



MARKETING

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ADVERTISING AS A MECHANISM FOR DRIVING SALES IN COMMERCIAL OPERATIONS

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Summary. *The article examines advertising as one of the key tools for ensuring sales efficiency in the commercial activity system of enterprises. In conditions of increased competition and rapid transformation of the market environment, advertising is gaining strategic importance, as it affects the formation of demand, consumer behavior and the final financial results of business entities. Special attention is paid to the analysis of the essence of advertising, its functions and role in the process of promoting goods and services on the market. The article considers the main approaches to interpreting advertising as a component of marketing communications and a mechanism for stimulating sales. The relationship between advertising activities and product sales volumes is analyzed, and factors that affect the effectiveness of advertising campaigns in the commercial activity of enterprises are also identified. Special emphasis is placed on the choice of advertising tools depending on the specifics of the product, target audience and sales channels. Considerable attention is paid to modern trends in the development of advertising activities, in particular, the growing role of digital advertising, Internet marketing and social networks in the process of stimulating sales. The advantages of using innovative advertising technologies are revealed, allowing you to increase the accuracy of communications with consumers, optimize advertising costs, and evaluate its effectiveness using quantitative indicators. Advertising as a component of the marketing activities of the enterprise is aimed at creating a positive image of the product or brand, increasing the level of recognition and forming long-term relationships with consumers. In commercial activities, it acts as a tool that combines the interests of the manufacturer and the consumer, ensuring effective communication between them. Thanks to correctly chosen advertising strategies, enterprises have the opportunity not only to increase sales volumes, but also to strengthen their competitive positions in the market. The generalization of theoretical provisions and practical aspects of the use of advertising allows us to conclude that it plays a decisive role in the formation of competitive advantages of enterprises. The results of the study can be used in the process of developing and improving commercial and marketing strategies aimed at increasing sales and increasing the efficiency of enterprises in modern market conditions.*

Key words: *advertising, commercial operations, sales, marketing communications, sales promotion, consumer demand, advertising effectiveness.*

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РЕКЛАМА ЯК МЕХАНІЗМ ФОРМУВАННЯ ПРОДАЖІВ У КОМЕРЦІЙНІЙ ДІЯЛЬНОСТІ

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Резюме. Досліджено рекламу як один із ключових інструментів забезпечення ефективності продажів у системі комерційної діяльності підприємств. В умовах посилення конкурентної боротьби та швидкої трансформації ринкового середовища реклама набуває стратегічного значення, оскільки впливає на формування попиту, поведінку споживачів і кінцеві фінансові результати суб'єктів господарювання. Особливу увагу приділено аналізу сутності реклами, її функцій і ролі в процесі просування товарів і послуг на ринку. Розглянуто основні підходи до трактування реклами як складової маркетингових комунікацій та механізму стимулювання продажів. Проаналізовано взаємозв'язок між рекламною діяльністю та обсягами реалізації продукції, а також визначено чинники, що впливають на ефективність рекламних кампаній у комерційній діяльності підприємств. Okремо акцентовано увагу на виборі рекламних інструментів залежно від специфіки товару, цільової аудиторії та каналів збуту. Значну увагу приділено сучасним тенденціям розвитку рекламної діяльності, зокрема зростанню ролі цифрової реклами, інтернет-маркетингу та соціальних мереж у процесі стимулювання продажів. Розкрито переваги використання інноваційних рекламних технологій, що дозволяють підвищити точність комунікацій зі споживачами, оптимізувати витрати на рекламу та оцінювати її результативність за допомогою кількісних показників. Реклама як складова маркетингової діяльності підприємства спрямована на створення позитивного іміджу товару або бренду, підвищення рівня пізнаваності та формування довготривалих взаємовідносин зі споживачами. У комерційній діяльності вона виступає інструментом, що поєднує інтереси виробника і споживача, забезпечуючи ефективну комунікацію між ними. Завдяки правильно обраним рекламним стратегіям підприємства мають можливість не лише збільшити обсяги продажів, а й зміцнити свої конкурентні позиції на ринку. Узагальнення теоретичних положень і практичних аспектів застосування реклами дає змогу зробити висновок про її визначальну роль у формуванні конкурентних переваг підприємств. Результати дослідження можуть бути використані в процесі розроблення та вдосконалення комерційних і маркетингових стратегій, спрямованих на зростання продажів і підвищення ефективності діяльності підприємств у сучасних ринкових умовах.

