi-detached houses, townhouses and low-rise apartment blocks. There is a rapidly growing market for modern low-rise buildings. This is due to their popularity during the country's upturn, as they are quicker to construct due to reduced labour requirements and simplified approval procedures.

The design is modern and attractive. For example, a green roof [6, p. 4] is used instead of the usual artificial coverings such as metal tiles, slate, etc. Not only does this look incredibly attractive, but it also performs many functions to make living comfortable. These include energy saving, good sound insulation, waterproofing, thermal insulation and air conditioning, all of which help to maintain a certain temperature inside the house.

Green roofs are becoming increasingly popular around the world. They offer a range of environmental and economic benefits. They contribute to energy saving, improved insulation, reduction of CO₂ emissions, reduction of the negative impact on the urban environment and facilitate water drainage. Both domestic and commercial buildings can benefit from green roofs. They provide additional insulation against external temperature variations, helping to reduce heating and air-conditioning costs. Green roofs help reduce the amount of water that runs off the

roof. They also improve air quality. In addition, green roofs can be a place for the cultivation of various plants, vegetables, fruit or even the creation of large beds for agricultural activities. This is a unique way to create a green space in an urban environment, which not only improves the urban landscape, but also helps to create additional places for recreation and entertainment. Ukraine can also use green roofs to improve the energy efficiency of buildings, reduce emissions and improve the living conditions of those living in the city. Such initiatives will not only contribute to environmental sustainability. They will also add beauty and health to the environment in which we live.

Or applying the principles of universal design in architecture, which includes: 1. Equality and accessibility. Avoiding the isolation of certain population groups by providing the same facilities for all users. 2. Flexibility of application. In order to meet the needs of users, the design should provide a wide range of individual settings and options. 3. Ease and intuitiveness. Irrespective of the experience, education, language skills and age of the users, the design should be easy and intuitive to use. 4. Information perception. The design should, regardless of external conditions or the user's perceptual abilities, facilitate the effective delivery of all necessary information to the user. 5. Tolerance of human error. The design should minimise the risk and harmful consequences of accidental or unintended actions taken by the user. 6. Low levels of physical effort. The design should have a low level of demand on the user's physical resources and a low level of fatigue. 7. Sufficient size and space. The availability of the necessary size and space for approaching, entering and performing various actions, regardless of the physical size, condition and degree of mobility of the user. Universal (inclusive) architecture provides for maximum consideration of all individual characteristics of the users of a product or service at the stage of planning its design (in education - curriculum, teaching methods, etc.), appropriate adaptation is carried out when a product or a service has already been created, but it needs to be adapted to the individual characteristics of the users [5, p. 109].

Applying the principles of Universal Design to architecture therefore means ensuring equal and accessible use, flexibility of use, ease and intuitiveness of use and how information is perceived. In this way, it is ensured that architectural structures are suitable for use by all categories of the population, regardless of their characteristics and needs. This approach contributes to the creation of an environment that meets the needs of different social groups. It promotes their equal participation in everyday life.

2. Modern technologies and engineering solutions: the use of energy-efficient heating, ventilation and air-conditioning systems, solar panels for electricity saving, home automation and security systems. Because they do not harm the environment, eco-materials are becoming increasingly popular. They leave the smallest carbon footprint in their production. At the same time, the environmentally friendly processing of these materials does not harm the atmosphere compared to other materials. Stone, wood, clay, etc. are versatile and focus on the saving of land and the cost of construction.

It should be noted that the paradigm of sustainable development, which covers three aspects of the functioning of business entities: economic, environmental and social, should be the basis for the concept of environmental and economic project management. We believe that in order for businesses to grow while preserving natural ecosystems, all three aspects should be developed simultaneously and continuously. Stakeholder theory states that since all stakeholders are legitimate partners in business, a company should have regard to the impact of its actions on all stakeholder groups. The company should be responsible for the damage it causes to the environment if it considers the planet to be the ultimate stakeholder within this concept [7, p. 108]. In other words, the aspect of the environment is important to all the parties involved in the process.

