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## ***Editorial Words***

*Dear esteemed readers,*

It is my great pleasure to welcome you to the latest edition of ASEJ, the academic journal that brings you the latest research in the fields of law, economics, logistics, finance, psychology, criminology, computer science, and security. This issue features a diverse range of articles from leading experts in these fields, showcasing their latest research and insights into current trends and challenges.

As we continue to face unprecedented challenges and rapidly evolving technological advancements, it is more important than ever to stay up-to-date with the latest research and trends in these fields. This issue of ASEJ offers valuable insights and perspectives that are essential for anyone seeking to stay at the forefront of their respective disciplines.

We would like to take this opportunity to express our sincere gratitude to the authors for their hard work and contributions to the advancement of knowledge. We would also like to acknowledge the invaluable support of the Bielsko-Biala School of Finance and Law for their continued commitment to publishing this journal, which serves as a platform for the exchange of the latest knowledge and insights.

Virtual reality (VR) technology has been advancing at a rapid pace, and with its growth come a range of challenges in various fields, including economics, law, security, and computer science. In the realm of economics, one challenge is determining how to integrate VR technology into existing business models. VR has the potential to revolutionize the way companies conduct business, but it also requires significant investment and infrastructure to do so. Additionally, there are concerns about how VR will impact the job market, as it could potentially eliminate the need for certain types of jobs while creating new ones in the VR industry.

In this issue, we also explore the growing significance of virtual reality in law, economics, finance, and security. As VR technology continues to evolve, it presents both opportunities and challenges in these fields. For example, in economics, VR has the potential to revolutionize the way businesses operate, but it also requires significant investment and infrastructure. In law, the use of VR raises important questions around data protection, privacy, and intellectual property rights. In finance, VR can be used to enhance customer experiences and provide new insights into investment opportunities. In security, VR presents new risks and challenges, such as ensuring the safety of users and protecting sensitive data from cyber threats.

We hope that this issue of ASEJ will prove insightful and informative for our readers, and we look forward to your feedback and contributions in future editions.

Sincerely,

*Dr Muhammad Jammal*  
*Editor of the ASEJ, Issue 4, Volume 26, 2022*

# Promotion of the global Mobil brand: information technologies in marketing, analysis of marketing activities

Serhii Kasian<sup>1</sup>, Kateryna Pilova<sup>1</sup> and Yurii Makukha<sup>1</sup>

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**Abstract**— A number of specialists consider the corporate brand as an addition to the product, which allows for its comprehensive identification and differentiation in the field of competitive communication business interaction. Within the framework of the concept of industrial brand development, the application of marketing information technologies, a number of research companies offer identity models based on the general theory of branding, but at the same time taking into account the peculiarities of industrial marketing. It is important to evaluate the effectiveness of marketing programs for the promotion of branded goods, which is based on key indicators of marketing activity. Key performance indicators KPI (Key Performance Indicators) help to assess the achievement of strategic goals. KPIs can be determined using the Business Intelligence system, providing an opportunity to assess the state of strategy execution in real time. In 1999, MasloTrade LLC, Ukraine signed a distribution agreement with ExxonMobil Corp. for the supply of Mobil brand fuel and lubricants to the Ukrainian market. The dynamics of sales volumes of the MasloTrade company during 2017-2021 were analyzed. The volume of sales of Mobil products by areas of application - PCI (consisting of PVL, CVL and IND) during 2017-2021 was determined. The volume of sales in priority sub-sectors during 2019-2021 was analyzed. The emergence and development of the Mobil brand in the global and regional market was studied spacious. An IFAS analysis of the internal environment of MasloTrade LLC was conducted in January 2022. According to the results of the marketing analysis of the company's activities, it is advisable to determine the need to increase recognition of the Mobil brand among consumers of lubricants in the industrial market of Ukraine thanks to the use of information technologies in international marketing.

**Keywords**— brand, promotion, industrial market, marketing activities, lubricants.

## I. INTRODUCTION

Strengthening of cooperation and communication interaction between companies in global and regional energy markets, segments of fuel and lubricants markets attracts the attention of

researchers to a complex of issues of successful promotion of brands, application of modern information technologies in marketing, international marketing strategic planning and marketing product policy. It is appropriate to analyze the innovative processes of using renewable energy sources on international and regional energy markets, to develop scientific and practical approaches in the field of environmental and resource management.