Ключові слова: реклама, комерційна діяльність, продажі, маркетингові комунікації, стимулювання збуту, споживчий попит, ефективність реклами.

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Statement of the problem. In the modern conditions of market economy development, the commercial operations of enterprises is characterized by a high level of competition, dynamic changes in consumer preferences, and a constant increase in information flows. Under such circumstances, advertising plays a key role in shaping demand, promoting products and services, and ensuring sales effectiveness. It serves not only as a means of informing potential consumers but also as an important mechanism for influencing their behavior, motivation, and purchasing decisions.

The problem of advertising's role in the sales mechanism gains particular relevance in the context of the economy's digitalization and the development of online sales channels. Modern advertising technologies – specifically internet advertising, social media, contextual, and targeted promotion – allow for a more precise impact on the target audience and the ability to evaluate the effectiveness of advertising activities. This makes advertising a vital factor in optimizing commercial operations and increasing their overall performance.

Despite a significant number of scientific studies in the fields of marketing and advertising, the issue of defining the role of advertising specifically as a sales mechanism within commercial activity remains a subject of debate. Approaches to integrating advertising tools into the overall sales management system, as well as accounting for the specific characteristics of modern communication channels – particularly digital and online platforms – remain insufficiently systematized. This complicates the practical application of theoretical developments and reduces the effectiveness of commercial decisions.

Thus, the study of advertising as a sales tool in commercial operations is both relevant and essential for understanding the patterns governing the functioning of the modern market. Analysing its impact on the formation of consumer demand, sales levels and the economic performance of businesses will contribute to the development of effective management decisions and the refinement of commercial strategies for economic entities.

Analysis of Recent Research and Publications. Advertising, both as a core commercial component and a tool for driving sales, has been extensively researched by domestic and foreign scholars. The theoretical foundations of advertising and its role within marketing communications are established in the works of renowned experts such as P. Kotler, K. Keller, J.-J. Lambin, and D. Aaker. These authors characterize advertising as a vital element for stimulating demand and sustaining sales within competitive markets.

Significant contributions to the study of the relationship between advertising and consumer behavior have been made by G. Armstrong, M. Solomon, and R. Blackwell, whose works emphasize the psychological and motivational aspects of advertising influence. The authors demonstrate that effective advertising is capable of not only informing but also shaping consumer preferences, thereby directly influencing sales results.

Ukrainian scholars – notably V. L. Korinev, S. S. Garkavenko, E. V. Krykavsky, and N. I. Chukhrai – analyze advertising as an integral component of an enterprise's marketing and commercial strategy. These researchers emphasize a systematic approach, aligning advertising with product, pricing, and distribution policies. Furthermore, they place significant weight on quantifying the effectiveness of advertising and its direct impact on financial performance. Modern academic discourse also explores the transformation of advertising through economic digitalization. The works of P. Kotler and P. Doyle, alongside Ukrainian researchers O. M. Azaryan and L. V. Balabanova, examine how digital tools, internet marketing, and social media can be leveraged to stimulate sales and bolster organizational competitiveness. At the same time, an analysis of academic literature indicates that, despite a significant body of research, advertising is largely viewed either as an element of marketing communications or as a means of image-building, whilst its role specifically as a sales mechanism within the commercial activity system remains insufficiently systematised. This indicates the need for further research aimed at a comprehensive analysis of the impact of advertising on the sales management process and the results of enterprises' commercial activities.

Objective of the study is to provide a theoretical justification for the role of advertising as a sales tool within an enterprise's commercial operations and to identify strategies for increasing the effectiveness of advertising activities, accounting for modern market conditions and digitalization trends.