3. Accessibility and comfort: the construction of houses with a well-designed layout and an optimal area, with green areas and playgrounds for children, with parking facilities and other amenities. This can help to improve the quality of life and comfort of residents by providing them with comfortable places to relax and entertain, opportunities for outdoor activities, and the necessary infrastructure such as parking and other amenities. By creating more green spaces and helping to reduce air pollution, the development of such complexes can also have a positive impact on the city's environment. The quality of life of residents can be improved, their comfort increased and a more attractive living environment created by planning and building housing units that meet modern requirements.

Special attention should be paid to the recreational areas of the country. Considering such an important indicator as natural and leisure potential, which is determined by territorial, temporal, technical, scientific and financial possibilities of development and exploitation, ability to meet the leisure needs of society, and therefore is subject to economic assessment of the state and efficiency of its use [8, p. 6].

We agree with many scientists who consider the concept of sustainable socio-economic development to be fundamental and underlying. This concept is regarded as a strategic direction for ensuring the material, social and spiritual progress of society and is recognised by the international community as the dominant ideology of human civilisation in the 21st century. The transition to a sustainable development model should be based on the principles of integrity, interdependence and interrelatedness of tasks related to ensuring socio-economic development of society and protecting the environment [14, p. 12]. In this concept, local interests and internal factors that contribute to the development of local communities are given special attention, rather than external economic incentives. Furthermore, this approach considers the deeper relationships between the past and the future [15, p. 33]. The construction of low-rise buildings should take this into account.

4. Marketing communication: the development of an effective promotion plan, the use of internet marketing, social media, visuals and presentations, the organisation of exhibitions and events to attract the attention of potential customers.

Social media can take many different forms and each one has its own specific characteristics. They include the following types: 1. Blogs (LiveJournal, Blogger, Flickr) are websites that publish articles and notes. 2. Microblogs (Twitter, Juick) are platforms where users can share their status. However, the amount of text is limited compared to blogs. 3. Social networks are designed for communication between users (Facebook, LinkedIn). 4. YouTube, Flickr, Pinterest: photo and video services. Together with social networking sites, they allow users to share their photos and videos with the rest of the world. 5. More recently, geo-social networks have become popular, allowing users to 'check in' and comment on where they're located.

For social media activities, marketing has a wide range of tools. There are many classifications of these tools, but a distinction can be made between the most important and the most relevant ones. The first group of such tools are brand building and brand promotion methods. This group includes the creation and promotion of social media pages and communities, the organisation of events, the creation and maintenance of employee communities, as well as communities for individual products or services.

This group of tools allows you to attract Internet users who are interested in the products or services of a particular company, and to disseminate information directly to the end user. Another group of tools is promoting on specialised social networks such as Habrahabr and DOU, as well as using geoservices (Swarm, GoogleMaps, etc.) to associate a brand with specific locations [9].

Maintaining a corporate blog, integrating the website with social networking sites, designing communities and blogs in your own corporate style, using a Twitter account, developing your own hashtag, publishing statuses on Facebook, organising promotions through social networking sites, etc. [10, p. 163] are particularly worthy of mention. This set of tools allows you to widen the channel for disseminating information about your product, service or brand, maximising and retaining the audience of Internet users.

In our opinion, the use of Internet marketing and social media can be very effective in promoting a low-rise building project. The following template can be used for this purpose:

1) Creating a website: creating a professional and informative website for the house project will allow potential buyers to get detailed information about the house, its layout, functionality and benefits.

2) Targeted advertising: the use of advertising campaigns on search engines such as Google can help drive targeted traffic to the project website. To attract the right audience, it is important to set up the right keywords and targeting.

3) Social media: you can attract attention and engage with potential buyers by creating a project page on popular social media platforms such as Facebook, Instagram or LinkedIn. It is important to publish interesting and useful content such as video toured homes, construction photos, customer reviews, etc.

4) Email: you can increase interest in your home by sending emails to potential buyers with information about the project, promotions and special offers.

5) Virtual tours: using virtual reality technology or video tours will allow potential buyers to see the property inside and out without having to leave their homes.

