

Forecasting service marketing determinants within the concept of the information society

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Abstract: The influence of information technologies on the development of service marketing and the transformation of traditional approaches to marketing tools in this field is substantiated in the article. It is highlighted that higher-quality services are demanded by consumers in a dynamic market environment. A scientific and methodological toolkit of heuristic forecasting involving highly qualified marketing experts is applied to forecast determinants in service marketing. The number of experts, the number of evaluated determinants, and the scoring system for their assessment are justified using a calculation method. Statistical indicators of service marketing determinants are calculated, their relative significance is assessed, paired comparison matrices are constructed, and scaling is performed following the proposed algorithm. This approach allowed the impact level of each determinant on service marketing to be determined and their ranking established. A sufficiently high level of agreement among experts is demonstrated through the calculation of expert opinion concordance coefficients. Predictive assessments of service marketing determinants are provided using the expert evaluation method, determining their degree of influence. Specific directions for improving engagement with the target audience and utilizing digital technologies in service marketing are formulated.

Keywords: *Determinants, Digitalization, Information society, Marketing of services, Marketing, Service.*

1. Introduction

Modern trends in service marketing highlight the transformative impact of digital technologies, which facilitate the adoption of innovative, customer-oriented approaches. These approaches prioritize the active engagement and retention of target audiences, enabling service enterprises to enhance their competitive advantages and achieve more effective brand promotion in the marketplace.

In Ukraine, the most advanced service sectors include social and household services, public catering, and trade. However, contemporary Ukrainian businesses often undervalue the role of marketing activities in the service industry. The prevailing economic conditions in Ukraine underscore the need to comprehend the unique characteristics of the service sector and the distinctions between marketing services and marketing products. Developing this understanding is essential for service providers to achieve optimal quality and operational efficiency.

The processes of informatization are reshaping traditional approaches to utilizing marketing tools within the service sector. In this context, it is crucial to examine the key factors that have the greatest impact on service quality and customer retention.

1.1. The Purpose and Tasks of the Study

The purpose of this research is to substantiate the role and importance of service marketing within the framework of the information society and to forecast the key determinants of service marketing using a scientific and methodological toolkit grounded in expert evaluation.

Aligned with this purpose, the research aimed to accomplish the following tasks:

Substantiate the influence of the information economy on the development of the service sector;

Define the methodological framework for the study;

Determine the required number of experts through calculations and conduct an evaluation of service marketing determinants;

Perform heuristic forecasting of service marketing determinants using a specified algorithm;

Assess the consistency of expert opinions on the evaluated service marketing determinants;

Formulate conclusions regarding the nature and extent of the impact of these determinants on service marketing.

2. Literature Review

The challenges of developing service marketing in the context of the information economy have been the focus of extensive research by marketing scholars.

Danyliuk [1] highlights the significance of adopting innovative marketing methods and techniques in the service sector. The study provides an analysis of the global service market and explores the application of advanced marketing approaches through the use of modern marketing tools.

Tkachuk, et al. [2] emphasizes the differences between service marketing and product marketing in terms of key categories such as marketing mix, quality, tangibility, production-consumption timing, and interactivity. The authors advocate for the development of interactive marketing policies in service delivery and propose grouping industries based on emotional, rational, or mixed orientations.

Kriuchko, et al. [3] highlight the importance of ethical marketing in fostering trust and long-term relationships with clients. They emphasize the necessity of promoting services in an honest and transparent manner that respects the rights and needs of customers.

Nikolajenko-Skarbalë, et al. [4] share a similar perspective, emphasizing the need to establish a positive corporate image to advance service marketing. In the context of transforming attitudes toward customer loyalty in marketing, they identify key components that shape modern customers' loyalty to brands.

Călin & Vegheş [5] advocate for the use of branding tools in promoting services and suggest expanding the scope of marketing to the societal level. They propose leveraging cultural foundations to create and derive benefits from service brands, as well as for individuals, organizations, and nations as a whole, highlighting the role of marketing mechanisms in ensuring sustainable development.

Orel, A., et al. [6] explore the impact of marketing orientation on the development and implementation of brand strategies in the context of increasing consumer demands.

Kral, et al. [7] argue that in the face of globalization, brand management must adopt innovative approaches. Their study examines the relationship between selected socio-demographic characteristics of consumers and their brand preferences through a survey conducted across eight regions in Slovakia.

