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MODERN TECHNOLOGIES OF THE SOCIAL DESIGNING

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СУЧАСНІ ТЕХНОЛОГІЇ СОЦІАЛЬНОГО ПРОЄКТУВАННЯ

The article substantiates the use of marketing technologies in the development of social projects. The effectiveness of social designing is determined by the correct setting of goals, development of possible scenarios, the choice of optimal methods of influencing social behavior.

It is proposed to conduct a qualitative and quantitative study that will formulate the questionnaire and analyze the views of potential consumers and experts (those who can produce social services). The portrait of the consumer, which is a classic marketing tool, is considered. For convenience, the scheme "portrait profile" with the following columns: needs and desires, pain and problems, age, gender, hobbies, income level, attributes, leisure, etc. The portrait of the consumer is especially relevant for the creation of a social product, when you need to segment the audience, make a description of the target audience and identify potential audiences.

An important stage of social designing is the analysis of niches. Needs and Gaps is a decision aid to evaluate the attractiveness of new service ideas. In addition to determining the overall level of acceptability of new services, it also gives an idea of their "suitability for the mass market" so that their chances of success can be assessed more carefully. The quality deficit zone contains characteristics that are of high and above average importance for consumers and at the same time low or below average satisfaction. The area of satisfied needs includes characteristics that have high and above average importance for consumers and at the same time high / above average satisfaction.

When it comes to public-private partnership in the implementation of a social project, it is proposed to use tools that will determine the pricing policy. The peculiarities of using the Price Sensitivity Meter (PSM) methodology for the analysis of a social project are considered.

В статті обґрунтовано застосування маркетингових технологій в процесі розробки соціальних проєктів. Реалізація проєкту потребує усвідомлення, на кого він розрахований. Відповісти на це запитання можна використовуючи спеціальні технології досліджень, які не досить часто застосовуються в Україні саме для соціального проєктування. Ефективність соціального проєктування визначається правильною постановкою цілей, розробкою можливих сценаріїв розвитку подій, вибору оптимальних методів впливу на суспільну поведінку.

Запропоновано проведення якісного та кількісного дослідження, що дозволить сформулювати питання анкети та проаналізувати бачення потенційних споживачів та експертів (тих, хто може продукувати соціальні послуги). Розглянуто портрет споживача, який є класичним маркетинговим інструментом. Для зручності створено схему «портрет профіль» з наступними колонками: потреби та бажання, біль та проблеми, вік, стать, хоббі, рівень доходів, атрибути, відпочинок тощо. Портрет споживача особливо актуальний для створення соціального продукту, коли потрібно сегментувати аудиторію, скласти опис цільової аудиторії та визначити потенційних споживачів.

Важливим етапом соціального проектування є аналіз *Needs and Gaps*. Цей метод допомагає в прийнятті рішень з метою оцінки привабливості ідей нових соціальних послуг. Окрім визначення загального рівня прийнятності соціальних послуг, він також дає уявлення про їхню «придатність». Використовуючи фокус-групи, можна визначити перелік критеріїв, якими споживачі керуються в процесі вибору. Це дозволить виокремити зони (ніші) в залежності від вподобань потенційних споживачів соціальної послуги. Зона якісного дефіциту містить характеристики, що мають високу та вищу за середнє значення важливість для споживачів й одночасно низьку, або нижчу за середнє значення задоволеність. Зона задоволених потреб включає характеристики, що мають високу та вищу за середнє значення важливість для споживачів і одночасно високу/вище за середнє значення задоволеність.

Якщо мова йде про публічно-приватне партнерство у реалізації соціального проекту, запропоновано застосовувати інструменти, які дозволять визначитися з ціновою політикою. Розглянуто особливості використання методу *Price Sensitivity Meter (PSM)* для аналізу соціального проекту.

Key words: *social project; marketing technologies; social marketing; social responsibility; quality of service; questionnaires; niche.*

Ключові слова: *соціальний проект; маркетингові технології; соціальний маркетинг; соціальна відповідальність; якість послуги; анкетування; ніша.*

The formulation of the problem.