Now it is expedient to research the marketing activities and develop a strategy of MasloTrade LLC, which is the official distributor of ExxonMobil in Ukraine, operates in the market of fuel and lubricants, namely, it sells lubricants of the Mobil brand. It is necessary to analyze the internal (strengths and weaknesses) and external environment (opportunities and threats), information technologies in the enterprise's marketing. In the market of fuel and lubricants, lubricants are considered separately from fuel, because although the basis of products, manufacturers and methods of working with the product are very similar, nevertheless, lubricants perform a separate function and therefore they should be separated from the fuel market.

## II. RESULTS AND DISCUSSION

Today, it is necessary to deepen knowledge in the field of branding, since the main means of development of companies and their protection will be the improvement of knowledge and skills in such areas as the promotion of high-tech innovations, corporate and personal branding, logistics and customer service. Ph. Kotler rightly notes that "... even a large company must create a brand, conduct research and hire people who can organize sales well" (Kotler, 2018). A number of specialists consider the corporate brand as an addition to the product, which allows for its comprehensive identification and differentiation in the field of competitive communication



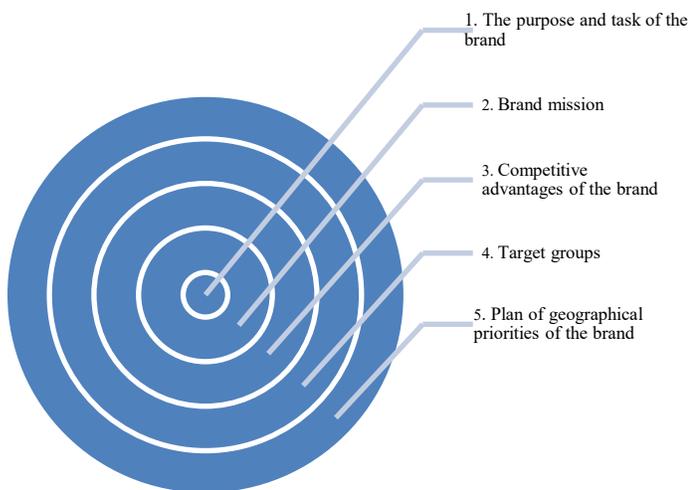
business interaction.

Branding is a unique and effective opportunity to create a sustainable competitive advantage in the industrial market. In the framework of branding in industrial markets, one of the main tasks is to draw a dividing line between brands in the consumer and industrial spheres: (Branding in industries and areas of business, 2021)

- final buyers in the industrial market buy flows of goods and services for use within their enterprises during commercial and operational activities;
- industrial markets are more complex, purchasing processes contain several steps;
- having a closer and longer relationship between the supplier and the buyer;
- industrial demand is derived from demand for FMCG product flows;
- the ability of a small customer base to provide the majority of turnover and sales volumes.

The study of the conjuncture of international and regional energy markets, fuel and lubricant market segments is also a subject of attention of the Permanent Council of the Organization for Security and Co-operation in Europe (OSCE). The main goal of the mission is to help reduce tension and ensure peace, stability and security in Ukraine. It is appropriate to research the experience of economic and social agents of the EU in the field of energy and marketing (*Organization for Security and Co-operation in Europe, 2022*). Within the framework of the concept of industrial brand development, the application of marketing information technologies, a number of research companies offer identity models based on the general theory of branding, but at the same time taking into account the peculiarities of industrial marketing (fig. 1) (Branding in industries and areas of business, 2021).

FIGURE 1. – A MODEL OF BRAND IDENTITY IN THE INDUSTRIAL MARKET



Source: Branding in industries and areas of business, 2021

It is important to evaluate the effectiveness of marketing programs for the promotion of branded goods, which is based on key indicators of marketing activity. Key performance

indicators KPI (Key Performance Indicators) help to assess the achievement of strategic goals. KPIs can be determined using the Business Intelligence system, providing an opportunity to assess the state of strategy execution in real time (Basic metrics and KPIs in Internet marketing, 2022).

Another approach used to evaluate a brand product promotion program is the return on marketing investment (ROI), which is calculated according to the following analytical formula:

$$PMI = \frac{P_{mark.action}}{C_{mark.}} = \frac{I_{mark.} - C_{mark.}}{C_{mark.}}, \quad (1)$$

where  $P_{mark.action}$  – profit received from the implementation of marketing activities, EUR, USD;

$I_{mark.}$  – income received from marketing activities, EUR, USD;

$C_{mark.}$  – costs of marketing activities, EUR, USD.

