

MARKETING IN CUSTOMS ACTIVITIES

The situation in the Ukrainian economy continues to be difficult. The key to the growth and stabilization of the macroeconomic indicators of the economy should be the improvement of socio-economic and managerial strategies, so that the state can always set goals and achieve them most effectively.

Since the Ukrainian economy is market-oriented, therefore, all state institutions involved in management should be adapted to the specifics of the market, including customs.

The social and economic efficiency of customs activity characterizes the ratio of the amount of socially significant effect achieved and the amount of costs for its achievement. In this regard, there is a need to consider the issues and problems of customs activity from a slightly different point of view: the need to use marketing in customs activities as a system of measures aimed at improving the efficiency of the organization and activities of customs entities, which is due to the growing level of development of foreign economic relations between Ukraine and other states.

In the theory and practice of marketing, the marketing issues of state institutions are not sufficiently developed and studied, which is due to the relevance of the article.

The methodological basis of the article is a systematic and logical approach to substantiating the role of marketing in customs activities.

The theoretical basis of the study is the scientific works of national and foreign scientists on the development of state marketing, customs administration, customs security and customs affairs.

General scientific methods and techniques were used in the course of the work: monographic – for studying literature sources on the research topic; formal logic – for analyzing, generalizing and systematizing the material; abstract-logical – for substantiating theoretical provisions and formulating conclusions.

The article investigated the essence, characteristics and factors of marketing in customs activity, revealed the problems of customs marketing in Ukraine, and considered approaches to improving customs administration based on marketing management of customs activity.

Key words: customs business, marketing in customs activities, customs product, marketing tools, marketing of customs services, customs broker.

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1. Introduction

The role of marketing is growing in the modern world based on the wide introduction of information technologies. Competition involves not only goods and their technologies, but also types of management and their elements: planning systems, advertising, information technologies, communication systems, motivation, incentives, staff competence (Romanenko, 2010).

State marketing in the context of globalization and digitisation becomes a systemic determinant of the competitiveness of national economies and the formation of a single social, information, and economic space.

Public sector marketing is aimed at formulating and offering solutions for the exchange and relationship between a public organization and individuals, groups of people, organizations or communities in connection with the request and performance of socially oriented tasks and services. First of all, it should be borne in mind that marketing in the activities of government bodies is usually the marketing of services.

It is absolutely natural when goals, tasks, plans are set in business. Business affects the implementation of this through marketing,

through product promotion, employee training, and competitiveness. And depending on how it is done, the plan is either implemented or not.

Customs is a statistical body. How many goods the business has delivered, so many the customs is required to collect taxes and fees. But the government prescribes collection plans to the customs, which are often conflicting but must be fulfilled, and that's when corruption and pressure on business start. For example: raising the customs value in order to meet the plan.

Analyzing the quality of customs services, we see that cases of poor quality provision of customs services are not isolated and manifest themselves in violation of customs legislation, insufficient reliability of customs control. Harmful, dangerous and poor quality products and services enter the territory of Ukraine, as well as personnel corruption is a significant problem, which together lead to negative serious consequences and reduce the level of quality of customs activities. For the state, this means losing the reputation of the customs system, risks of reducing the volume of customs payments, reducing the level of economic and environmental security of the country. For a foreign economic activity participant, these are losses from downtime, obstacles in the transition to more rational methods of organizing production, and increased risks in commercial activities (Makrusev, 2017).

To prevent and eliminate these problems in the State Customs Service of Ukraine, it is necessary to introduce marketing tools and methods of conducting marketing policy of foreign developed countries, attract specialists with market thinking and fresh ideas, conduct marketing research, promote the expansion of research and strengthen control over all customs activities.

2. Analysis of major research and publications

A significant contribution to the development of modern concepts and applied tools has been made by scientists in relation to state marketing (E. Romat, K. Romanenko), customs administration (E. Garmash, V. Chentsov, I. Mordvin, Yu. Kunev, D. Priymachenko), and marketing of customs services (A. Yershov, V. Makrusev, V. Dianova, I. Ermilov).