Modern civilized society must be built on the principles of social responsibility. The social sphere is one of the most important objects in the sphere of public administration. The level of development of the social sphere is evidence of the development and maturity of a society based on the principles of humanism and democracy. The social sphere creates favorable conditions for both spiritual and material life. Quality, range and availability of social services are important components of living standards. It is necessary to form a deep understanding of the importance of creating and implementing social projects. Any project that needs funding must be justified. Its implementation requires an understanding: who we are doing it for and whether it is really needed at this stage. These questions can be answered using special research technologies, which are not often used in Ukraine for social designing. The introduction of marketing tools in the process of social designing will solve the problem of targeted and effective use of budget funds; optimize the work of the social advocacy system; ensure broad public involvement; motivate business to participate in social projects, etc. The above actualizes research aimed at finding effective tools that will substantiate the importance and effectiveness of social projects.

Analysis of recent research and publications.

Problems of application of marketing technologies in social projects, the very concept of social marketing were investigated in the works by leading scientists: A. R. Andreasen [1], L.R. Craig [3], J. Bowen [4], F. Kotler [4], etc. This question also attracts the attention of Ukrainian researchers, such as: A. A. Kotvitska [5], I. V. Lylyk [6,7], I.V. Naida [8], A. F. Prykhodko [10], I.A. Sencha [11] and others.

The success of social designing largely depends on the correct setting of project objectives, development of appropriate strategies to achieve them and the choice of optimal methods of influencing social behavior and society's attitude to certain social problems. I.V. Naida notes that the social sphere is of great importance in the formation of human capital, the quality of which is subject to large and ever-increasing demands, including education, professionalism, the ability to adapt to rapid change. The criterion for the effectiveness of social policy as an element of legal regulation is to increase the social responsibility of the state, business and citizens for the resilience of the population and the country to social change in the state, changes in socio-economic factors, as well as social security [8]. Leading modern scientist F. Kotler was the first to introduce the concept of "social marketing" into scientific

circulation. He believed that marketing applies to any sale [4]. In the same time O.V. Shimko notes that the evolution of marketing has led to the emergence of its latest concept - social marketing [12]. Socially conscious and responsible marketing, according to the author, today is inherent in the most far-sighted Ukrainian companies. A powerful push towards strengthening the positive impact of the main activities on society is the emergence in Ukraine of public organizations that declare the principles of corporate social responsibility. O.V. Shimko also points out that a significant role belongs to the number of government agencies and institutions whose activities are aimed at improving the living environment [12]. Researchers note that the majority of financial support for social marketing programs across the world is done by government and international aid organizations that define social marketing by whether it is tied to the development of more efficient and responsive promotion and distribution systems of socially beneficial products and services [2]. Thus, the social sphere and the beginning of social responsibility are the object of study of modern researchers. More and more scientists are turning to the issue of social marketing as one of the promising areas of activity, because social marketing aims to increase social welfare create a positive impact on the target audience through the implementation of socially important benefits. However, the problem of implementing social designing with the use of modern technologies remains insufficiently studied.

The aim of the article.

The aim of the article is to substantiate marketing technologies for use in the development of social projects.

Presentation of the main material.

Social designing arose in connection with the need to solve complex problems of society. Thanks to social designing tools, weaknesses and gaps are identified, appropriate social changes are planned and ways to implement them are developed. The tasks facing the developers of social projects are complex, multifaceted and much more complex than those solved in the development and implementation of commercial projects. The study is aimed to solve a number of problems through marketing methods, evaluation and analysis of elements and factors. The successful implementation of social projects becomes real with using the appropriate social marketing tools.

Some of the following technologies have been successfully tested in the process of developing participation budgets [13]: Reconstruction of the playground (project № 614), “Children's dreams in Darnytskyi district”. Reconstruction of the playground (project № 620), Arrangement of the adjacent territory in Sviatoshynskyi district (project № 630). Projects № 614 and № 630 are currently under examination, and project №620 has received a positive expert opinion and is awaiting a vote from city residents.

Consider these technologies in more detail. Thorough analysis involves a comprehensive study consisting of two stages - qualitative and quantitative (Table 1).

Table 1.
The main stages of the study [9]

Stage	Method	Task	Target audience
Qualitative research	Expert interviews	<ol style="list-style-type: none"> 1. General situation with similar services 2. Expert opinion on the factors of choosing a social object. 3. Characteristics of existing facilities. 4. Image. 5. the Consumer profile. 	Who will provide services
	Focus -group	<ol style="list-style-type: none"> 1. Define the criteria for choosing a social object. 2. The main reasons for the use of services. 3. Directions of object development. 4. List of offered services. 	To whom services are designed
Quantitative research	Personally interview	<ol style="list-style-type: none"> 1. Quantitatively confirm the results of qualitative analysis. 2. Conduct a statistical analysis of differences to determine priorities. 3. Evaluate the perception of the concept of service. 	Whom it may concern

Qualitative research allows to obtain preliminary information and to make a questionnaire for quantitative research (list of alternatives for closed questions of the questionnaire); adjust the concept, which is tested according to new ideas that have emerged after analyzing the wishes expressed by consumers, and present it in a new interpretation for quantitative evaluation. The quantitative stage makes it possible to determine the number of people who took part in the study and confirm the results of the qualitative analysis.

