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### **QR CODING IN MARKETING POLICY OF ORGANIZATIONS**

Over the past few years, the role of marketing communications has grown rapidly in businesses. Effective communication with consumers is becoming one of the key factors in their success on the market. The use of Information and Communication Technologies (ICTs) play a vital role in promoting information exchange. One of these technologies, created for modern mobile telephony devices, is QR-code technology.

The use of QR codes is a mass phenomenon in developed countries, where this technology used as a powerful marketing tool. Technically, the QR code can contain 7089 digits or 4296 digits and letters (including Cyrillic). In addition to the benefits of capacity, QR-code has other benefits. It can contain 1817 characters and 2953 bytes of binary information. In addition, even if part of the code is damaged (up to 30%), the information can be automatically restored.

The technical characteristics of QR-code form the advantages and disadvantages of their use in marketing policy (Table 1).

*Table 1.* The advantages and disadvantages of QR-encoding

Advantages of direct response carrier:	Disadvantages of direct response media:
1. Saving large amount of digital and text information in any language;	1. Low level of public awareness about QR-encoding technologies (small audience coverage). 2. Technical issues (for example, incorrectly installed gadget on mobile phone)
2. The print size of this code can be very small and at the same time it has a high speed of recognition;	
3. Ability to read in any direction (one-way or 360 scan)	
4. Target audience	
5. Resistance to damage, that is, even if a part of the code is damaged (up to 30%), it can still be read.	

The QR code creates for the buyer quick access to web resources with a detailed description of the product, specifications or video, which eliminates the need for a large number of consultants. Of course, the use of QR-code does not guarantee sales increase. However, a well thought-out marketing strategy (from defining of appearance, placement, backed up to targeted information) creates preconditions for additional attraction of buyers or consumers of products of the organization.

The virtual and active multi touch windows are the most used QR codes in foreign businesses.

A virtual showcase with QR-codes placed anywhere are posters or banners. For example, the management of the food market network Tesco set the task of becoming No. 1 in the South Korean market for sales volumes without increasing the number of stores. At the metro stations, there were posters depicting Tesco goods with appropriate QR-code. While waiting for trains, subway passengers began to choose and pay for the goods, using a special mobile app created for this purpose. In parallel, active multi-touch screens with goods exhibited at office centers and crowded places. A gigantic virtual counterpart to the Tesco supermarket was created. As a result, QR-technology helped increase Tesco sales by 52% in the first month.

However, this is not the only possibility of using QR codes in business. In addition, the QR code is used as a way of monitoring the performance of group or individual work. By getting a link in the code format, each employee can view documents directly from his smartphone in any time and location. Managers using codes can get quick access to tasks that a team needs to accomplish, saving a lot of time and effort.

Therefore, the use of QR Codes is a time-consuming requirement. The rapid advancement in IT technologies indicates the great prospects of using QR-encoding. Today, the use of QR codes in Ukraine is still occasional and requires a more detailed study.

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