Research tasks. Based on the stated purpose, the following key objectives have been established: to analyze theoretical approaches to defining the essence of advertising and its place within an enterprise's commercial activity system; to summarize scientific views on the role of advertising as a tool for sales promotion and consumer demand formation; to investigate the primary functions and types of advertising in the context of their impact on the sales management process; to identify factors influencing the effectiveness of advertising activities within enterprises' commercial operations; to analyze modern development trends in

advertising tools, particularly in the context of digitalization and the use of online promotion channels; and to substantiate directions for improving the effectiveness of advertising use to increase sales volumes and enterprise competitiveness.

Presentation of the main research material. In the modern market economy, advertising plays a pivotal role in business operations. It has evolved beyond a mere informational tool into a sophisticated mechanism for shaping demand and driving sales. Through strategic communications, enterprises influence consumer behavior, cultivate specific needs, and foster long-term brand loyalty. Furthermore, advertising serves as a critical competitive advantage, allowing an enterprise to differentiate itself, highlight unique value propositions, and build a positive brand image. In oversaturated markets, a robust advertising strategy is essential for maintaining market share, accelerating sales growth, and enhancing overall commercial performance. Consequently, advertising is not simply a component of marketing policy but a strategic instrument for achieving long-term competitiveness and commercial success.

In the modern market economy, the commercial activities of enterprises are conducted within an environment characterized by intense competition, rapid technological shifts, and escalating consumer demands [1; 2]. In this context, advertising serves as a vital instrument for ensuring sales effectiveness, as it directly influences demand formation, brand awareness, and the consumer decision-making process. Consequently, its role within the commercial activity system extends beyond mere information dissemination, acquiring strategic significance.

Advertising is a component of marketing communications and, simultaneously, an element of the sales management mechanism [6]. In scientific literature, it is defined as a purposeful form of communication carried out to influence the behavior of potential consumers and stimulate the realization of goods and services. In commercial activity, advertising provides a link between the producer and the consumer, shaping perceptions of the product, its advantages, and its value.

From the perspective of its impact on sales, advertising performs a series of vital functions. The informative function consists of providing consumers with information regarding product availability, features, price, and terms of purchase. The persuasive function is aimed at forming a positive attitude toward the product or brand and stimulating demand. The reminder function maintains interest in the product during the maturity stage of its life cycle and encourages repeat purchases. The collective implementation of these functions ensures the stability and growth of sales volumes.

The effectiveness of advertising as a sales tool depends heavily on its seamless integration into the enterprise's broader commercial operations. Advertising initiatives must maintain congruence with product, pricing, and distribution policies. Any discrepancy between the promotional message and the actual product characteristics or sales conditions can erode consumer trust and adversely affect sales performance.

A critical factor in this process is the strategic selection of advertising formats and media channels. While traditional media (print, television, radio, and outdoor advertising) remain useful for broad market saturation, their impact is diminishing due to increasing information clutter and consumer fatigue. Consequently, digital advertising tools are gaining prominence, offering superior precision in audience segmentation and the ability to respond dynamically to shifts in consumer behavior.

The digitalization of the economy has significantly transformed approaches to advertising activities in the commercial sphere. Internet advertising, social media, contextual, and targeted promotion have become essential tools for sales stimulation. Their primary advantage lies in the ability to personalize advertising messages, utilize analytical data, and evaluate the effectiveness of advertising campaigns through quantitative indicators. This allows enterprises to optimize advertising expenditures and increase the return on invested resources.

Previously, advertising was predominantly traditional: television, radio, print media, and billboards. Its primary characteristics included mass reach, limited targeting capabilities, high costs, and difficulty in measuring effectiveness. With digitalization, new channels and tools have emerged, specifically social media, search engines, email marketing, online platforms, and marketplaces. This has allowed advertisers to reach their target audience directly without dissipating their budget on unnecessary impressions.

Digital technologies allow for the collection of vast amounts of consumer data, including online behavior, preferences, purchases, geolocation, and demographics. As a result, it has become possible to develop offers tailored to specific users, display advertisements to those who have already interacted with a product, and adjust bidding for impressions in real-time. For businesses, this means increased conversion rates and greater efficiency of advertising budgets.