It is important to understand for whom exactly this or that social service is offered. This makes it possible to identify how important the service is at this stage. For this purpose, it is appropriate to use such a tool as a consumer profile (Fig. 1). For convenience, you can create a scheme «profile portrait " with the following columns: needs and desires, pain and problems, age, gender, geographical location, position, hobbies, income level, attributes, leisure, etc. Creating a consumer profile involves the analysis of an array of different structured and unstructured information: data from the Internet, social networks, media, databases, corporate files, devices, sensors, cellular networks. The consumer profile is a classic marketing tool, which is an image of a person in need of social services. The consumer profile includes psychographic, behavioral, demographic, social, ethnic, economic characteristics.

The consumer profile is especially relevant for the creation of a social product, when you need to segment the audience, make a description of the target audience and identify potential audiences.

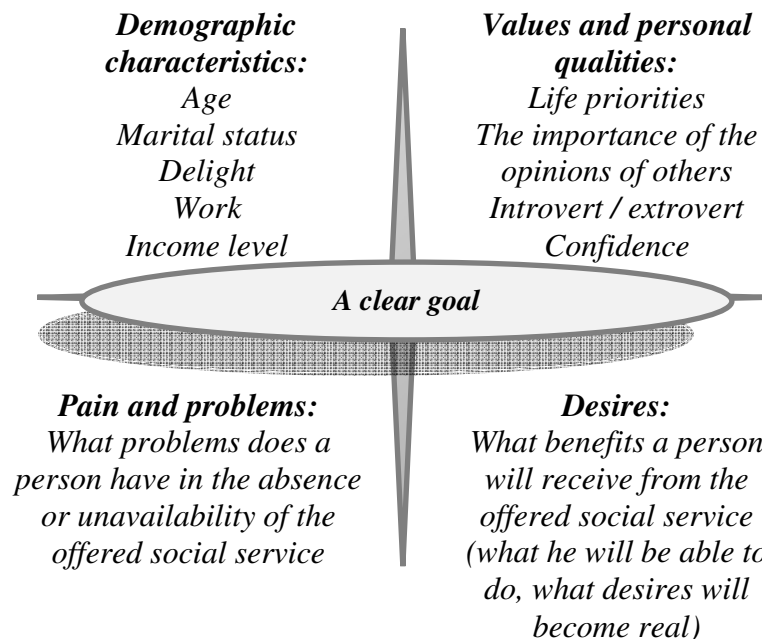


Figure 1. Social services consumer profile

Source: author's development, based on [2]

The next step is to analyze the relationship between the demand for the service and the quality characteristics of social services (Needs and Gaps). Needs and Gaps analysis is a decision-making aid for assessing the attractiveness of new product ideas. Besides determining the general level of acceptance received by new products, it also provides insights into their "suitability for the market" so that their chances of success can be evaluated in more detail.

First, based on the results of focus groups, it is advisable to determine the list of criteria that consumers are guided by in the selection process. Thus, in the economic literature to assess the quality of services provided by enterprises that provide them, the SERVQUAL model is used [5, p.75]. In its current form, it has five parameters:

- Reliability (ability to provide quality services and on time);
- Tangibles (positive perception of the premises and appearance of the staff enterprises where services are provided. The use of quality and modern equipment. Availability of convenient means of calculation for services and other physical evidence of service provision);
- Responsiveness (staff's desire to assist the client in providing the service in a timely manner);
- Assurance (perceived consumer competence and courtesy of staff in the process of providing services. The client's trust in the enterprise is formed and staff. Security and guarantee of services);
- Empathy (consumer confidence in identifying a solution to his problem);
- Communicativeness (The desire to better understand the specific needs of the consumer and adaptation of professional qualities of the personnel to their satisfaction).