Charni, By Hanen, et al. [8] emphasize the importance of ethical and emotional value aspects in the service sector. Using financial services as an example, the authors conclude that emotional benefits enhance job satisfaction and indirectly increase customer loyalty.

Banyeva, et al. [9], substantiate the need to integrate digital marketing into hotel branding strategies by utilizing digital channels for customer interaction.

The research by Dimitrios, et al. [10] focuses on identifying the relationship between customer satisfaction and marketing in the tourism industry. The authors highlight customer satisfaction and loyalty as the primary goals of relationship marketing in tourism.

The advancement of digitalization processes has led researchers to place greater emphasis on the use of digital marketing tools for promoting services on social media, as well as for fostering consumer loyalty and trust. Yevseitseva, et al. [11] & Arkhypova, et al. [12] through their studies, justify the feasibility of using digital marketing to promote various types of goods and services by implementing digital marketing strategies. The application of digital tools enhances the quality of a company's marketing activities while maintaining consumer loyalty throughout the product or service life cycle.

Kuzyk, et al. [13] use ranking to identify the optimal digital technologies in the field of marketing communications. They propose immersive strategies as a direction for the future development of global marketing. These strategies rely heavily on AI technologies, aiming to increase consumer engagement and interest.

An effective marketing tool is internal benchmarking, which allows companies to create maximum value for consumers and ensure competitive advantages. The works of Telnov, et al. [14] & Shostak, et al. [15] address issues of quality improvement through benchmarking and define the theoretical and methodological aspects of benchmarking ESG components.

Holub, et al. [16] & Cherep, et al. [17] based on research findings, propose the practical adaptation of corporate culture in the context of societal and economic transformations, substantiating mechanisms for its implementation in enterprises.

In the work of Popova, et al. [18] statistical grouping methods reveal a trend where companies addressing social and environmental issues within the context of corporate responsibility have greater opportunities and exhibit stronger economic performance. Karpenko, et al. [19] justify the principles and necessity of implementing a corporate social responsibility mechanism for sustainable development. From the perspective of ensuring service quality in marketing, corporate social responsibility emerges as a critical factor.

The review of literature on the formation of quality services in marketing under the conditions of informatization highlights that researchers focus on examining the impact of various factors, supported by survey results, mathematical modelling, and statistical analysis. Nevertheless, the ongoing challenge lies in defining effective strategies for service marketing in an environment shaped by information processes. This remains a critical area for further research, particularly through the application of advanced forecasting methodologies.

3. Methodology

The methodological foundation of this study is built on a systematic integration of general scientific and specialized methods. This framework enabled the effective forecasting of service marketing determinants within the context of the information society. By combining theoretical and practical approaches, the research ensured a thorough examination of the factors influencing service marketing and their predictive dynamics. The study utilized the following methods:

Information-search method: Used to gather relevant data from scientific sources and the Internet;

Morphological method: Used to conduct individual expert assessments of determinants influencing service marketing;

Statistical methods: Utilized to calculate indicators of service marketing determinants;

Heuristic forecasting and correlation analysis: Utilized to assess the relative significance of service marketing determinants;

Paired comparison method: Used to assess the degree of consistency among expert opinions;

Mathematical modelling: Applied to rank the determinants influencing service marketing;

Graph-analytical method: Used for the schematic representation of key research findings;

Generalization method: Applied to formulate conclusions based on the conducted research.

This comprehensive methodology ensured a structured and rigorous approach to analysing and forecasting the determinants that significantly influence service marketing in an increasingly digitalized environment.

4. Results and Discussion

The concept of the information society, as viewed by most contemporary researchers, is considered a variation of the theory of post-industrial society. The term «information society» emerged in the 1980s and has been extensively analysed by representatives of various scientific disciplines, including A. Touraine, P. Servan-Schreiber, M. Horkheimer, J. Habermas, N. Luhmann, M. McLuhan, D. Bell, A. Toffler, and Y. Masuda. It is characterized as a distinct form of post-industrial society.

According to Y. Masuda, the information society replaces traditional social classes with socially undifferentiated «information communities». A hallmark of the global information society is the introduction of advanced information and communication technologies.

