



# Marketing Tools for Minimizing Risks in the Logistics Strategy of an Enterprise

Tetiana Ustik<sup>1\*</sup>, Volodymyr Lagodiienko<sup>2</sup>, Yurii Biloshapka<sup>3</sup>, Valentyna Morokhova<sup>4</sup>,  
Oleksandr Derenko<sup>5</sup>

<sup>1</sup>Department of Marketing and Logistics, Sumy National Agrarian University, Ukraine, <sup>2</sup>Department of Marketing, Entrepreneurship and Trade, Odesa National University of Technology, Ukraine, <sup>3</sup>Department of Economics, Management and Innovation Transfer in Animal Husbandry, Livestock Farming Institute of The National Academy of Agrarian Sciences of Ukraine, Ukraine, <sup>4</sup>Department of Marketing, Lutsk National Technical University, Ukraine, <sup>5</sup>Interregional academy of personnel management, Ukraine.

\*Email: [tanya.val1505@gmail.com](mailto:tanya.val1505@gmail.com)

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## ABSTRACT

The integration of marketing and logistics is a topic of vigorous discourse, underscored by the imperative to establish coherence between supply capabilities and market demand. The purpose of the study is to assess the impact of marketing costs on the company's revenue, while considering the various dimensions of logistics risks, consumer demand, and the development of forecast models for revenue and marketing costs. The study employed correlation and regression methods, alongside comprehensive case analyses. Consequently, the research substantiated the presence of a direct correlation among marketing costs, revenue, demand, and logistics risks. The findings from the regression analysis showed that the income of the examined company is profoundly influenced by marketing costs and logistical risks. Furthermore, marketing costs are in turn impacted by logistical risks and the demand generated by online users. The results obtained can serve as validation of the mitigating effect of employing marketing instruments on the level of logistics risks through the strategic adaptation of marketing costs to the current conditions in global logistics. The findings indicate that such adaptation facilitates revenue enhancement even amidst a logistics crisis and can be leveraged as an effective marketing tool to minimize logistics risks. It should be noted that the developed models are advantageous for enterprises, as they enable the forecasting of revenue and the requisite marketing expenditures based on the anticipated levels of logistics risks and consumer demand. Prospects for further research include the modeling of corporate revenues and costs, incorporating a broader range of indicators (for instance, the logistics cost indicator, contingent upon data availability) and diverse companies. As a result of the present study, a definitive correlation among marketing costs, revenue, consumer demand, and logistical risks was conclusively established.

**Keywords:** Marketing Tools, Marketing Costs, Logistics Risks, Revenue, Online Demand, Physical Demand

**JEL Classifications:** M30; M31; O30; P42

## 1. INTRODUCTION

In a global context, the confluence of marketing and logistics functions facilitates the adaptation to ever-evolving market conditions through the introduction of innovative technologies and approaches (Kryvoviazuk, 2013; Smerichevskyi et al., 2023). In particular, a formidable array of marketing tools can be employed

to mitigate or eradicate the risks inherent in logistics operations (Vakhovych et al., 2021). Such tools include demand forecasting methods that allow for the optimization of logistics operations and inventories, diversification of suppliers and routes, pricing strategies, brand and reputation management (Kumar et al., 2024; Nweje and Taiwo, 2025). In contemporary contexts, instruments that leverage technological innovations (Shwawreh et al., 2025),

such as the Internet of Things, artificial intelligence, big data, etc., may hold particular significance (Mashat et al., 2024; Pasupuleti et al., 2024).

Evaluating the influence of marketing costs on revenue, at the same time, the impact of using marketing tools amidst substantial logistical risks remain insufficiently explored. A pivotal indicator indicative of marketing efficacy is company revenue, which encapsulates sales volume and product demand (Beichert et al., 2024). Conversely, marketing expenditures may signify the organization's endeavors to implement relevant marketing initiatives, including those aimed at mitigating logistical vulnerabilities. Estimating the impact of marketing costs on revenue, while considering demand levels and logistical uncertainties, enables us to delineate the effectiveness of marketing in enhancing the company's financial performance and adaptive capabilities.