To evaluate the exhibition activity during the promotion of brands in industrial markets, the following evaluation indicators are offered (Basic metrics and KPIs in Internet marketing, 2022). Coefficient of economic efficiency of exhibition events. Number of contacts per 1000 EUR, USD expenses:

$$K_k = K_{k3} * 1000 / V_c, \quad (2)$$

where  $K_k$  – the number of contacts per 1000 EUR, USD costs;

$K_{k3}$  – the total number of established contacts;

$V_c$  – the volume of the company's expenses for exhibition activities, EUR, USD.

It is advisable to highlight the scientific and methodological approach to evaluating efficiency based on the calculation of the return on marketing investment (RMI), which is used to evaluate the branded product promotion program (Kasian, Makukha, Soloninko, 2022). The German Society for International Cooperation (GIZ) pays great attention to the processes of communication interaction in international and regional energy markets. Much attention has been paid to achieving certain goals set out in the Sustainable Development Strategy of Ukraine (Deutsche Gesellschaft für Internationale Zusammenarbeit, 2022).

Since 1999, MasloTrade LLC, Ukraine has been the official distributor of ExxonMobil Corp. and supplies Mobil brand fuels and lubricants to the Ukrainian market. In addition to MasloTrade LLC, four other distributors operate in Ukraine. In 2019, MasloTrade received two awards in the Circle of Excellence program: a silver medalist in the Business Performance Highly Commended category and a gold medalist in the Best Brand Marketing Initiative category (ExxonMobil's corporate resource for EAME, 2022).

Table 1 and Figure 2 show the company's sales volumes for the period from 2016 to 2020 and for the first half of 2021, in thousand liters.

TABLE 1 – COMPANY SALES VOLUMES, THOUSAND LITERS

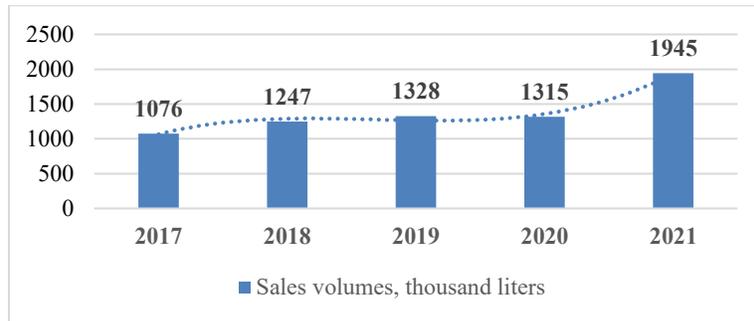
Years	2017	2018	2019	2020	2021
Sales volumes, thousand liters	1095	1272	1329	1459	1963

Source: created by the authors based on MasloTrade company reporting

The most part of the products sold are Mobil brand lubricants (95%), the rest are related products or products of other brands, so MasloTrade LLC's activities are focused on the Mobil brand and its promotion in the market. Therefore, it is

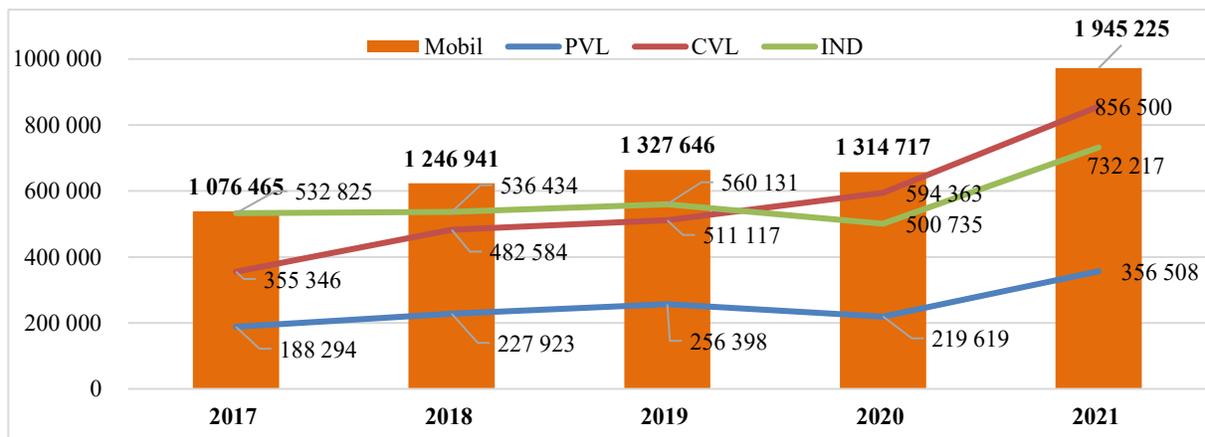
important to justify the optimal information technologies to support brand promotion and strategic planning of international marketing.