The concept of the information society was first articulated in the late 1960s and early 1970s by Y. Hayashi, a professor at the Tokyo Institute of Technology, who introduced the term «information

society». In this context, production processes became increasingly «information-intensive», reflecting a greater emphasis on innovation, design, and marketing in the overall value of products.

The development of the information society and the expansion of the digital space necessitate fundamentally new approaches to managing marketing activities in the service sector. These changes drive a transformation in economic development models, which are increasingly rooted in digitalization and technological innovation.

These transformations necessitate the adaptation of marketing practices to the dynamic information and technological environment brought about by the Fourth Industrial Revolution. Advances in technology and shifts in consumer behaviour compel corresponding changes in marketing strategies, requiring timely responses to external environmental fluctuations and the specific needs of target audiences. Within the framework of the information economy, consumers demonstrate increased emotionality and impulsivity in their purchasing decisions, exhibit strong loyalty to particular service providers, and establish close relationships with service personnel.

The formation of the information society profoundly influences consumer behaviour. The integration of digital technologies not only redefines individual identities but also introduces new ethical and aesthetic paradigms. Consumers increasingly personalize services to align with their individual preferences, emphasizing the importance of consumer-driven decision-making in the service sector.

The service sector is a crucial component of the modern economy, significantly contributing to economic growth and enhancing quality of life. Services encompass a wide range of diverse activities. From a process-oriented perspective, a service is defined as the alignment of economic interests between parties through the provision of benefits on a fee-based basis. Thus, services are processes and activities specifically designed to meet consumer needs.

In the era of informatization across all areas of activity, consumers are increasingly demanding higher quality services and improved after-sales support. To effectively respond to and enhance the satisfaction of consumers' evolving needs, it is essential to analyse their preferences and promptly address market demands.

To identify the determinants of service marketing, the study proposed the heuristic forecasting method, which involves obtaining predictive estimates from highly qualified specialists in the field of marketing. A systematic processing of predictive evaluations provided by a representative group of experts was conducted to determine the values of service marketing determinants. These expert evaluations were based on the professional experience and intuition of the experts.

The formation of the expert group involved the stabilization of a functional network of experts. Qualified experts were identified through iterative processes, during which each selected expert from the initial iteration recommended additional specialists for inclusion.

The study employed an individual approach to working with experts, whereby the assessment of determinants was carried out independently by marketing specialists without influence from other professionals in the same field. This individual expert evaluation incorporated the morphological method, based on a pre-developed framework of evaluative factors aimed at identifying their impact on the final metric.

The experts identified the following determinants influencing service marketing for evaluation: digital technologies in marketing activities (D), emotional intelligence (E), organizational culture of service enterprises (O), corporate social responsibility (S), investments in human capital (I), benchmarking (B), and service branding (Br).

The appointed experts for the evaluation were marketing professionals from service enterprises.

The algorithm for calculating expert evaluations of service marketing determinants involves the following steps:

1. A representative group of experts was formed from the general population of potential experts. The representativeness error was calculated using Bernoulli's theorem:

$$M_g = t \times \sqrt{\frac{rg}{m}}, \quad (1)$$

Where,

t is the confidence coefficient (2.227),

r is the proportion of sample elements with the specified characteristic (0.9),

g is the proportion of sample elements without the specified characteristic (0.1),

m is the number of experts.

Using the above formula, the required number of experts (m) was determined as follows:

$$m = \frac{t^2 \times r \times g}{M_g^2}, \quad (2)$$

$$m = \frac{2,227^2 \times 0,9 \times 0,1}{0,21^2} = 10(\text{experts})$$

After applying this calculation, the determined number of experts participating in the evaluation process was sufficient to ensure representativeness.

The number of points to be distributed by the experts among the established service marketing determinants was calculated using the formula:

$$\sum_{i=1}^n K_i = \frac{n(n+1)}{2}, \quad (3)$$

Where,

K_i is the number of points assigned to the i -th factor,

n is the number of factors being evaluated.

$$\sum_{i=1}^n K_i = \frac{7(7+1)}{2} = 28 \text{ (points)}$$

As a result, ten experts were tasked with distributing 28 points among seven service marketing determinants according to the perceived significance of their impact.

2. Statistical indicators of service marketing determinants were calculated, as presented in Table 1.

Table 1.

Algorithm for calculating statistical indicators of service marketing determinants.