The principal hypothesis of this study posits that marketing costs exert a significant influence on a company's revenue while mitigating the adverse effects of logistics risks. A novel aspect of the current research is the development of predictive models for estimating the requisite marketing costs and forecasting revenue, with careful consideration of logistics risk levels and demand fluctuations. The purpose of the work was to analyze the relationship between marketing costs and the income generated by the company, taking into account the interplay of logistics risks and demand, as well as the construction of forecast models for both income and marketing costs. Research objectives included as follows:

- 1) Conducting a correlation analysis among the variables of marketing costs, demand, logistics risks and company revenue;
- 2) Performing a regression analysis to ascertain the impact of marketing costs on revenue, while factoring in the levels of logistics risks and demand;
- 3) Executing conduct a regression analysis to evaluate the influence of logistics risk levels and demand on marketing costs;
- 4) Justifying the obtained predictive models;
- 5) Undertaking case studies aimed at assessing the efficacy of marketing strategies in addressing challenges associated with the management of logistics risks.

## 2. LITERATURE REVIEW

The interplay between marketing and logistics has become a focal point of inquiry among numerous scholars. This interaction is frequently linked to the adoption of digital technologies. Lagodiienko et al. (2023) elucidated the principal dimensions of optimizing the synergy between marketing and logistics processes within organizations, with particular emphasis on the integration of digital innovations. The present article contains statistical analysis but does not cover the assessment of the consequences of implementing technologies for marketing and logistics. Kyfyak et al. (2023) conducted a comprehensive analysis of the influence of digital marketing and logistics on the optimization of business processes within agricultural enterprises. Nevertheless, the aforementioned study lacks the evaluation of the synergistic

role in terms of integrating marketing and logistics in mitigating risks. Further, Nasiopoulos et al. (2021) investigated the role of digital marketing in the development of a distribution and logistics network using a predictive model. The study contains important findings on the impact of digital marketing on distribution network and supply chain optimization but does not include a detailed analysis of specific logistics indicators. In this light, Verbivska et al. (2023) justify the use of digital tools to improve logistics performance. Whereas the paper underscores that the use of innovative technological tools in logistics improves customer service, however, researchers did not directly consider the marketing aspects of implementing these tools.

A plethora of scholarly works elucidate the concept of "marketing logistics," which is intrinsically linked to the subject of this study. A pressing concern for scientific inquiry is the influence of this concept on the competitive edge of enterprises, stemming from the adept integration of marketing and logistics functions. For instance, Polishchuk et al. (2024) elucidated that the necessity for marketing logistics is underscored by its strategic significance in bolstering the competitiveness of organizations, enhancing operational efficacy, and elevating consumer satisfaction. The work summarizes the theoretical foundations of marketing logistics but does not assess its actual impact on efficiency or risk minimization in logistics activities. Similarly, Al-Ababneh et al. (2023) studied the interaction between marketing and logistics, in particular the features that affect the competitiveness of companies. The aforementioned article establishes a robust theoretical foundation for the subject under study; however, it lacks empirical data to substantiate the conclusions drawn. Next, Tiazkhun and Vasylytsiv (2021) concluded that the integration of marketing and logistics functions is a key factor in increasing the competitiveness of enterprises; their work offers practical recommendations for integrating marketing and logistics, yet the researchers' conclusions have not been tested on empirical data. Furthermore, Arefiev et al. (2023) investigated the conceptual framework for using marketing and logistics in adaptive management of companies. Scientists proposed an approach using factor analysis to identify the factors that most affect efficiency. However, this methodology presents certain limitations stemming from the incessant evolution of influencing factors, which compels the necessity to recalibrate the approach in response to emerging threats and risks. Certain contradictions can be found in the results of individual works that evaluate the relationship between marketing and logistics. Thus, Ponomarenko and Rasshyvalov (2023) consider the logistics system as one of the elements of the company's overall marketing strategy, but do not analyze marketing indicators. Although Al-Ababneh (2021), and Alqahtani (2024) investigated the relationship between marketing and logistics, but the mentioned work focuses on marketing risks, without considering the logistics dimension. Therefore, approaches dominated by one functional area can make it difficult to develop integrated strategies.

Some scholarly works concentrate on examining the influence of distinct marketing tools on logistics efficiency. For one thing, Aydınocak's (2021) article elucidates how the Internet of Things can be leveraged to enhance the oversight of the flow of goods and information within logistics operations, thereby contributing

to competitiveness and consumer satisfaction. The present study thoroughly explores the impact of the Internet of Things on mitigating risks within corporate logistics strategies, yet it does not address the effects of alternative marketing tools. In the other hand, Sakas et al. (2023) focused on the marketing re-engineering of logistics companies, for which minimizing logistics risks is of particular importance. However, the researcher's enquiry focuses predominantly on optimizing a company's marketing plans based on customer activity on social media and the Internet, without covering other marketing tools. It is worth noting that the aforementioned works present various interpretations of the applying the digital marketing tools within a logistics framework. The former perspective is through a technological lens, while the latter adopts a behavioral analysis viewpoint, highlighting the existence of diverse methodologies for elucidating the function of marketing tools in logistics.