According to the SERVQUAL model, the services of those enterprises are high-quality, which ensure stable compliance with the necessary parameters within acceptable limits and control their own activities at all stages of service provision [5, p.76]. Such qualitative characteristics of social services can be: cost of services, transport interchange (convenience), possibility of inpatient treatment, professional and attentive staff, technical equipment, range of services provided (differentiation of services), inclusiveness and accessibility, etc. The potential consumer is asked to assess the extent to which he is satisfied with the characteristics of the service / facility. During evaluating, it is advisable to use a 5-point scale, where 1 - completely dissatisfied, 3 - partially satisfied, partially not, 4 - rather satisfied, 5 - completely satisfied. Interpretation of the analysis can be presented in the form of a matrix illustrating the relationship between service quality and demand for it (Fig. 2).

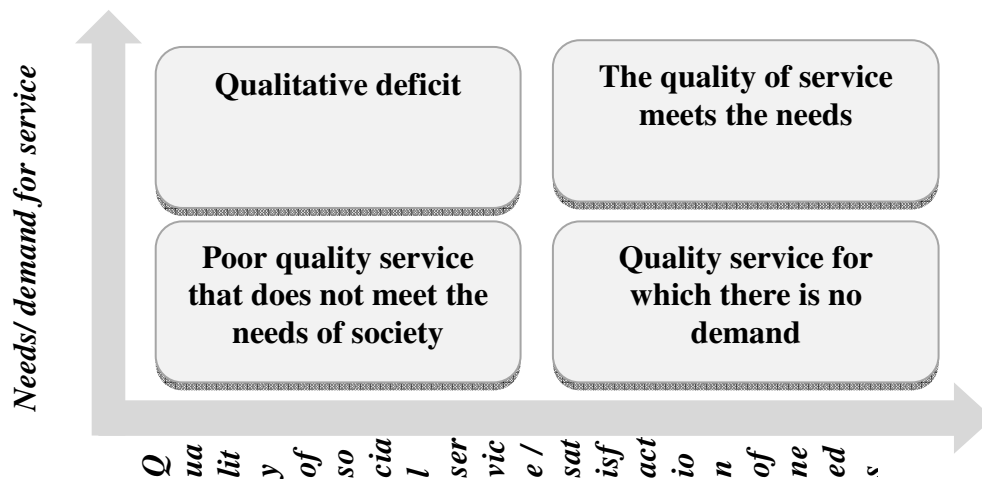


Figure 2. The scheme of the matrix of quality and demand

Source: author's development

As you can see from Figure 2, the matrix has four quadrants, each of which corresponds to a specific demand / quality ratio. The quality deficit zone contains characteristics that are of high and above average importance for consumers and at the same time low or below average satisfaction. The area of satisfied needs includes characteristics that have high and above average importance for consumers and at the same time high / above average satisfaction. Thus, among consumers of social services, for example, in the deficit zone can be found: the presence of a swimming pool; availability of modern technological equipment with the necessary medical devices and equipment for a wide range of procedures; pricing policy; inclusiveness and barrier-free, etc. In the area of satisfied needs for example are: the quality of service; possibility of inpatient treatment; location; professional staff. Competitive advantages to increase the level of satisfaction can be: the availability of modern medical equipment, specially equipped rooms for people with disabilities, recreation rooms for children of all ages, the ability to pay for services in installments. If other characteristics do not exceed the average level of importance, such characteristics may be disregarded.

Social development as a key component of state policy has always been officially recognized in Ukraine as one of the priorities [8]. Today, it is extremely important to involve private business in social designing. This will not only provide sufficient financial resources, but also significantly increase the social responsibility of business. If we are talking about public-private partnership, fundraising or sponsorship in the implementation of a social project, it will be appropriate to use tools that will determine the pricing policy. Involving business in socially important projects often becomes possible only when in the future their implementation is certain profitability, i.e. economic benefits for business. The following figure illustrates the Price Sensitivity Meter method, which allows describing a pricing policy for a specific project.