Statistical indicator	Calculation formula
1. Mean value of the indicator	$Sc = \frac{1}{m} \sum_{j=1}^m S_j,$ Where m is the number of experts, S_j is the score for the j -th factor.
2. Variance of scores, representing the spread of expert opinions relative to the mean Sc	$D(y) = \frac{1}{m-1} \sum (Sc - S_j)^2$
3. Standard deviation relative to the calculated spread	$\sigma = \sqrt{D}$
4. Coefficient of variation (indicating the level of consistency in expert opinions about the relative importance of the i -th factor)	$V = \frac{\sigma}{Sc}$

Table 2 presents the calculated statistical indicators for the service marketing determinants.

Table 2.
Statistical indicators for service marketing determinants

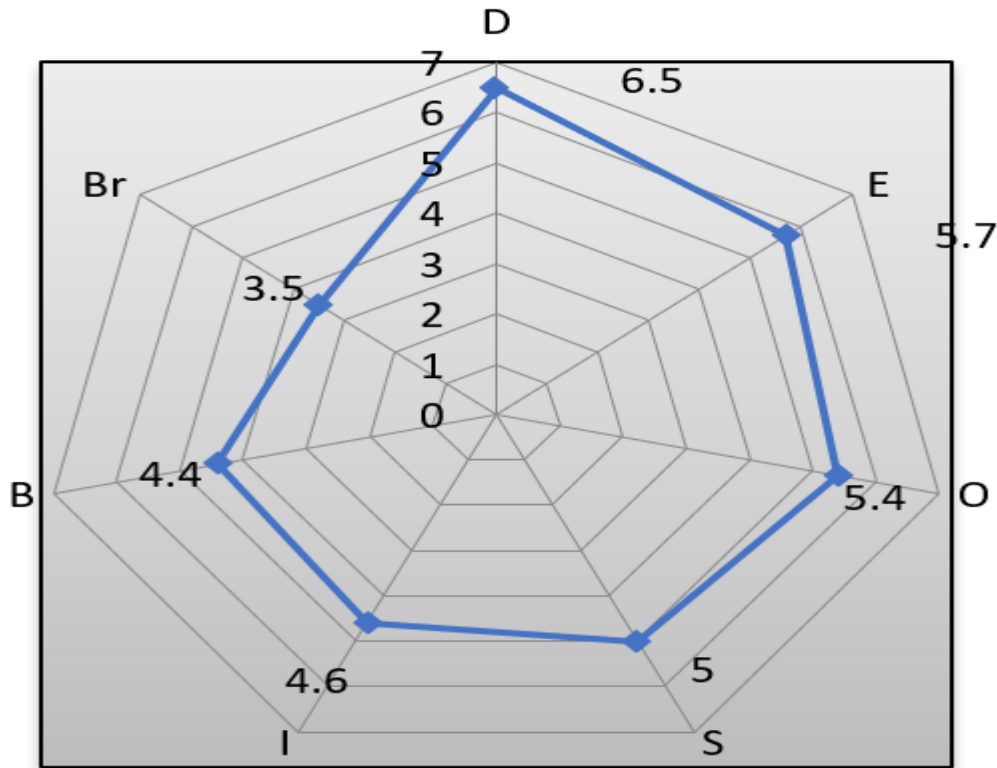
Statistical indicators for service marketing determinants	Service marketing determinants						
	D	E	O	S	I	B	Br
Average score reflecting the aggregated opinion of experts (Sc)	6.5	5.7	5.4	5.0	4.6	4.4	3.5
Dispersion of scores D (y)	4.02	1.63	1.23	0.98	2.24	1.84	1.69
Standard deviation σ	2.004	1.276	1.11	0.99	1.49	1.36	1.3
Coefficient of variation V	0.308	0.223	0.206	0.198	0.324	0.309	0.371

Table 3 illustrates the ranking of service marketing determinants based on the calculated average score values.

Table 3.
Ranking of service marketing determinants.