The analysis revealed a profound inadequacy in comprehending the impact of marketing on demand and corporate revenue as pivotal indicators of their sustainability and economic viability, particularly when considering the implications of logistical risks. This underscores the necessity for an expansion of the current research framework. It is expedient to devise a model for adaptive marketing responses that can effectively accommodate fluctuations in demand and mitigate logistical risks. This model will enable the forecasting of marketing expenditures in relation to anticipated levels of logistical challenges and demand fluctuations.

### 3. METHODOLOGY

#### 3.1. Research Procedure

At the first stage of the study, the research object and the key indicators were identified, as well as the collection and preparation of data for subsequent analysis. The second stage involved the execution of correlation analysis, as well as assessments employing the multiple linear regression method, which culminated in the development of two predictive models. The third stage involved conducting an in-depth case study that elucidated and clarified the findings of the preceding analyses. The results obtained facilitated the formulation of conclusions and recommendations derived from the research undertaken.

#### 3.2. Sample

Determining the focus of the study necessitated an examination of data from twenty international companies, culminating in

the selection of Nike as a preeminent global market leader distinguished by its adept marketing strategy. The pivotal factors influencing the decision to select this company included the accessibility of marketing expenditure data and the logistics crisis that beset the organization in 2024. Such a situation rendered Nike an exemplary case for investigating the interplay between marketing expenditures, revenues, and demand within the framework of logistics vulnerabilities. The array of indicators employed in the study is delineated in Table 1.

The above indicators are consistent with the objectives of the present study, facilitating a thorough evaluation of the marketing costs efficacy within the framework of revenue, consumer demand, and logistical risks. The work used global company data spanning the years 2000 to 2024. The specified time range of data afforded a high degree of accuracy in modeling the interdependencies within the intricate system of income, demand, costs, and logistics.

#### 3.3. Methods

The study employed Pearson correlation analysis, a robust statistical method utilized to evaluate the strength and direction of the linear relationship between two variables. This analytical approach facilitated the formulation of preliminary conclusions regarding the potential relationship among the indicators under study and enabled us to hypothesize about the influence of marketing costs on both revenue and demand. Furthermore, the application of multiple linear regression analysis provided a comprehensive assessment of the effects exerted by the identified independent variables on the dependent variables, thereby allowing us to construct predictive models for revenue and marketing costs. In the first stage of the regression analysis, Nike's revenue served as the dependent variable. The resulting model enabled us to evaluate the simultaneous influence of marketing expenditures, demand (both offline and online), and logistics risks on revenue, as well as to forecast its magnitude. In the second stage of the regression analysis, marketing costs were designated as the dependent variable, while logistics risks and demand indicators served as the independent variables. This model facilitated an examination of the company's responsiveness to fluctuations in demand and the extent of global logistics risks, in addition to projecting the necessity for marketing investment. The models' quality was evaluated through a series of rigorous tests: the Shapiro-Wilk test was employed to ascertain the normality of the residuals, while the Breusch-Pagan-Godfrey test was utilized to assess homoscedasticity. The

**Table 1: Characteristics of the indicators employed in the study**

| Indicator                                  | Description                                                                                                                                                                    | Source                                 |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| Revenue                                    | Total company revenue. It is one of the key financial indicators that allows assessing the business profitability.                                                             | Companies Market Cap, 2025             |
| Demand creation expenses                   | Demand creation costs, which include the company's marketing activities. Characterizes the level of investment in product promotion.                                           | Companies Market Cap, 2025             |
| Global supply chain pressure index (GSCPI) | An index that reflects the level of tension prevalent within global supply chains, integrating various indicators to yield a comprehensive evaluation of supply-related risks. | Federal Reserve Bank of New York, 2025 |
| Total retail stores                        | The number of physical retail outlets of a company, reflecting its level of market presence and opportunities for direct interaction with customers.                           | Statista, 2025                         |
| User interest on the internet              | Online user interest in the company's products, determined by the number of search queries on the Internet.                                                                    | Google Trends, 2025                    |

Source: Created by the author

Durbin-Watson criterion provided confirmation of the absence of autocorrelation, and the Variance Inflation Factor (VIF) indicated a lack of significant multicollinearity. The case study methodology was employed to examine Nike's strategic response to the 2024 logistics crisis, which involved both logistical and marketing instruments. This methodological approach facilitated the validation and deeper exploration of the conclusions derived from the preceding analytical stages.

