

USING MARKETING TECHNIQUES TO PROMOTE HEALTHY LIFESTYLES AMONG VARIOUS SEGMENTS OF PEOPLE

ВИКОРИСТАННЯ МАРКЕТИНГОВИХ ТЕХНОЛОГІЙ ДЛЯ ПРОМОЦІЇ ЗДОРОВОГО СПОСОБУ ЖИТТЯ СЕРЕД РІЗНИХ СЕГМЕНТІВ НАСЕЛЕННЯ

The key goal of the study is to analyze the possibilities of using marketing tools to promote a healthy lifestyle. The article analyzes such an important component of marketing promotion in health by considering the peculiarities and characteristics of target segments of the population. An analysis of scientific sources in promoting a healthy lifestyle was carried out. Examples of successful implementation of marketing programs regarding healthy initiatives among different target categories are considered. Proposed tools for activating actions to solve issues of a healthy approach to life. It is substantiated that the marketing of a healthy lifestyle is characterized by the non-imposition of conclusions and a clear justification for the target audience of the importance of health responsibility for improving the quality of life.

Key words: marketing, healthy lifestyle, self-consciousness, target audience, communicational channel.

Ключовою метою дослідження є аналіз можливостей застосування маркетингових інструментів у сфері промоції здорового способу життя. У статті проаналізований такий важливий компонент маркетингового просування в сфері здоров'я як врахування особливостей та характеристик цільових сегментів населення. Здійснено аналіз наукових джерел у сфері просування здорового способу життя. Розглянуто приклади успішної реалізації маркетингових програм щодо здорових ініціатив серед різних цільових категорій. Запропоновані інструменти активізації дії щодо вирішення питань здорового підходу до життя. Обґрунтовано, що для маркетингу здорового способу життя характерним є ненав'язування висновків, а чітке обґрунтування для цільової аудиторії важливості хелс-відповідальності для підвищення якості життя. Автори наводять перелік конкретних інструментів маркетингового спрямування для просування проєктів у сфері здоров'я для різних сегментів населення відповідно до їх вікових категорій. Визначено, що на покоління Z значний вплив чинить реклама для пропаганди здорового способу життя. Результати та висновки з даного дослідження будуть корисними для маркетологів під час планування маркетингової стратегії просування проєктів у сфері здоров'я та профілактики захворювань, для підвищення обізнаності населення про здорові практики. Підтверджено, що сфера охорони здоров'я, здорової поведінки, споживання здорових продуктів є тими галузями суспільного життя, які піддаються впливу просвітницьких та інформаційних каналів. Базуючись на конкретних кейсах відомих українських компаній ця робота висвітлює ключові аспекти, на які доцільно звертати увагу під час реалізації просвітницько-інформаційної кампанії у сфері здоров'я. Авторами в кінцевому підсумку обґрунтовано, що сучасні маркетингові технології спроможні значно підвищувати ефективність маркетингових кампаній із переконання населення щодо важливості здорового підходу до життя. Використання ж ефективних методів популяризації здорового способу життя може допомогти країнам стати більш конкурентоспроможними в сфері громадського здоров'я.

Ключові слова: маркетинг, здоровий спосіб життя, самосвідомість, цільова аудиторія, канал комунікацій.

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Problem statement. In today's world, marketing technologies for influencing target audiences is an effective tool for persuasion, conveying an opinion, and forming an impression, which has already proven their effectiveness in practice. The health domain, healthy behavior and consumption are specific categories that are exposed to the influence of educational and informational channels. The policy of promoting a healthy lifestyle combining physical and moral health qualities into a holistic concept is widely used by the public and other organizations in various fields of activity. The relevance of the study lies in the need to analyze different segments of the population regarding the feasibility of using specific marketing tools and technologies for certain groups of people, which may not have an impact on other clusters of audiences, and vice versa, which will ultimately give

higher indicators of the effectiveness of marketing campaigns for working with the population with the formation of healthy habits and patterns of behavior favorable for the environment.

Literature review. An approach to clients may be discovered by organizations using the science of marketing. The term "its" is crucial here. It is essential to carefully study the customer because every niche demands a certain approach to the target market. Marketing for a healthy way of life also has a specific target market. For instance, Harrell and Force utilized a qualitative methodology to categorize the market for outpatient treatment for women based on demographics, health conditions, and health service usage [1]. Woodside and his coauthors categorized people according to their reasons for choosing a hospital [2]. Cangelosi and Markham

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used demographic information to identify people seeking and using preventive health information [3]. Moorman and Matulich investigated the impact of health motivation, health status, and demography on consumers' preventive behavior [4].

Marketers are also defining relevant markets in terms of activities that promote healthy lives or avoid disease using the new idea of health-oriented lifestyles. As they do so, they acknowledge the vast range of consumer opinions and concerns on certain health-related topics. Using characteristics connected to marketing tactics, their research further described people that practice healthy habits [5]. Separate issues of promotion of behavior patterns are considered in [6–13].

The purpose of the study is to consider the possibilities of using marketing tools to promote a healthy lifestyle according to the individual's belonging to a certain segment of the target audience.