The digital economy has enabled advertising to become interactive and two-way, specifically through: video advertising with interactive buttons; chatbots for real-time consultations and sales; video reviews, testimonials, and UGC (User-Generated Content); viral marketing, memes, and gamification. In other words, advertising has transformed from a one-way information message into a dialogue with the customer, which increases loyalty and engagement.

Digitalization has reached a point where a brand no longer simply sells a product – it builds a content ecosystem. This includes blogs and articles for SEO; social media platforms as venues for storytelling; and online events, webinars, and live streams. Consequently, advertising has become an integral part of the brand's content strategy rather than just a «creative banner».

The digital economy has introduced programmatic advertising. This refers to the automated purchase of advertising space through algorithm-based platforms, which entails real-time ad buying and displaying, optimization of expenditures and target indicators, and the minimization of manual labor in advertising agencies. This has enabled businesses to scale their advertising campaigns rapidly.

The digitalization of advertising has changed the very nature of business and influences commercial activity strategies, particularly through the access of small and medium-sized enterprises to a global audience; instantaneous feedback regarding products and services; flexible testing of markets and products; and the transition from mass marketing to niche segments. Consequently, advertising has become a more strategic tool of commercial activity rather than a mere mechanism for product promotion [5].

The digitalization of the economy has radically transformed advertising: it has become personalized, interactive, analytical, and accessible to any business, reshaping traditional marketing strategies. This not only enhances the effectiveness of commercial activities but also changes the very interaction between brands and consumers, making it more targeted, transparent, and dynamic.

Of particular importance is the evaluation of advertising effectiveness. In commercial practice, both quantitative and qualitative indicators of advertising effectiveness are applied. Quantitative indicators include sales volumes, revenue growth, conversion rates, and return on advertising spend. Qualitative indicators characterize the level of brand awareness, consumer loyalty, and changes in their attitude toward the product. The comprehensive use of these indicators allows for a more objective assessment of the role of advertising within the sales mechanism.

At the same time, it should be noted that advertising cannot be considered a universal means of increasing sales without taking other commercial activity factors into account [5]. Product quality, service levels, pricing policy, and the effectiveness of distribution channels have a significant impact on the final sales results. Advertising is effective only under the condition of a systemic approach and alignment with other elements of sales management.

The process of advertising communication is inextricably linked to the consideration of psychological aspects and the modeling of consumer behavior. In modern conditions, advertising is regarded as a specific form of communication, the goal of which is to cultivate certain behavioral models within the target audience that align with the enterprise's marketing objectives.

The implementation of advertising communication is carried out through the advertising message, which serves as a means of informing potential consumers. At the same time, according to experts in the field of psychology, in many cases, buyers do not perceive information in its entirety or partially forget it. The perception of advertising depends on the individual psychological characteristics of consumers – specifically, the individuals toward whom the advertising influence is directed. In this regard, a vital task is to study the correlation between the psychology of advertising perception and consumer behavior, as well as to determine how the use of psychological techniques facilitates the memorization of advertising messages and enhances the overall effectiveness of advertising in commercial activities.

It is well known that all mass media used in the media planning process must ensure an equal level of marginal effectiveness. This is a fundamental principle of media planning. If a certain advertising medium demonstrates higher marginal effectiveness compared to others, it is advisable to increase its use. The limit of such an increase is reached when its level of marginal effectiveness equalizes with the indicators of other media. The evaluation of marginal effectiveness is based on the analysis of consumer response to advertising within a specific media channel.

The selection of advertising media should be carried out using a comprehensive approach. It is advisable to apply the synergistic effect during the planning process. Utilizing multiple media channels within a single advertising campaign fosters synergy, where the cumulative economic result exceeds the effect of using each medium individually. In this case, the synergistic effect is formed by combining the advantages of various types of advertising media [7].

The results of the conducted research confirmed that advertising campaigns built using only a single medium are characterized by a lower level of effectiveness compared to campaigns that employ multiple advertising media simultaneously.