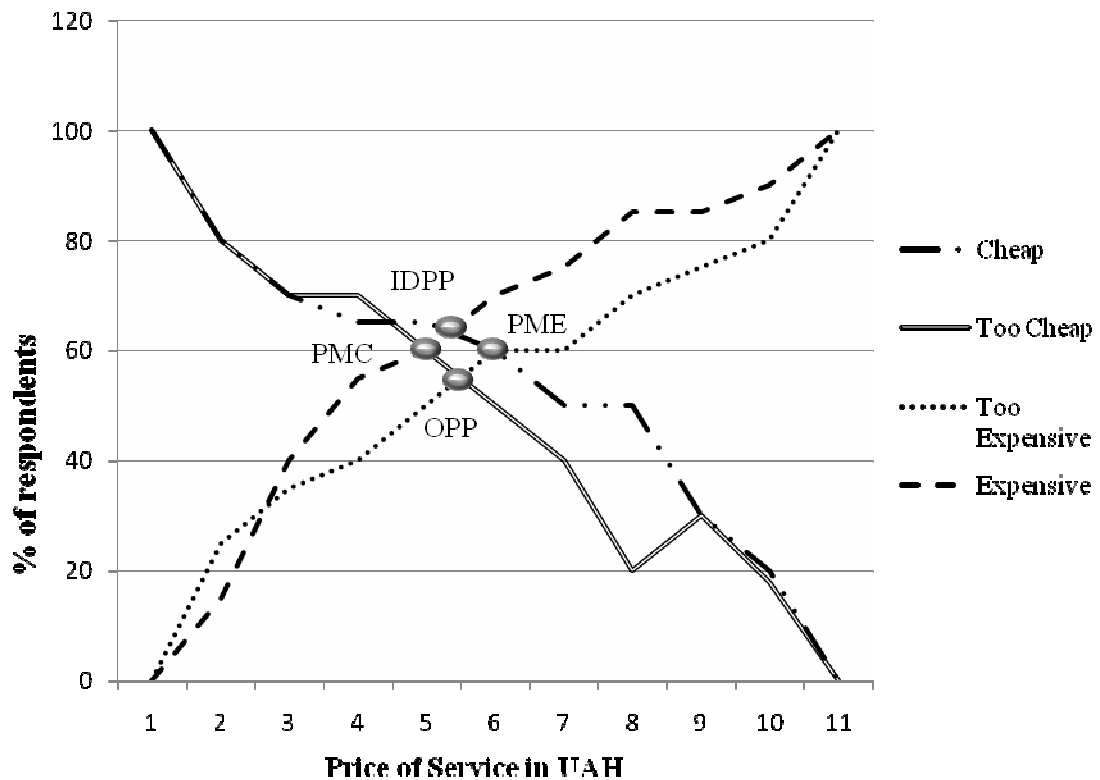


Figure 3. Illustration of the method "Price Sensitivity Meter" (interpretation of a hypothetical situation)

Source: [15]

According to the Price Sensitivity Meter (PSM) method [15], the respondent is asked to answer four open-ended questions: what should be the price of the service so that you consider it affordable; what should be the price of the service for you to consider it expensive; what should be the price of the service, so that you consider it very expensive, beyond your budget; what should be the price of the service so that you consider it very cheap, so much so that you will question the quality of the service.

Based on the collected data, graphs are constructed, each of which corresponds to the type of price: "too expensive", "too cheap", "expensive", "affordable". The answers of the respondents to each question are displayed in the form of a diagram, which allows determining the optimal price range. The distribution is depicted as a line graph. The values of the price are plotted on the X axis, and the accumulated percentage of respondents is plotted on the Y axis (Fig. 3). The intersection of the curves "expensive" and "cheap" gives a point called the indifference price point (IDPP - indifference price point) - a price that most people do not consider expensive or cheap, they do not care. Then add to the graph the curves "too expensive" and "too cheap". Their intersection gives the optimum price point (OPP). This is the point where the least people reject a product because of its high price. The point of intersection of the curves "too cheap" and "not cheap" gives the extreme cheapness (PMC - point of marginal cheapness). The intersection of "too expensive" and "not expensive" gives the point of marginal expensiveness (PME - point of marginal expensiveness).

The proposed technologies make it possible to substantiate social designing, to make it clear in terms of future efficiency. This is important both for local authorities when it comes to participation budgets and for business if public-private partnerships are envisaged. These tools are especially important if a particular social service is offered, such as rehabilitation, education, training, social adaptation, and so on. At the same time, questionnaires, consumer portraits and niche analysis can be applied to any social project, from the reconstruction of a playground to the construction of a rehabilitation center.

Conclusions.

In summary, it should be noted that social designing is used to solve important social problems, develop and implement social programs, increase the efficiency of the social sphere. The development of the state is directly related to the growing interest in the successful implementation of social projects by both the authorities and businesses. After all, the creation of public goods contributes to the growth of general welfare. The availability and diversity of social services testify to the maturity of society. Social designing requires the use of tools that can justify the feasibility and importance of a project. To this end, it is advisable to use marketing technologies that allow identifying societal needs and finding ways to meet them optimally.

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