In general, you can significantly increase the visibility of your low-rise development and attract more potential buyers through the effective use of online marketing and social media. Online marketing allows you to use a variety of online platforms such as websites, search engines, social media, blogs and other channels to communicate information about your project to a wide audience. Creating a professional website for a low-rise project with the ability to show design solutions, layouts and photos, as well as providing additional construction information and promoting a good location, helps attract customer attention. Furthermore, social media is a powerful tool for promoting construction. You can create visually appealing content, share photos and videos of the construction process, showcase your professional achievements and receive feedback from clients using platforms such as Instagram, Facebook, LinkedIn, etc. Online marketing and social media thus offer many opportunities to effectively promote construction projects and attract new customers. They are therefore an integral part of a successful marketing strategy for this type of business.

5. Quality control: ensuring high quality construction and customer service after the transaction, including maintaining and resolving any problems that may arise after occupancy. This may include verification that materials and workmanship are in accordance with standards, requirements and building regulations. To ensure high quality construction, methods such as spot checks, technical supervision, laboratory testing, etc. may be used. It is important to provide after-sales service once construction is complete. This can be the maintenance of the house or apartment and the handling of any issues or problems that may arise after occupation. This can include regular maintenance checks, responding quickly and efficiently to customer requests, and the provision of advice and assistance with any problems. Dealing with any problems that may arise after occupation is an important part of post-construction support. This may include rectifying defects, repairing or replacing damaged items. It may also include assisting with any utility or communications problems. In general, building long-term relationships with clients, enhancing the company's reputation in the construction industry, and ensuring customer satisfaction and safety can be achieved by ensuring high quality construction and post-construction support.

It is worth noting that a number of important factors, such as insufficient liquidity, the possibility of unequal distribution, uncertainty about the solvency of customers, as well as shortcomings and imperfections in the system of state control and regulation, have a negative impact on the results of the promotion of low-rise building projects [13, p.36].

It is important that the successful promotion of low-rise housing should focus on the benefits in terms of privacy and comfort. Advertising campaigns can be an effective way of attracting new customers by highlighting the convenience of the building's location and proximity to nature.

Low-rise, high-density development attempts to combine the best elements of both urban and suburban development patterns: a variety of public transport options, access to urban services, a moderate scale, open public spaces and individual housing. In this way, it is possible to reduce growth and make efficient use of limited space in the urban environment, while maintaining a network of streets and pedestrian paths [4, p. 11].

Low-rise development helps to create open public spaces that improve the quality of life for residents and encourage social interaction. Low-rise development tends to be more pedestrian and cyclist-friendly, as the network of streets and footpaths is maintained. This approach to urban development allows us to combine the concepts of a compact city with maintaining comfortable living and recreational conditions. Low-rise, high-density development can be an important element of sustainable urban development in the face of increasing urbanisation and the need for rational use of urban space.

To sum up, a marketing strategy to promote low-rise housing should aim to create a unique offer that meets the needs of the target audience and takes into account current trends in the property market. Success in this area can be achieved through a thorough analysis of the target group, the use of modern marketing tools and cooperation with experts.

CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER RESEARCH IN THIS AREA

For any construction project, including low-rise buildings, marketing is therefore an important part of the process. A marketing strategy is a set of fundamental decisions aimed at achieving the objectives of the company, taking into account its own capabilities and the factors of the environment. A comprehensive approach and a competent marketing strategy are required to build and promote such low-rise complexes. Studying the target audience is the first step in developing a marketing strategy for low-rise buildings. It is necessary to research the market, to identify what the future buyers need and want, and to determine their social and financial characteristics. Identifying a unique proposition is the second important aspect. This could be advanced construction technologies, energy efficiency, innovative design or the convenience of the area. A unique proposition is what makes a project attractive to consumers. It allows you to stand out from the competition. Advertising and promotion is one of the key stages in a marketing strategy. To reach your target audience, it is important to choose the right communication channels. Some of the tools that can be used to promote low-rise buildings are internet marketing, social media, visual advertising materials, participation in exhibitions and presentations. Maintaining interaction with potential clients throughout the construction process is also important. This can include regular site visits, advising on the homebuying process and organising special information events for interested parties.

A successful marketing strategy for low rise buildings should be unique. It should be customer focused and effective in promoting the product. A well-designed strategy will not only help to attract customers, but will also create a positive image of the company. This will help to increase sales and compete successfully in the marketplace. Success in this area can be achieved by analysing the target audience, using modern marketing tools and working with experts.

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