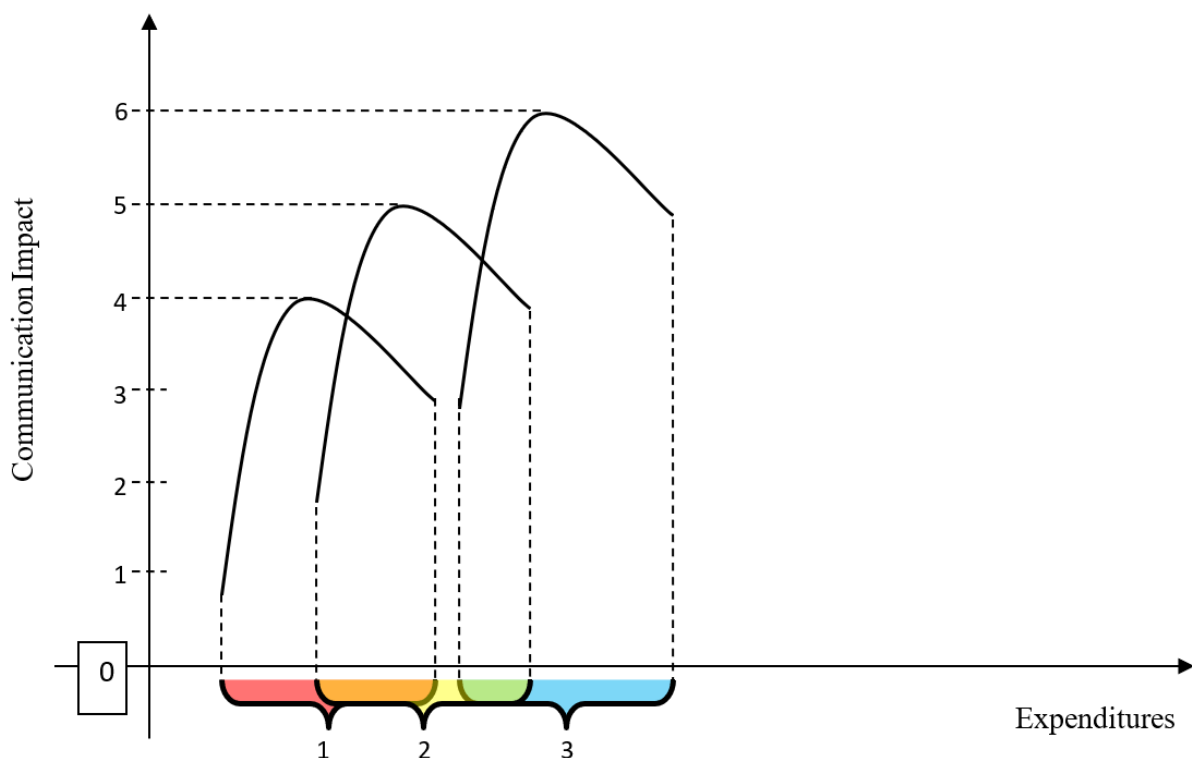


Figure 1. Diagram of the Synergistic Effect Mechanism

The psychological nature of the synergistic effect in media planning is best explained through the lens of Wilhelm Wundt's research. The scholar established a correlation between

consumer response and the frequency of advertising exposure, and demonstrated the existence of a specific threshold level of advertising influence. Below this level, advertising is not perceived by the individual and elicits no reaction. Once the threshold is exceeded, a positive reaction is formed, which reaches its maximum level as frequency increases.

A further increase in the frequency of advertising exposure leads to a gradual decline in positive response, which eventually returns to near-zero levels. When shown too frequently, advertising begins to elicit a negative response, effectively turning into anti-advertising.

Taking into account this relationship, as well as Morgenstern's law and Zilsky's rule, it is possible to construct a graphical model of the synergistic effect in advertising. Whilst Wundt presented the results of his research as a parabola for a single advertising medium, the synergistic effect of combining several media is best represented by a system of parabolas, the number of which corresponds to the number of media channels used. The simultaneous dissemination of advertising information across several media ensures a greater cumulative effect from their combined use. Each curve illustrates the effectiveness of the measured impact of a single advertising medium on consumer behaviour, and its peak corresponds to the maximum level of effectiveness according to Wundt's theory.