Main material. As we know some companies and brands in their marketing can lead the idea that can be fruitful for their own and they need to pay attention to the customer needs. In its turn, people have criticized social marketing and other behavior change strategies for putting excessive responsibility on the individual [14–16]. This raises additional issues for those who have limited ability to affect change in their everyday lives owing to weakness, vulnerability intellectual or physical limitation, even though it is gravely problematic in general [17]. People's capacity to change is taken for granted by downstream social marketing, which frequently borrows concepts from behavioral economics and other individually oriented sciences. These individualistic viewpoints hold that after being stimulated, informed, or convinced, people can alter their behavior on their own [18]. That is why marketing in promoting a healthy lifestyle strives to support and provide reasons for implementing all of its functions for a better human existence, rather than attempting to force the accuracy of this.

Teenagers is a group of audience that healthy lifestyle marketing aims to reach. Many businesses are now creating marketing campaigns for their goods, whether they be sugary treats, burgers, and other fast food items, or healthy goods. The great impact advertising has on teenagers in particular. Marketing to teenagers is contentious because they need help comprehending the persuasive intent of advertising messages. Marketing to older children is contentious because more sophisticated integrated marketing methods are utilized to shape their behavior. Due in large part to the rise in obesity-related fatal accidents, the trend of companies promoting a healthy lifestyle is picking up steam. Due to more people becoming aware of the value of living a healthy lifestyle and the adverse effects of harmful behaviors on our health, marketing healthy lifestyles is becoming increasingly

popular. A balanced lifestyle and increased care for one's health are other factors contributing to the success of such marketing techniques.

Numerous research supports the popularity of marketing for healthy lifestyles. For instance, a survey found that a share of the global Health and Wellness Foods market is 20.4% and continues growing [19]. Additionally, the report, Health Foods Market By Product (Natural Health Food, Functional Food, BFY Food, Organic Food, Others), By Distribution Channel (E-Commerce, Retail Stores), By Region Forecast to 2030 by Emergen Research found that the market for healthy lifestyle products reached \$935 billion in 2021. Owing to this study, one of the key drivers for market growth is increasing consumption of nutrient-enriched foods to improve overall health. As a result, of the increasing recognition of the value of leading a healthy lifestyle and its benefits for customers, healthy lifestyle marketing is becoming increasingly popular.

Advertising campaigns created to promote a healthy lifestyle are nowadays called social advertising. Usually, such campaigns aim not to increase profits, but to raise awareness and motivate people to adopt healthy habits. All campaigns are focused on different target audiences and, based on this, use different promotion channels. For a more structured understanding of consumer needs and promotion tools, below is an analysis of the audience using the 5W method. The answer to the question What? is the same for everyone, namely a healthy lifestyle.

The next Who question is about the first segment of the audience – the Zoomers. This is the generation of people born between 1996 and 2010. Sometimes this generation is referred to as the Internet generation because they started with the creation of the Internet. Generation Z is the most progressive and active users of the latest technologies, online tools and social networks. They spend a lot of time with digital technology, which is why the answer to the question Where? According to the data since the beginning of Russia's full-scale invasion of Ukraine, the most popular platforms have been Telegram with 66%, YouTube with 61% and Facebook with 58% of users. The entertainment platform TikTok is also actively promoted, with 10.55 million Ukrainian users [20].

Why is it worth focusing on the generation of Zoomers when promoting healthy habits (the answer to the question Why?) is because they are now the largest generation of actively developing people focused on their health and well-being. Zoomers are very responsible for their health, both physical and psychological. Given that Zoomers are a generation of "digital natives", they are less likely to trust traditional medicine and more likely to take care of their health, and their diet and use alternative treatments if necessary [21].

The answer to the question When? is the same for all consumer groups analyzed, because health care is important now, every day.

Generation Y or millennials (the Who? question) is a smaller audience, but no less important. To understand the question What? one needs to understand what characterizes the millennials. The main issues they are interested in are self-development, the value of life and idealism. They consider themselves to be the unique and main eras of their lives. Therefore, a healthy lifestyle is almost essential for their self-image and self-improvement. Since they spend a lot of time thinking about the meaning of life and are skeptical about issues that could affect their sense of self-esteem, they need to be aware of all the benefits of eating healthy, giving up bad habits and incorporating sports into their lives. Communication channels with Generation Y include outdoor, native (natural) advertising, lifestyle and health promotion activities. Also, using social media, such as YouTube and Instagram, but not the main channel of promotion, because as we remember, millennials are quite cautious and sceptical of "fast information".

The Generation X audience segment is sometimes called the "unknown" (Who?). People from this generation are more domestic and stable. For this audience, taking care of their health and setting an example for their children is very important. Eating healthy food is easier for them than it is for the other groups mentioned above, because when they were born, there was not such a variety of unhealthy foods, and now there is. And going in for sports and maintaining an active lifestyle is an obvious and integral thing for them (the question is Why?). Generation X prefers offline tools. People of this generation are

more loyal to brands that maintain their level of trust and work on customer loyalty. Social media is more of a supplementary tool than the main one. According to Adobe's statistics people of this generation do not trust social media, as they prefer more secure and reliable communication channels [22].