Rank	Service marketing determinant	Average Score (Sc)
1	Digital technologies in marketing activities (D)	6.5
2	Emotional intelligence (E)	5.7
3	Organizational culture of the service enterprise (O)	5.4
4	Corporate social responsibility (S)	5.0
5	Investments in human capital (I)	4.6
6	Benchmarking (B)	4.4
7	Service Branding (Br)	3.5

The analysis reveals that the most influential determinants in service marketing are digital technologies (Sc = 6.5), emotional intelligence (Sc = 5.7), organizational culture (Sc = 5.4), and corporate social responsibility (Sc = 5.0), as depicted in Figure 1.



◆ Determinant of service marketing

Figure 1. Average expert scores reflecting consensus on service marketing determinants (Sc).

The study included an evaluation of expert ratings to ensure consistency, demonstrating a statistically validated agreement among expert opinions.

3. Expert ratings were ranked based on their average scores (Sc). This procedure involved assigning the highest rank (I) to the maximum score provided by an expert, while the lowest rank (K) was attributed to the minimum score. The sum of ranks for each expert was ensured to equal the total

points distributed across the evaluated determinants: $\sum R_{ij} = \sum_{i=1}^n X_i$.

4. Calculation of the Relative Significance of Service Marketing Determinants Based on Ranking Results (W_{ij}):

The relative significance (W_{ij}) of each determinant was calculated using the formula:

$$W_{ij} = \frac{R_{ij}}{\sum_{j=1}^k R_{ij}}, \tag{4}$$

Where,

W_{ij} represents the relative significance of the i -th determinant according to the j -th expert,

k is the number of determinants,

R_{ij} denotes the rank assigned to the i -th determinant by the j -th expert,

$\sum R_{ij}$ is the total sum of ranks assigned by the j -th expert.

The average score for each service marketing determinant was calculated using the formula:

$$W_i = \frac{\sum_{i=1}^m W_{ij}}{m}, \tag{5}$$

Where,

W_i is the average significance score for the i -th determinant, based on evaluations from all experts,
 W_{ij} is the relative significance of the i -th determinant as assessed by the j -th expert,
 m is the total number of experts.

This formula enables the aggregation of expert evaluations to determine the overall significance of each determinant in the context of service marketing.

A lower W_i value indicates a higher influence of the determinant on service marketing.

The results of the relative significance calculations for service marketing determinants are summarized in Table 4.

Table 4.
Relative significance of service marketing determinants for each expert.

Expert	Wij(D)	Wij(E)	Wij(O)	Wij(S)	Wij(I)	Wij(B)	Wij(Br)
Σ	0.8	1.0	1.1	1.3	1.7	1.8	2.3

5. The impact of service marketing determinants was assessed using the paired comparison method. Experts conducted pairwise comparisons of determinants, selecting the most influential ones. Each expert completed a preference matrix, and the obtained individual preferences were averaged, taking into account the opinions of all experts.

The results of the paired comparison confirmed the priority of digital technologies in service marketing, emotional intelligence, organizational culture, and corporate social responsibility.

6. The procedure for scaling expert evaluations involves converting the ratios ρ_{ij} into expected values Z_{ij} using a normalized normal distribution table.

For this purpose, a Z-matrix was constructed (Table 5).

Table 5.
Z-Matrix: Primary Transformation

Determinant i	Determinant j							Sum	Average Z
	T	K	I	S	Y	N	P		
T	0	0.524	0.524	1.282	0.842	0.842	1.282	5.295	0.765
K	-0.524	0	0.842	0.253	0.842	0.524	1.282	3.218	0.465
I	-0.524	-0.842	0	0.253	1.282	0.842	2.000	3.010	0.432
S	-1.282	-0.253	-0.253	0	0.842	1.282	1.282	1.616	0.212
Y	-0.842	-0.842	-1.282	-0.842	0	0.524	0.524	-2.758	-0.345
N	-1.030	-0.524	-0.842	-1.282	-1.282	0	1.282	-3.489	-0.487
P	-1.282	-0.842	-2.000	-1.282	-0.524	-1.282	0	-7.211	-1.021

Figure 2 illustrates the distribution of numerical values for the scaled assessments of service marketing determinants, which confirm the previous calculations.

