

Borysenko O.S.

ADVERTISING IN ACHIEVING THE IMPACT OF AIR TRANSPORTATION

The article is dedicated process control advertising activity air transport enterprises and achieve efficiency of air transport services under the influence of advertising.

In the article the approaches to the management of advertising transport services as a Factor of interaction "airline – advertising agency – the consumer". Distribution services requires the development of specific methods for leveling of supply and demand, to carry out continuous monitoring of service quality and seek new benefits received by the end user.

Most theoretical and methodological developments ignores the specificity of interaction to achieve the quality of transport services, so there is a need to develop new or adapt existing methodological approaches to determine the impact of advertising on the impact of air travel.

The article is devoted to the process of interaction between industrial and economic actors to achieve the efficiency of air transport services under the influence of advertising, and it proved effective forms of economic interaction of separate structures that ensure efficiency of services and transport companies defined mutual benefit of all par-

ticipants to ensure air travel, which leads to maximizing consumer value of air transport services.

Therefore, advertising must be considered a leading effective tools of any company. Building models identify relationships use advertising to reach performance air transport is appropriate for the economic effect of the airline receiving agency a percentage of consumption of transport services and customer satisfaction.

This model will help the airline following tasks: to analyze and evaluate the relationship between the dynamics of advertising the implementation of air transport services; identify potential capacity in the relevant market segment; create economic and mathematical equations depending on performance advertising and sale of transport services; determine the break-even point of the airline; to determine the proportion of the impact of advertising on consumption of transport services, to determine the percentage of payments to advertising agency for consumption of transport services, to prove the feasibility of the model.

Keywords: aviation, advertising, advertising agency, transport service, interaction center.