However, these studies relate to customs or marketing in public administration, and the use of marketing technologies in customs activities remains an underinvestigated issue.

The purpose of the article is to analyze the problems and prerequisites for the development of marketing in customs activities. Based on the purpose of the research, the paper solves the following tasks: the essence and characteristics of customs marketing are deepened; the problems of customs marketing in Ukraine are revealed, and the improvement of customs administration based on marketing management is proposed.

3. Presentation of the main research material

Customs is a state institution whose primary task is to collect customs duties and control the turnover of goods across the border within the limits of customs law.

Customs activity is a form of customs affairs that includes customs regulation, customs rules, customs procedures, combating smuggling and violations of customs legislation, other means of ensuring customs security and achieving the goals and tasks established by the state for the Fiscal Service.

Modern requirements for the performance of state institutions' functions are significantly different from the requirements of the past, because they require, in addition to performing priority tasks, the implementation of marketing functions: planning, strategy, control, promotion of services and citizen orientation, so the State Fiscal Service of Ukraine has taken a course to establish partnership relations with the business community. The framework standards define transparency and predictability of customs procedures, a balance between customs control in the context of security and measures that contribute to the development of trade, passenger traffic, and partnership between customs, the public and business. So, changing the communication model of the State Fiscal Service of Ukraine should include changing the image, creating a new corporate culture, in particular in relation to citizens, and changing the negative stereotype of perception of customs officials – increasing the level of business reputation of Customs (Prus, Popel, 2018).

Marketing of the domestic economy is considered as an external and internal perspective: making a profit by fully meeting the needs of customers. In connection with the expansion of the activities of joint-stock companies for the sale and after-sales service of products abroad, the creation of mixed production and trade enterprises, as well as the possibility of independent entry of individual enterprises and associations into the foreign market-customs marketing is necessary, because the social and economic transformations taking place in Ukraine do not bypass the State Customs Service, that is, the satisfaction of customs customers depends on the quality of work of customs services (quality of customs product), which determines the expediency of using customs marketing, but so far the issue of implementation and effectiveness of customs marketing is a problem with many unknown.

On the one hand, marketing in customs activities should have the properties of state marketing: successful regulation of Ukraine's foreign trade activities by customs methods and tools contributes to the stability of the position of the customs system in the public services market. In customs marketing, as well as in state marketing, it is necessary to take into account the main approaches: customer orientation and formation of a marketing culture of professionally trained state officials – the customs officer of the new formation should be fully responsible for meeting the needs of customers (taxpayers).

On the other hand, marketing in customs activities should have the properties of international marketing: customs marketing is associated with the activities of all participants in foreign trade relations. In customs marketing, as well as in international marketing, it is necessary to take into account the political risks associated with all countries to which the enterprise supplies or is going to supply goods or services. By exporting, and especially by setting up foreign branches, an enterprise is at a greater risk of losing its assets than in its own country: wars, revolutions and unrest can lead to the destruction of buildings, equipment, damage to stocks, and political decisions can lead to confiscation of property. Similarly, economic situations in different countries may differ, as a result of which consumers of customs services can be enterprises, associations, and individuals.

If we consider the customs as an enterprise that produces specific types of services, and customers as consumers of these services, then these problems can be designated by the “producer-consumer” scheme, which is the main feature of marketing.

The customs product differs from a similar concept used in marketing of consumer goods in that it is characterized by “hardness” and the inability to create stocks: even if it were possible to program the demand for customs services, the product itself can still only be produced simultaneously with its consumption.