### 3.4. Research Tools

The computation was executed utilizing Excel alongside the StatPlus add-in.

## 4. RESULTS

Revenue characterizes the company's sales volume, reflecting its financial activity and consumer interest. Sales volume emerges as the result of a combination of marketing decisions and the influence of external factors, including logistical risks. This implies that revenue can serve as an indicator of marketing strategies' efficacy, particularly in the context of minimizing logistical risks.

Analyzing the influence of marketing expenditures on revenue facilitates an evaluation of the efficacy with which marketing tools are employed. Expanding this analysis by adding indicators related to the number of retail outlets and online consumer interest can indicate shifts in demand attributable to marketing investments. Online consumer interest, measured by the number of searches, can indicate online demand, while the number of open stores characterizes physical demand. These corresponding indicators act as control variables, enabling us to formulate inferences regarding the causal relationships between marketing and demand both online and offline. Furthermore, integrating into the analysis an indicator that characterizes the level of logistical risks makes it possible for us to draw conclusions about the role of marketing in mitigating such risks. The first stage of the analysis involved evaluating the correlations among the observed indicators, which enabled us to elucidate the strength and direction of the relationship within each pair of indicators (Table 2).

Correlation analysis showed the presence of a direct relationship of varying intensity among the examined indicators. The most pronounced correlation is observed between revenue and marketing expenditures, leading to the preliminary conclusion that an increase in marketing costs is accompanied by an increase in revenue. There is also a very strong correlation between income and consumer interest in the Internet, and therefore online demand can be a determining factor in income growth. Marketing expenditures are

highly correlated with demand indicators both online and offline, which may suggest the effectiveness of marketing efforts in increasing buyer interest. The logistic risk indicator is characterized by the lowest correlations with other studied metrics; however, it can also have a direct impact on revenue. In this regard, the findings of the analysis may diverge from initial expectations, as they suggest that an escalation in the level of logistics risks correlates with an increase in revenue. This underscores the necessity for further analysis and a comprehensive exploration of the interrelationships among risks, marketing, demand, and revenue.

Further examination of the impact of the aforementioned indicators on income was conducted utilizing a multiple linear regression model. The outcome was a model that elucidated the relationship between marketing, logistics, and revenue, while considering both online and offline demand. Consequently, it was defined as "The model of marketing tools' efficacy amidst logistical risks, incorporating the influence of consumer demand channels". Building such a model facilitated, firstly, the evaluation of the magnitude and direction of the influence exerted by the examined indicators on the company's revenue, thereby enabling the formulation of hypotheses regarding the causal relationships among the variables. Secondly, the resultant regression model makes it possible to forecast the company's revenue based on the anticipated marketing costs, the number of retail outlets, as well as the projected values of logistical risks and demand. The findings from the regression analysis regarding the impact of the observed indicators on Nike's revenue are presented in Table 3.

The correlation between the indicators in the model reaches 0.9747. The adjusted coefficient of determination is 0.9319, which is very high and indicates that the model can explain over 93% of the variation in Nike's revenue. In general, the model elucidated the simultaneous influence of the examined indicators on the company's revenue. The findings underscore the statistical significance of two variables—marketing costs and logistics risks. Notably, the impact of both variables is direct; thus, an increase in marketing costs and an increase in the level of risks are accompanied by an upsurge in income. To explain these findings, an additional stage of regression analysis was undertaken, which entailed evaluating the impact of logistical risks and demand on marketing costs. The result was a model that is able to predict the need for marketing costs in response to anticipated logistical risks and changes in demand (Table 4).

The correlation between the indicators in the model is 0.9407. The adjusted coefficient of determination is 0.8563, which indicates the high quality of the model and the ability to explain the dependent indicator by changes in the independent ones.