FIGURE 2 – SALES VOLUMES OF MOBIL BRAND LUBRICANTS BY MASLOTRADE IN 2017-2021 IN THOUSAND LITERS.



Source: created by the authors' basis on MasloTrade company reporting

FIGURE 3 – MOBIL'S SALES VOLUMES (ACCORDING TO PCI) IN 2017-2021



Source: created by the authors based on MasloTrade company reporting

Each of the PCI customer segments has its own subcategories. Table 2 shows the sales volumes of products by PCI customer segmentation for 2020-2021. The 5 largest sub-sectors can be clearly distinguished:

- PVL Installed Workshops - service stations;
- CVL OffHW Agri - agricultural enterprises;
- CVL OnHW Fleet - transportation companies (carriers);
- IND Primary Metals - enterprises of the metallurgical industry;
- Mining (CVL OffHW Mining + IND Process Mining) - mining companies.

A significant decrease in sales in 2020 was due to epidemiological restrictions resulting from the spread of the

COVID-19 virus in Ukraine and globally. The transition to remote work, restrictions on movement, quarantine restrictions on visits to consumer companies, increased difficulties in organizing the delivery of lubricants – all this added to the difficulties in work and caused a decrease in sales volumes. The decrease in consumption by consumers also had an impact. However, thanks to the proper organization of work and effective customer relations, the CVL sales department did not lose sales volumes, but increased them. Figure 3 shows the graphs of sales volumes for PVL (passenger car lubricants), CVL (lubricants for heavy-duty vehicles and special equipment), IND (industrial lubricants for production equipment) and Mobil in general.

TABLE 2 – SALES VOLUMES IN PRIORITY SUB-SECTORS IN 2019-2021, THOUSAND LITERS

Sub-Sector	2019	2020.	2021
1. PVL Installed Workshops	54 405	56 736	162 237
2. CVL Agri	120 269	194 100	290 214
3. CVL Commercial Fleet	66 461	76 355	104 853
4. CVL+IND Mining	198 291	236 874	288 917
5. IND Primary Metals	243 895	207 599	243 055

Source: created by the authors based on MasloTrade company reporting

It should be noted that the key to such rapid growth was a series of measures taken by MasloTrade LLC and the joint efforts of MasloTrade and ExxonMobil. The reasons for the rapid growth of volumes include the following:

- an increase in the number of specialists responsible for marketing communications with customers;
- improving the professional level of specialists responsible for communication with clients;
- more precise work with marketing pricing for the respective product;
- a series of marketing events (participation in exhibitions, seminars, etc.);
- active advertising activities of the company.

Most of them have proven to be highly effective because they are based on the use of modern information technologies. The most striking examples are the use of ExxonMobil's CareerConnect e-learning platform with actual courses and the use of MasloTrade's CRM system (based on 1C:CRM) and ExxonMobil's Salesforce system to coordinate work with key customers, as well as participation in exhibitions and seminars using social networks and multimedia systems.

That is why it is necessary to focus on the company's marketing activities in these sub-sectors and identify the key elements of success to apply them to other, less successful sub-sectors or to improve the efficiency of activities in the identified ones. It is now advisable to create a window of opportunity in the energy markets for the comprehensive development of soft skills in energy project management, such as teamwork, communication, self-development, creative problem-solving, and project planning.

For an effective analysis of MasloTrade's marketing activities in the above sub-sectors, it is important to understand the specifics of the products it works with (Brand history, 2021).

The history of ExxonMobil's development can be seen in the planogram, Figure 4 (Brand history, 2021).

The company often presents a range of branded products to its customers that bear the Mobil or MasloTrade logo or a combination of both. Such branded materials can be presented

not only to the distributor's customers, but also to potential buyers during various marketing events (exhibitions, seminars, etc.) organized and conducted by MasloTrade LLC (*Kasian and Didkovska, 2018*). All of this creates a certain good attitude of the customer or potential buyer to the Mobil brand and the distributor company, increases brand awareness, and increases loyalty to it. A series of such events were organized by MasloTrade LLC in 2019.