Regional customs offices, specialized customs agencies and organizations, as well as other organizations and institutions of the customs system (consulting, health, sports, and construction, economic and other) are subordinate to the State Customs Service of Ukraine. Separate functions of customs services are the implementation of measures to protect the interests of consumers of goods and compliance by participants in foreign economic relations of state interests in the foreign market and the creation of favourable conditions for accelerating trade and passenger traffic across the customs border of the country, that is, it can be noted that the activities of the State Customs Service of Ukraine are aimed at achieving the final effect, characterized by economic effect (economic efficiency) and public (social) effect (public efficiency). The social or socio-economic effect acts as the main result of the activities of organizations and institutions of the customs system, the size and significance of which depends on the level of their funding and incentives from the state. The social effect of the activities of customs authorities is expressed in an indirect impact on the development of the Ukrainian economy as a whole, and individual industries as well as on improving the standard of living of society.

Each organization and institution of the customs system performs an analysis that allows you to determine the final result. Such an analysis seems too obvious to some, because everyone believes that he is more competitive than others, knows his own business and better organizes activities on his territory. However, it should be noted that often people are not able to look at their business from the outside and objectively determine their strengths and weaknesses. It is special marketing research that will help neutralize this shortcoming. In addition, the use of special marketing tools will solve a number of issues aimed at improving the efficiency of customs services to the population.

Customs marketing is associated with the creation of an effective and fair system that directs the flow of goods and services from producer to consumer and contributes to the achievement of a social and useful goal. In other words, the Customs Service needs to focus on the social effect and coordinate its strategies, goals and ideas with the national development strategy of the country.

Currently, there is interaction between the State Customs Service of Ukraine and the business community, which are evidence and a key element of marketing support for customs activities.

The peculiarity of marketing in customs activity is its focus on the study of customs products: export and import operations developed by customs officials and the quality of satisfying the declarants' requests in order to achieve greater profit, as a result of improving customs activities and increasing the quality of customs services.

Thus, the efforts of marketers in the field of customs marketing should be aimed at achieving comprehensive goals: improving the quality and competitiveness of customs administration, providing prerequisites and optimal conditions for promoting international trade, accelerating Ukraine's foreign trade turnover and ensuring the comfort of conducting foreign economic activities without reducing the effectiveness of customs control.

Marketing in customs activities is the concept of management, according to which effective efforts to meet the needs of participants in customs activities are the guarantee of the success of the customs service. That is, customs marketing is aimed at attracting customers, helping to increase the efficiency of not only customs authorities, but also other participants in foreign economic activity and preserving the purchasing loyalty of customs entities in the long term (Khurdei, 2020).

Marketing areas in customs activities are:

1) comprehensive study of the customs services market, including a forecast of its development, a study of the behavior of declarants, market segmentation;

2) assessment of customs' own capabilities as a state organization (service), its production potential of the service system;

3) formation of a marketing development strategy;

4) development of tactics, that is, the choice of means and methods for achieving goals at certain stages of customs activity;

5) development of methods of active influence on the market of customs services, that is, carrying out active measures aimed at maximum satisfaction of requests and needs of declarants, in accordance with the level of their expectations;

6) management of marketing activities, that is, a combination of analytical and control functions (evaluation of the results obtained, determination of the effectiveness of activities, assessment of the approach to the goals set, development of corrective plans for the organization of customs services, change and adaptation of the management structure of customs services to the changing market environment).

According to the marketing concept, within the framework of its tasks, the Customs provides business with a large number of services and services, including administrative services that provide such activities, the implementation of which is controlled by customs authorities (Official site of the State Customs Service of Ukraine, 2020):

- customs brokerage activities;
- opening and operation of a duty-free store;
- opening and operation of a customs warehouse;
- opening and operation of a free customs zone of commercial or service type;
- opening and operation of a temporary storage warehouse;
- opening and operation of a cargo customs complex.

Each of these activities is provided by a group of Administrative Services, some of which are provided by the Central Office and some by territorial bodies. These Administrative Services are provided exclusively to legal entities and enterprises that have obtained such permits are entered in the relevant registers.

Administrative service is a social and economic benefit in the form of customs activities: customs regulation, administration and control.

Administrative service is an action or sequence of actions that is implemented by special customs tools in order to increase the consumer utility of the field of foreign trade for the state and participants in foreign trade (Berezhnyuk, 2013).