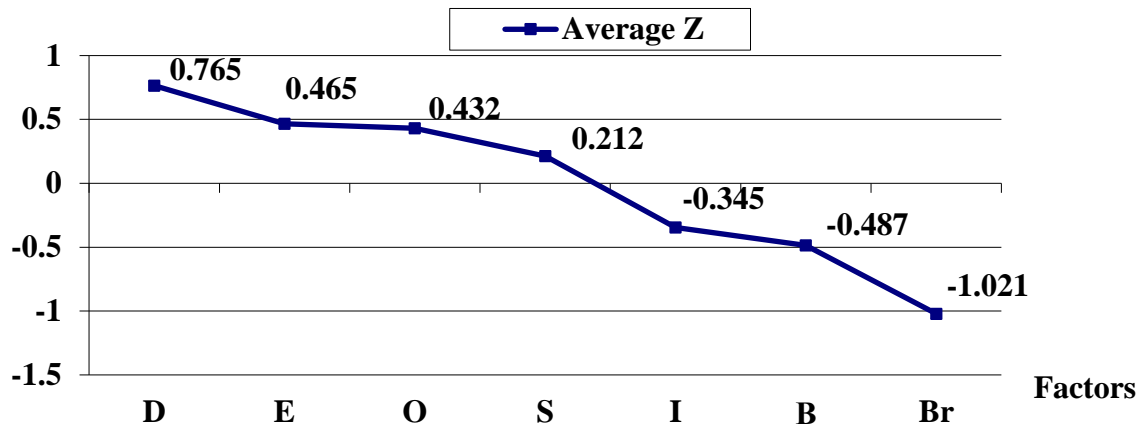


Figure 2.
Distribution of numerical values of scaled assessments for service marketing determinants.

7. Consistency of expert opinions was determined using the concordance coefficient W based on Kendall's formula:

$$W = \frac{12 \times S}{m^2(n^3 - n)}, \quad (6)$$

Where,

S is the sum of squared deviations,

m is the number of experts,

n is the number of evaluated determinants.

Thus,

$$W = \frac{12 \times 1280}{10^2 \times (7^3 - 7)} = 0,46$$

When evaluating the significance of the concordance coefficient, the χ^2 criterion was applied. The value $mm \cdot W(n-1)$ follows a χ^2 -distribution with $\nu=n-1$ degrees of freedom. The χ^2 -distribution is calculated as:

$$\chi^2 = \frac{S}{\frac{1}{12} \cdot m \cdot n \cdot (n+1)}, \quad (7)$$

The calculated value $\chi^2 = 27.43$ exceeds the critical table value $\chi^2 = 1.635$ with degrees of freedom $\nu=6$ and a confidence level of $\rho = 0.95$. The calculation of the χ^2 -criterion confirms the significance of the concordance coefficient.

The evaluation of expert opinion consistency using Kendall's rank correlation coefficient revealed the highest degree of agreement between the 3rd and 9th experts ($\tau=0.905$). Overall, the experts demonstrated a sufficient level of agreement, as evidenced by the calculated coefficients.

In our opinion, the expert evaluation method is the most accurate for forecasting service marketing determinants, as it employs a robust analytical framework. The obtained results will help formulate directions for improving service marketing practices.

5. Conclusion

The forecasting of service marketing determinants has resulted in the following key insights.

Digital technologies were identified by experts as the most influential determinant in service marketing. This prioritization reflects the ongoing trend of digitalization across all stages of marketing activities in the information-driven economy. Digital marketing, with its new communication channels and personalized consumer approaches, has proven to be an effective method for engaging and influencing target audiences.

Key digital marketing tools widely utilized in the service sector include contextual advertising, mobile and viral marketing, SEO, Big Data, SMM, SMO, RTB, retargeting, SEM, promotional email campaigns, online ratings, web analytics, web conferences, sponsorships, and internet-based sales promotions.

By adopting digital technologies in service marketing, businesses can enhance service delivery efficiency and better meet customer needs. Advanced tools such as analytics, artificial intelligence, e-commerce platforms, and mobile applications enable businesses to deliver highly personalized offerings and create a seamless, convenient experience for customers.

The second most significant determinant was identified as the impact of emotional intelligence (EQ) on the service delivery process. This determinant is particularly crucial in customer service, influencing communication conditions during service delivery, fostering positive impressions, and building trust with customers.

In this context, higher expectations are placed on service personnel, who must possess well-developed EQ. They should be capable of recognizing the feelings and emotions of customers, demonstrating genuine interest and empathy, and managing their own emotions in challenging situations that may arise.