Empirical studies have confirmed the validity of the proposed model. Companies that have invested significant resources in using various advertising media have demonstrated better financial results and a higher advertising efficiency ratio. Consequently, as advertising expenditure increases – provided it is allocated rationally – its effectiveness also increases.

It is therefore advisable to recommend the use of the synergistic effect as one of the key approaches to planning advertising campaigns in the commercial activities of businesses.

Given that enterprises engaged in commercial activity target various market segments and serve consumers with diverse income levels, the application of the synergistic effect in media planning ensures a dual result – for the business itself and for its target audience. For the enterprise, utilizing different advertising media within a single advertising campaign contributes to increased effectiveness by expanding reach and attracting a larger number of potential consumers. For the end consumer, the positive effect lies in receiving a significant volume of informational and educational materials without additional costs.

The aforementioned scheme of applying the synergistic effect in media planning demonstrates that sales growth is possible both under the condition of overlapping audiences of different advertising media and in their absence. In the first case, effectiveness increases due to the optimal frequency of advertising contacts; in the second, there is an expansion of the consumer base. Each curve presented in Fig. 1 reflects the effectiveness of the metered influence of an individual advertising medium on consumer behavior.

One of the most challenging tasks in advertising remains the evaluation of its effectiveness, particularly the efficiency of utilizing media channels and advertising media. As previously noted, to address this problem, it is advisable to employ heuristic methods of economic analysis, which enable the development of mechanisms for the rapid and high-quality assessment of possible advertising communication options [7].

$$E_c = f(E_p, E_{el}, \dots, E_o), \quad (1)$$

where E_c – complex effectiveness of the advertising campaign;

E_p – effectiveness of printed media;

E_{el} – effectiveness of electronic media;

E_o – effectiveness of outdoor advertising media.

Based on the analysis of Fig. 1, approaches to calculating the effectiveness of an advertising campaign can be formulated. The integral effectiveness of advertising activity will be considered as a function of the complex use of various types of mass media, particularly electronic, printed, and outdoor advertising media.

Thus, the synergistic effect in advertising activities emerges as a result of the integrated use of advertising media. When considering the synergistic effect, it is advisable to pay more attention to the psychology of advertising information perception and the study of consumer motivations and behavior.

In the field of advertising, researchers from various countries have developed models of advertising campaigns that demonstrate the relationship between the psychological state of potential consumers and the repetition of advertising messages. One such model is as follows:

$$W_{st} = n_s m_{st} f(y_{st}), \quad (2)$$

where W_{st} – sales volume achieved in segment s during time period t ;

n_s – number of potential consumers in market segment s ;

m_{st} – average sales potential per single consumer in market segment s during time period t ;

$f(y_{st})$ – sales response function, representing the expected reaction resulting from an advertising message directed at one potential consumer y_{st} in market segment s during time period t .

The aforementioned model is adapted for the use of a single advertising medium. Taking the synergistic effect into account, this model transforms into a total sales function, reflecting the complex, integrated impact of multiple advertising media.

$$W_{stk} = f(W_{st1}, W_{st2}, \dots, W_{stk-1}), \quad (3)$$

where W_{stk} – sales volume achieved in segment s during time period t from k advertising media.

Media planning involves the formation of a holistic system for delivering advertising messages to the recipients of advertising communication and is aimed at maximizing the return on investment (ROI) in advertising. At all stages – from development to implementation – media planning is a creative process that requires a non-standard approach not only to building a campaign but also to analyzing its results [7].

In today's environment, a key focus of advertising is building long-term relationships with consumers. Advertising is increasingly aimed not only at encouraging one-off purchases, but also at building brand trust and enhancing customer loyalty. This approach promotes sales stability and gives the company a competitive edge in the market.