The main task of marketing research is to identify bottlenecks in the service of customs service consumers, in particular:

- collection and analysis of information about customs technologies and services that do not satisfy consumers;
- development of appropriate marketing solutions to solve the identified problems.

One more thing, it is necessary to design administrative services on the basis of marketing research, because administrative services that take into account the traditions and national characteristics of each particular state can not only bring additional income to the state, but also contribute to the creation of long-term relations between producers and consumers of different countries.

Thus, customs marketing appears to be a complex organizational system. The development and implementation of a marketing concept, the correct use of marketing tools will contribute to increasing the efficiency of customs authorities and participants in foreign economic activity.

The interaction of customs authorities with participants in foreign economic activity becomes the most important factor in the effective fulfilment of the tasks that the customs service faces: accelerating trade, replenishing the budget and ensuring the national security of the country (Pashko, 2017).

The State Customs Service of Ukraine creates all conditions for improving the quality and development of the range of services provided to foreign economic activity participants. One of the main ideas of the development of customs administration institute is the idea of customs service. An information service, e-Customs, has been created for personalised information exchange between a foreign trade participant and the customs authorities.

Electronic Customs is a multifunctional integrated customs system, the basic component of the organizational and economic mechanism for ensuring customs security, which combines information and communication technologies and a set of mechanisms for their use, which provides the opportunity to form electronic documents (declarations, messages, reports, descriptions, etc.), send electronic documents to customs authorities, request and receive information from customs authorities, and which makes it possible to improve the quality of customs regulation and improve customs administration in order to strengthen the customs security of Ukraine.

That is, the State Customs Service of Ukraine has begun to decisively introduce information technologies into the daily work of the Customs, in order to create a simple and paperless environment for the Customs and foreign economic activity entities, speed up customs procedures, achieve an appropriate level of information interaction between the State Customs Service of Ukraine and foreign economic activity participants, and this is evidence of the development of customs marketing.

Marketing technologies in customs activities are implemented by a special type of intermediaries – customs brokers.

Customs brokerage activities are carried out by customs brokers – enterprises providing services for the declaration of goods, commercial vehicles that move across the customs border of Ukraine. Accordingly, a customs broker has a license for the right to carry out customs brokerage activities issued by a specially authorized central executive authority in the field of customs affairs. The customs broker carries out brokerage activities in accordance with the norms of the Code and license conditions approved by the specially authorized licensing body and licensing authority. The customs broker's relationship with the person he represents is determined by the assignment agreement. Evidence of the declaration authority granted by the customs authority, in whose area of activity the declaration specialist performs the declaration of goods, is a personal qualification certificate issued to him as a person authorized to declare in the customs authorities.

A special feature of the activity of customs brokers is the desire and effort to protect the client's interests before the customs authorities: to defend both the classification and value of goods and not to fully agree to the conditions proposed by the customs authorities.

As a rule, a customs broker is a dynamic team that can quickly solve unexpected problem situations, navigate regulatory and procedural changes, and helps foreign economic activity participants in:

- accreditation at the customs;
- conclusion of an external economic agreement, and other necessary documents;
- prompt and professional customs clearance of cargo;
- consulting on all foreign economic activity issues;
- obtaining a sanitary report, certificate, license, etc.

For customs brokers, every client is important, so they offer their clients:

- protection of the customer's interests before customs authorities;
- professionalism;
- high rate of customs clearance;
- detailed report for each paperwork.

So, marketing technologies in customs activities are implemented by AEO (authorized economic operators).

An authorized economic operator can be a manufacturer, exporter, importer, customs representative, carrier, freight forwarder, warehouse owner – this is a resident enterprise that performs any role in the international supply chain of goods and has received appropriate authorization (Verkhovna Rada of Ukraine, 2019).

AEO marketing management relates to a combination of analytical and control functions: evaluation of the obtained results, determination of the activity effectiveness, assessment of the approach to the set goals, development of corrective effects on the organization of customs services, change and adaptation of customs management to constantly changing market conditions.

