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CONSUMER PUBLIC RELATIONS VS MARKETING COMMUNICATIONS

In the world of business, public relations (PR) affects all types of organizations, large or small, commercial or non-commercial, charitable or in the public sector. It is about communication between an organization and all those with whom it has any form of contact.

Public relations is defined as a distinctive management function which helps to establish and maintain mutual lines of communication, understanding, acceptance and co-operation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize changes; and uses research and ethical communication techniques as its principal tools [1].

One of the important functions of PR is consumer public relations or product public relations. When new products are introduced to the market the role that public relations plays is crucial for creating awareness and differentiating the product in the public's eyes from other similar products.

PR in the field of consumer relations is often regarded as marketing communications. Marketing, as we have seen, is "the identification of the needs of consumers, and how to satisfy those needs profitably" [1]. While marketing communication focuses on any way a business communicates a message to its desired market, or the market in general. "A marketing communication tool can be anything from: advertising, personal selling, direct marketing, sponsorship, communication, promotion and public relations" [2].

However, how does PR fit into marketing communications? The traditional elements of the marketing mix are the four Ps, i.e. product, price, place and promotion. Price can indicate value for money. Place means the kind of outlet where the product can be obtained. Promotion refers to the media and messages used to influence buyer decisions. PR contributes everywhere, bringing a range of activities.

People are interested in not only the product and service they buy but the company behind the product. They want to know it is ethical in its business practices, that it puts something back into the community. On the other hand, deciding which tactics to use when communicating with various

publics is one of the primary considerations. At this point PR practitioner needs to consider the attributes of consumers, and what contributes to their buying decisions. Hence, various writers have put forward suggestions about publics and their motivation.

Kotler suggests that "buying is the result of inputs and outputs" [1]. Stimuli for buying include price, quality, availability, service, style, options and image. These can be delivered to the consumer by a variety of channels, such as advertising, salespeople, friends, family and personal observation. After processing this information, the consumer makes a choice of product, brand, dealer, quantity and frequency. In other words, marketing not just entitles the emergent of a product, pricing it appealingly, and making it accessible to target customers. In addition, companies must communicate with customers.

Therefore, the primary goal of PR specialists should be working out consumer relations programs, and encouraging more positive feedback from consumer groups. The last could involve distributing more consumer publications, developing employee consumer seminars, and meeting with important consumer groups influencing their buying decisions.

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INNOVATION IMPLEMENTATION AND ITS EFFICIENCY IN THE RESTAURANT BUSINESS

The peculiarity of the restaurant business as a service industry presupposes not only innovations by improving the quality of life but also well-built customer relations, competent marketing policy and PR-strategy.

The object of our research is restaurant business.

The subject is innovations in the restaurant business and their efficiency.

The key point for the company's improvement is the development, planning, implementation and monitoring the innovative solutions. The purpose of our research work is to consider management of innovative projects, development of process management procedures and value of the innovation project, new methods of control, evaluation of the parameters and results of the company's performance.

Restaurant business is different from all other kinds of businesses. This is an enterprise which combines art and traditions, mechanisms of its