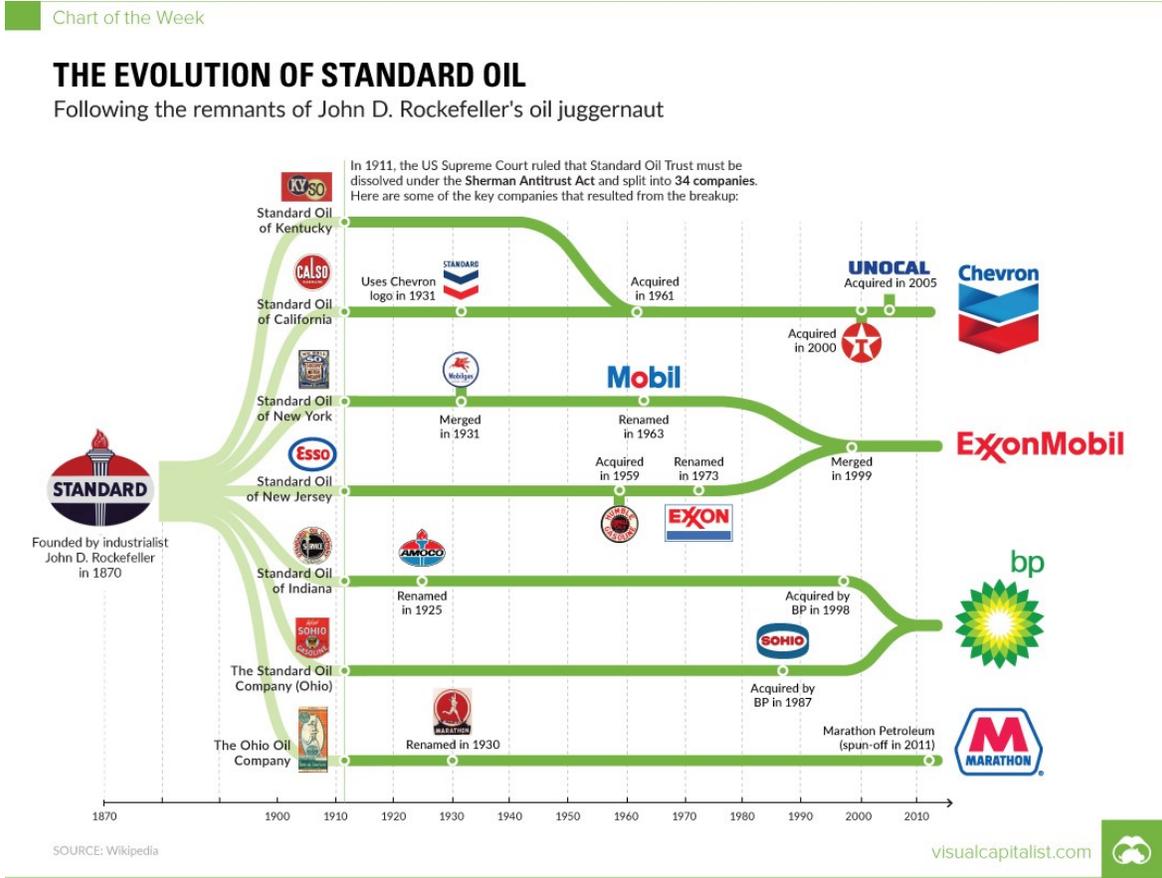
When promoting a brand, it is advisable to develop the experience of business interaction participants in intercultural communications, cooperation with the target audience, and the use of various forms and methods of promotion. It is advisable to determine the prospects, conditions, and directions of deepening cooperation in the development of joint strategies and tactics of marketing communications of companies. Innovative marketing, innovations in engineering, integration of new technologies into business practice, and professionally related partnerships are characteristic of B2B markets.

Based on the results of our analysis of the internal environment, we have formulated and evaluated the strength and weakness factors using IFAS analysis, Table 3 (Information about the company, 2022).

*Here are the results of our IFAS analysis.* Brand reliability and effective management of the company are high. As a supplier, MasloTrade LLC has several problems in the areas of partnership sales and poor communication with consumers (*Information about the company, 2022*). The company makes little use of the opportunity to conduct MM tests at consumer enterprises. Customer service support, although working, should be more efficient, according to experts. The company lacks funding for international and domestic marketing promotion.

The company provides its customers with debit deferred payments when sales increase. This leads to a lack of financial resources, which negatively affects the filling of warehouses with lubricants. And the low margin of the distributor company, due to high intra-brand competition and competition from other brands, causes a small allocation of funds to the marketing budget.

FIGURE 4 – EMERGENCE AND DEVELOPMENT OF THE MOBIL BRAND IN THE GLOBAL AND REGIONAL MARKET SPACE.