For AEO applying marketing means implementing a systematic approach to management activities with a clearly defined goal – to detail the set of measures aimed at achieving it, as well as to use appropriate organizational and economic mechanisms.

Now the Public Council under the State Customs Service of Ukraine has already been established and started working, which will contribute to the service-oriented work of the State Customs Service of Ukraine through the use of marketing technologies (Official site of the State Customs Service of Ukraine).

In view of this, it can be concluded that marketing in customs activities is a system of measures aimed at creating optimal economic, financial and psychological conditions for foreign economic activity participants in the implementation of export-import operations and procedures.

At the meeting of the National Reform Council on June 30, 2020, which was attended by representatives of all branches of government, the concept of comprehensive customs reform was agreed upon. Creating open customs spaces, raising customs officers' salaries, modernizing the customs infrastructure, automating and digitalizing the customs system are provided for in the concept. According to the document, the Customs should move away from bureaucratic procedures and become a convenient service for business. The reform provides for strengthening responsibility for violations of customs rules and unification of customs rates.

4. Conclusions

Consequently, the reform of public administration requires an expansion in the use of marketing tools. Achieving this goal involves the introduction of basic marketing principles in the provision of public services. Therefore, it should be based on a qualitative transformation of the administrative and procedural principles of implementing marketing tools of public administration, taking into account the satisfaction of public needs and specific requests of citizens-consumers.

Improving customs administration based on a marketing approach to customs management will contribute to the growth of socio-economic efficiency of the state, because there is a close link between the state of customs administration, the state of the economy and the standard of living of the country's population.

Further research should be directed to substantiate the marketing concepts that are most relevant for the Ukrainian customs. Certain provisions of scientific research can be used in the educational process and in writing scientific papers.

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МАРКЕТИНГ У МИТНІЙ ДІЯЛЬНОСТІ

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Ситуація в економіці України продовжує залишатися складною. Запорукою зростання та стабілізації макроекономічних показників економіки має стати вдосконалення соціально-економічних та управлінських стратегій, щоб держава завжди могла ставити цілі й досягати їх найефективніше.

Оскільки економіка України має ринковий характер, усі державні інститути, що беруть участь в управлінні, зокрема й митниця, повинні бути адаптовані до специфіки ринку.

Суспільно-економічна ефективність митної діяльності характеризує співвідношення величини досягнутого суспільно значимого ефекту та величини витрат на його досягнення. У зв'язку із цим виникає необхідність розглянути проблеми митної діяльності під децю іншим кутом зору, а саме потребу у використанні маркетингу в митній діяльності як системи заходів, спрямованих на підвищення ефективності організації та діяльності митних суб'єктів, що зумовлюється зростаючим рівнем розвитку зовнішньоекономічних зв'язків України з іншими державами.

У теорії та практиці маркетингу питання маркетингу державних установ не досить вивчене й розроблене, чим саме зумовлена актуальність статті.

Методологічним підґрунтям статті є системний і логічний підходи до обґрунтування ролі маркетингу в митній діяльності.

Теоретичною основою дослідження є наукові праці вітчизняних та зарубіжних учених стосовно розвитку державного маркетингу, митного адміністрування, митної безпеки та митної справи.

У процесі роботи були використані загальнонаукові методи та прийоми: монографічний – для вивчення літературних джерел із теми дослідження; формальної логіки – для аналізу, узагальнення й систематизації матеріалу; абстрактно-логічний – під час обґрунтування теоретичних положень і формулювання висновків. У статті досліджено сутність, характеристики та чинники маркетингу в митній діяльності, розкрито проблеми митного маркетингу в Україні, розглянуто підходи до вдосконалення митного адміністрування на основі маркетингового управління митною діяльністю.

Ключові слова: митна справа, маркетинг у митній діяльності, митний продукт, маркетинговий інструментарій, маркетинг митних послуг, митний брокер.