So, the main audiences for a healthy lifestyle offer are Zoomers, Millennials and Generation X. Of course, there are other segments, but they are narrower than those described.

Having analyzed the different audience segments that should be targeted and promoted for healthy lifestyles, it is worthwhile to give examples of successful advertising campaigns in this niche.

Among Ukrainian products, Merkana, a product for joint restoration, is a striking example. Their advertising campaign was country-spread and focused on the Generation X audience segment. They successfully used several marketing tools such as TV, outdoor and online advertising. These channels were chosen to reach as many people as possible and inform them about the new product. As one of the communication tools, they also clearly showed an example of the medicine's effect, which is directly targeted at the audience of 40 years and elder people. The video advert, shown on television during prime time, worked well. The result was better than expected and exceeded the plans, taking market share from the category leader.

Nova Poshta has been organizing races since 2015 in many regions and cities of Ukraine (Fig. 1).

They actively promote an active lifestyle among Ukrainians because they are convinced that the path to success is through constant movement. "We took this turn since running perfectly reflects the company's corporate culture. Running is just as simple as using

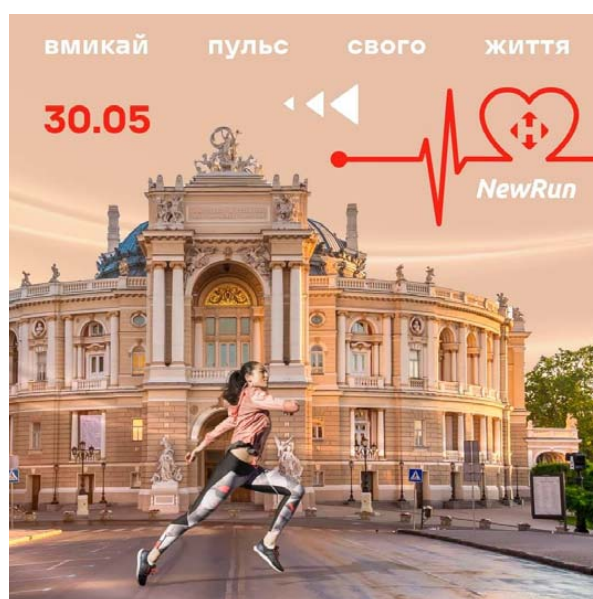


Figure 1. Nova Poshta's advertising post

Source: [23]

Nova Poshta. Running is the easiest way to stay in shape, and Nova Poshta offers quick and simple delivery services" [24].

Over the past few years, Nova Poshta has sponsored many races to keep the spirit of Ukrainians alive. They used various means of communication, including TV commercials, banners and packs, online advertising, social media advertising, and branded advertising with their logo for the participants of the races. This way, people developed an association with the race thanks to this communication strategy.

Global brands are just a little behind and are creating advertising campaigns for their products. When we hear about sports, healthy lifestyles, and activity, we immediately think of sportswear brands such as Puma. The brand has always created incredible commercials since the beginning of its existence, including She Moves Us. This video showed that anyone can do any activity, at any age, in any shape, anywhere. Puma used the example of women to show that regardless of gender, women can play the sport they like, wherever they like. The video also shows the topic of disability. Women who have a disability are active and athletic despite it and do not give up.

An impressive advertising campaign that is directly aimed at improving people's health. Health insurance provider UnitedHealthcare developed a program to encourage healthy behaviors [25]. On its website, the campaign provided monthly challenges, tests, and rewards. The goal of UnitedHealthcare's campaign was to inspire those who support it to implement one simple, healthy change each month and share it on social media.

For many reasons, the healthcare advertising effort was a success. Media followers are open to challenges since they are entertaining, safe, and raise awareness.

The UnitedHealthcare "We Dare You" campaign, a component of the organization's Source4Women® digital and social health and wellness resource, "dares" individuals to make one little adjustment to living a better lifestyle and then post a photo of themselves following through on that challenge. Daring someone to engage in 30 minutes of physical activity each day or to increase their intake of fruits and vegetables are two examples [26].

Conclusion. In conclusion, marketing strategies help encourage a healthier lifestyle. To do this, marketers must carefully research their target market and identify the relevant markets for actions that promote healthy lifestyles or prevent sickness. Instead of seeking to impose truth, healthy lifestyle marketing offers justifications for applying all of its functions for a better human living for individuals. It makes them more conscious of this topic. Due to the influence advertising has, generation Z is an influential target audience for healthy lifestyle promotion.

The popularity of healthy lifestyle marketing results from the growing understanding of the importance of living a healthy lifestyle and its advantages for consumers.

This article's emphasis on the value of implementing refreshing, enhancing consumers' quality of life and marketing the brand following the principles of healthy consumption marketing strategies to encourage healthy lifestyles gives it its scientific uniqueness. This article's advantages include assisting marketers in understanding how to promote healthy lives and increasing customer awareness of healthy practices. Based on findings and data and utilizing examples and case studies of companies, this work highlights the key aspects that should be considered when adopting marketing tools. It is possible to utilize these case studies to determine which of the most useful tools may be used in further healthy marketing campaigns.

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