Source: based on (Desjardins, 2017)

TABLE 3 – IFAS-ANALYSIS OF THE INTERNAL ENVIRONMENT OF MASLOTRADE LLC IN JANUARY 2022.

Factor	Weight	Rating	Weighted score
<b>Strengths</b>			
Brand reliability	0,09	5	0,45
Supplier's reliability	0,1	4	0,4
Service support	0,07	3	0,21
The likelihood of providing customers with special prices	0,07	5	0,35
Debit deferral	0,06	5	0,3
Ensuring the delivery of lubricants	0,11	5	0,55
<b>Weaknesses</b>			
Brand support	0,1	3	0,3
Small company marketing budget	0,1	3	0,3
Realization of partner sales	0,12	4	0,48
Poor communication with consumers	0,08	3	0,24
Out-of-stock lubricants	0,1	2	0,2
The result	1,0		0,74

Source: created by the author's basis on Information about the company 2022

However, MasloTrade LLC tries to implement all possible marketing communications, builds proper information technology in marketing, treats its customers with respect, invests in their business, and has free and flexible product delivery. All these factors have a positive impact on relationships with partners. The IFAS analysis resulted in a coefficient of 0.74, which indicates that the company is well managed and has a chance to improve the situation (*Information about the company, 2022*). That is, in our opinion, the analyzed and recommended tools and procedures contribute to achieving a normal level of international planning of the company's

marketing strategic activities.

Various global brands are present in the Ukrainian lubricants market to varying degrees. Most often, experts themselves distinguish the following subgroups:

- world leaders,
- foreign brands that have earned the respect of consumers,
- little-known foreign brands,
- domestic brands.

In today's energy markets, it is advisable to determine the effectiveness of the use of engineering systems and engineering analysis at industrial enterprises, and to introduce appropriate

information technologies in marketing.

According to the results of the marketing analysis of the company's activities, it is possible to determine the need to increase the recognition of the Mobil brand among consumers of lubricants in the industrial market of Ukraine, with information technology in international marketing. Therefore, it is necessary to formulate and consider two hypotheses, the answer to which is that an increase in good contacts between the brand and the consumer should improve brand recognition among the latter. If during these contacts the logical link "brand - distributor company" is fully supported and popularized, this should lead to an increase in the distributor's recognition, and ultimately, to an increase in the distributor's sales of Mobil brand products.

### III. CONCLUSION

MasloTrade LLC is a reliable, competitive, loyal partner with great opportunities in the market. The company has one of the best products on the market, with reasonable quality and price. One of the competitive advantages is a series of branches with stocks of lubricants and very comfortable conditions for product delivery due to the availability of own transport and well-organized logistics. During the study, when analyzing Mobil brand lubricants compared to the products of the main competitors, an advantage was found in many respects, Mobil brand lubricants have the highest specifications and tolerances of equipment and machinery manufacturers. The latest technologies used in the production process ensure reliable and long-lasting operation of lubricants in all components and mechanisms. An IFAS analysis was also conducted, which shows that the brand's reliability and effective management are high, but there are problems in the areas of partner sales and insufficient communication with consumers. The positive attitude of consumers to the Mobil brand and the low popularity of MasloTrade LLC were recorded. The analysis of information support for the company's marketing activities and the Mobil brand in the lubricants market showed the feasibility of measures to adjust the methods of brand promotion in the market, which will increase brand awareness and enhance the brand - company - distributor relationship. Proposals were developed to achieve this goal. The results of the work can be used by companies and produce the expected results.

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- Audit
- Management and Finance in Real Estate

### **Cyberspace and Social Communication**

- Communication and Image Creations
- Safety in the Cyberspace

### **Internal Security**

- Administration and Management in Security
- Security and Public Order
- Security and Development in Euro-region
- Security of Information and Information Systems
- Security in Business
- Criminology and Investigative Studies
- Criminology and Forensics
- Protection of People and Property
- Public Order Agencies

### **Law**

- this program gives strong legal foundations to undertake further professional training for judges, prosecutors, attorneys, notaries, bailiffs.

### **Administration**

- Fiscal Administration
- Local Government Administration

### **Logistics**

- this program gives good preparation for work in logistics companies as well as in other economic and administrative units.

### **Information Technology**

- Databases and Net Systems
- Computer Graphics and Multimedia Techniques
- Design of Applications for Mobile Devices
- IT Services in Public Administration Units

### **Postgraduate courses**

- Administrative studies
- Fiscal Administration
- Law and management in health service

