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PECULIARITIES OF MARKETING IN ELECTRIC POWER INDUSTRY

Electric power industry of Ukraine has very specific features, which have their effect on marketing research and features of electricity demand management. Due to the high level of monopoly and insufficient level of innovations applied, the development of energy companies in Ukraine is constrained, which advocates the need for an innovative approach to managing the strategic development of enterprises in this industry. The competitiveness of alternative energy sources and intra-industry competition of enterprises are becoming important. Reconciling the economic interests of different groups of consumers and suppliers encourages the study of energy consumption and is an important area of marketing in the power industry.

The main feature of electricity production is its inseparable connection with consumption, which creates the problem of power generating capacity. In these conditions, exacerbated by uneven electricity consumption, energy companies are interested not in maximum but in optimal energy production, ie in providing the declared capacity size, taking into account the need to have an operational reserve, repair equipment and so on. Therefore, market relations in the electricity sector should be based on the sale of capacity ie the right to connect to the grid, rather than selling energy itself. At the same time, companies are interested in optimizing their relationship with the consumer so as not to incur excessive costs to develop low load capacity.

For sure, the main mean of such an optimization is the tariff policy – the development of tariffs that reconcile the interests of energy companies and its consumers. In addition, since the modes of operation of electricity consumers and the efficiency of its use depending on the conditions and processes differ significantly, to optimize electricity consumption requires a deep differentiation of electricity tariffs. With the change of conditions, the system of electricity tariffs should be periodically, ie in fact, continuously improved. The fact that tariffs play a much more important role in electricity than in other industries is an important feature of marketing in power industry.

The economy of most energy companies is determined by a relatively small number of mega-consumers of electricity, which usually account for most of its total consumption. In this regard, it is necessary to develop such a direction of marketing in the power industry, as a continuous individual work with each individual consumer, which aims to mutually reconcile the interests of the company and the consumer. Obviously, such “individual” work with each consumer, which does not lead to price

discrimination of other consumers, should also be considered as one of the most important features of marketing in the power industry.

The peculiarity of marketing activities in the power industry is that the company monitors the use of electricity by consumers, not so much in order to save energy for consumers and thus reduce its costs, but for its own purpose – to optimize the use of installed capacity. The introduction of capacity today is much more expensive than energy saving measures, so the sales structures of energy companies control and sometimes advise consumers on the organization of the most efficient energy consumption. Such a function of marketing – control over the correct consumption of products – in other industries usually do not exist.

Some companies are in short supply and have to buy capacity and energy from the wholesale market. On the other hand, a small number of energy companies are redundant and together with energy companies created on the basis of large stations, supply energy and capacity to the wholesale market. At the same time there are many options for the organization of intersystem overflows, which must be optimized. Preparation and conclusion of contracts in the wholesale market should also be considered as marketing activities in the power industry. No less peculiar activity in the field of marketing can be considered the organization of relations with suppliers, especially fuel. This applies, first of all, to suppliers of solid and liquid fuels (coal, fuel oil, etc.), for which there is a possibility of choosing suppliers, agreeing on prices, terms of supply and so on. This also includes issues of fuel claims work.

In the conditions of non-payment and search for new forms of payment and means of payment, marketing research conducted by energy companies contributes to the choice of acceptable for suppliers and consumers forms of payment for energy and capacity consumed. Given the universality of electricity, this type of marketing activity is gaining enormous scale, reaching consumers in all sectors of the economy, which in itself is a feature.

The above features characterize operational marketing, but there is an obvious need for long-term marketing of energy companies. In the most general form, promising marketing is based on the forecast of electricity consumption (in light of the prospects of electrification) and the assessment of energy resources in the region. At the same time, if the decision is made to ensure the growth of energy consumption in the region through the creation of new generating capacity, there is a need to address a number of issues that should be considered as marketing. These areas of marketing should include the widespread introduction of efficient electrical technologies, energy conservation and equalization of electricity demand, which will stabilize the energy supply of individual regions and the country as a whole, create conditions for improving electricity supply to consumers and reduce electricity tariffs.