Marketing professionals with a high level of EQ are better equipped to establish strong, trusting relationships with colleagues, management, and clients. This is especially critical when working with customers, as it requires analysing the situation, accurately understanding the client's needs and preferences, as well as their feelings and attitude toward the service being provided. Such an approach ensures a professional and non-intrusive service experience.

If employees of a service enterprise lack a sufficiently high level of emotional intelligence (EQ) but possess other strong professional qualities, it is advisable to encourage collective or individual EQ development through self-improvement practices or participation in specialized training programs.

Organizational culture plays a crucial role in creating a positive climate where employees and managers have opportunities to enhance their emotional intelligence. Therefore, EQ is closely linked to the elements of the organizational culture of a service enterprise.

The third most significant determinant is the organizational culture of the service enterprise. This factor plays a vital role in service marketing, as it is primarily rooted in the principles and ethical norms guiding customer service. A robust organizational culture should emphasize a structured system of incentives for service personnel, fostering an environment where staff are motivated to uphold high standards of service. By cultivating a strong service culture, enterprises can meet the elevated expectations of modern customers, ensuring their satisfaction and loyalty.

In modern conditions, a strong service culture is highly valued and appreciated by customers, which places high expectations on its quality. The manifestation of a service culture depends on employee behaviour, which should align with clearly defined principles and standards of conduct, as well as the ability to anticipate customer expectations.

The next most significant determinant identified by experts is corporate social responsibility (CSR). CSR encompasses a responsible approach to services, customers, employees, and partners, as well as active participation in addressing social issues.

A clear indication of a business operating responsibly is the possession of certifications in this area. These include the international standard ISO 26000 for CSR and IQNET SR 10, which supports the integration of CSR principles into both internal processes and external practices. The CSR concept helps shape a positive perception among consumers by ensuring that the services provided are of high quality, safe, and do not harm health or life. This involves delivering services that prioritize utility, safety, convenient conditions, and minimal environmental impact. Within this framework, measures are

implemented to ensure customer satisfaction, honesty in advertising, and compliance with intellectual property rights.

In this context, it is essential to highlight that CSR is implemented within the framework of socially responsible marketing. This approach integrates various elements of business interactions between service enterprises and their customers, suppliers, and intermediaries. It combines the processes of identifying customer needs, motivations, and expectations with the alignment of business activities to address these needs while promoting societal well-being and social development.

Considering the determinant of investment in human capital enables the creation of an advanced service marketing system, optimization of organizational structures, enhancement of professional training and development processes, utilization of non-material motivational factors, and implementation of technologies to evaluate results. This approach also fosters a higher level of social interaction. The BS IIP standard (British Standards Investors in People) provides a framework for improving the efficiency of service enterprises through a structured approach to setting goals and developing personnel plans to achieve them. The implementation of this standard promotes a culture of continuous improvement within the organization.

Benchmarking is a relatively new and effective activity related to clients, technology, and organizational culture, aimed at creating value and building competence. As a process of comparing a company's performance with industry standards and its own historical data, benchmarking helps evaluate the success of marketing initiatives and identify areas for potential improvement.

Since services are among the primary objects of benchmarking, it serves as a powerful tool for enhancing operations in service marketing. Through the analysis of business processes, organizational culture, pricing policies, customer interaction models, and client feedback, companies can identify and develop the best practices in service quality, design, processes, and operations, ultimately improving service marketing outcomes.

Branding, as a determinant of service marketing, embodies the qualities of a service that influence consumer perceptions, establish its identity, and differentiate it from competitors.

A key feature of branding in service marketing is its ability to build long-term relationships with consumers by incorporating emotional elements that foster brand loyalty. Modern consumers focus on experiencing brands as symbolic representations. The primary goal of branding is to create positive associations between the consumer and the brand.

The role of branding and its elements significantly influence consumer preferences and decision-making. Contemporary branding trends include personalization, aligning services with consumer expectations, and leveraging digital technologies for enhanced communication with customers. Key aspects of branding, such as creating an appealing service image that meets consumer expectations, emphasizing the importance of advertising, and leveraging emotional engagement, have a substantial impact on consumer behavior. These elements should be thoughtfully incorporated into strategies aimed at enhancing service marketing.

In conclusion, the identified determinants of service marketing are deeply interconnected and should be evaluated and integrated using a holistic, systematic approach.

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