Advertising serves as a competitive advantage for a company in its commercial activities; it builds brand recognition widely and systematically through a constant presence in the media, on social networks and on various platforms, making the brand more visible to consumers; it is a key intangible asset that distinguishes the company from its competitors.

Advertising allows you to highlight unique selling points. It does not merely provide information about the product, but demonstrates the value that the consumer will derive specifically from your business.

Advertising influences consumer behaviour [3; 4]. Using modern tools (targeting, remarketing, social media), a company can actively stimulate demand. Advertising is not merely about providing information, but about influencing purchasing decisions; specifically, the consumer sees the advert at the right moment and chooses your product.

Another competitive advantage of advertising is that it builds trust and loyalty towards the company and its products, meaning that loyal customers do not switch to competitors, even if they offer lower prices. It is precisely this trust and loyalty that constitute a strategic competitive advantage which cannot be easily replicated. Advertising acts as a tool for

differentiation and positioning, which is also one of the competitive advantages. A company that actively uses advertising for positioning distinguishes itself in the minds of consumers. Such a strategy allows the company to occupy a unique niche even in a competitive market, where it becomes the obvious choice.

Within the digital economy, advertising has transcended its role as a mere operational expense to become a strategic resource that defines an enterprise's competitiveness. This strategic asset enables organizations to pivot rapidly in response to market shifts, validate new product concepts through A/B testing, and scale their geographic reach with minimal friction. Consequently, an enterprise that masters effective promotional strategies gains a sustainable competitive advantage that often outweighs the benefits of price leadership or technological parity.

In summary, advertising serves as a sophisticated, multifunctional sales instrument within modern commercial operations. Its efficacy is derived not simply from the volume of reach, but from the precision of strategic planning, its resonance with target audience needs, and its seamless integration into the broader commercial management system. The ongoing evolution of advertising technologies continues to provide businesses with powerful new avenues for optimizing sales performance in an increasingly volatile market.

Conclusions. The conducted research confirms that advertising is one of the key tools for ensuring sales efficiency in the commercial activities of enterprises. It performs a complex of functions, including informational, persuasive and reminder, and directly affects the formation of demand, consumer behavior and financial results of enterprises. Analysis of scientific sources shows that advertising as a sales mechanism is considered in the literature mostly in the context of marketing communications, but its role in the sales management system requires a more comprehensive approach and systematization.

The study showed that the effectiveness of advertising activities is determined by a number of factors, including strategic planning, the choice of target audience, the adequate choice of channels and advertising media, as well as the integration of advertising activities into the overall system of management of the enterprise's commercial activities. The inconsistency of advertising messages with the real characteristics of the product or sales conditions can negatively affect sales results, emphasizing the need for a systematic and balanced approach to the development of advertising strategies.

Current trends in advertising development indicate the growing importance of digital tools, such as online advertising, targeted promotion and social networks. These technologies allow to increase the accuracy of impact on consumers, to quickly respond to changes in demand and to assess the effectiveness of advertising campaigns using quantitative and qualitative indicators. At the same time, research shows that advertising is effective only in interaction with other components of commercial activity, in particular with the quality of the product, service, pricing and sales channels.

Particular attention should be paid to the long-term perspective of advertising activities. Focusing on building brand trust and increasing consumer loyalty contributes to the stability of sales and provides the enterprise with competitive advantages in the market. Thus, advertising is not only a tool for stimulating short-term sales, but also an important element of the enterprise's development strategy.

Advertising is not just a way to communicate about a product or service. It is a mechanism for creating a competitive advantage, as it increases brand awareness and trust; highlights unique advantages in the market; influences consumer choice and behavior; promotes differentiation and strategic positioning; optimizes the economic resources of the enterprise.

Summarizing the results of the study, we can conclude that advertising is a multifunctional and strategically significant mechanism of commercial activity. Further

scientific research and practical developments should be aimed at optimizing advertising strategies, improving methods for assessing effectiveness, and integrating the latest digital technologies into the sales management system. The implementation of such approaches will allow enterprises to increase the effectiveness of commercial activity, strengthen their market positions, and create long-term competitive advantages.

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