**Table 2: The correlation analysis of Nike's revenue, marketing costs, logistics risks and demand indicators**

| Variable                                   | Revenue, \$ billion | Demand creation expenses, \$ million | Global supply chain pressure index (GSCPI) | Total retail stores | User interest on the Internet |
|--------------------------------------------|---------------------|--------------------------------------|--------------------------------------------|---------------------|-------------------------------|
| Revenue, \$ billion                        | 1                   |                                      |                                            |                     |                               |
| Demand creation expenses, \$ million       | 0.921095            | 1                                    |                                            |                     |                               |
| Global supply chain pressure index (GSCPI) | 0.402471            | 0.132034                             | 1                                          |                     |                               |
| Total retail stores                        | 0.790454            | 0.82837                              | 0.336209                                   | 1                   |                               |
| User interest on the internet              | 0.944622            | 0.892317                             | 0.421247                                   | 0.844883            | 1                             |

Source: Calculated by the author based on data from (Federal Reserve Bank of New York, 2025; Companies Market Cap, 2025; Statista, 2025; Google Trends, 2025)



**Table 3: The model of marketing tools' efficacy amidst logistical risks, incorporating the influence of consumer demand channels**

| Variable                                   | Coefficients | Std. err. | LCL      | UCL     | t Stat  | P-value | H0 (5%)  | VIF    | TOL    | Beta    |
|--------------------------------------------|--------------|-----------|----------|---------|---------|---------|----------|--------|--------|---------|
| Intercept                                  | -11.7667     | 4.7523    | -22.2264 | -1.3071 | -2.4760 | 0.0308  | Rejected |        |        |         |
| Demand creation expenses, \$ million       | 0.0127       | 0.0036    | 0.0048   | 0.0205  | 3.5613  | 0.0045  | Rejected | 8.6962 | 0.1150 | 0.7074  |
| Global supply chain pressure index (GSCPI) | 2.0941       | 0.9361    | 0.0336   | 4.1545  | 2.2369  | 0.0470  | Rejected | 1.9527 | 0.5121 | 0.2106  |
| Total retail stores                        | -0.0123      | 0.0085    | -0.0310  | 0.0063  | -1.4567 | 0.1732  | Accepted | 4.0019 | 0.2499 | -0.1963 |
| User interest on the Internet              | 0.2678       | 0.1424    | -0.0457  | 0.5813  | 1.8803  | 0.0868  | Accepted | 9.5057 | 0.1052 | 0.3905  |

Source: Calculated by the author based on data from (Federal Reserve Bank of New York, 2025; Companies Market Cap, 2025; Statista, 2025; Google Trends, 2025)

**Table 4: Nike's adaptive marketing response model to changes in demand and logistical risks**

| Variable                                   | Coefficients | Std. err. | LCL       | UCL       | t Stat  | P-value | H0 (5%)  | VIF    | TOL    | Beta    |
|--------------------------------------------|--------------|-----------|-----------|-----------|---------|---------|----------|--------|--------|---------|
| Intercept                                  | 544.5351     | 352.3692  | -223.2114 | 1312.2816 | 1.5454  | 0.1482  | Accepted |        |        |         |
| Global supply chain pressure index (GSCPI) | -161.5288    | 60.0229   | -292.3074 | -30.7501  | -2.6911 | 0.0196  | Rejected | 1.2177 | 0.8212 | -0.2907 |
| Total retail stores                        | 0.8429       | 0.6427    | -0.5573   | 2.2431    | 1.3116  | 0.2142  | Accepted | 3.5002 | 0.2857 | 0.2402  |
| User interest on the Internet              | 31.1035      | 7.2863    | 15.2281   | 46.9789   | 4.2688  | 0.0011  | Rejected | 3.7743 | 0.2650 | 0.8118  |

Source: Calculated by the author based on data from (Federal Reserve Bank of New York, 2025; Companies Market Cap, 2025; Statista, 2025; Google Trends, 2025)

As it can be seen, we can conclude that two variables have a statistically significant impact on marketing costs: logistical risks and user interest on the Internet. At the same time, logistical risks in this case have the opposite effect, the interest of Internet users is direct. Accordingly, increased logistical risks may prompt a company to pursue a more restrained marketing policy and mitigate expenses due to the necessity of offsetting the costs associated with risk management. An imperative marketing task in this context is to achieve a balance between minimizing costs in response to inherent risks and sustaining consumer engagement with the company. That being said, as the previous model showed, marketing expenses are instrumental in driving revenue even in the face of increased logistical risks. This underscores the pivotal function of marketing in ensuring the stability and profitability of a company, even amidst heightened logistical challenges. The analysis conducted facilitated the development of two forecast models—one for revenue and another for marketing expenses.

Revenue =  $-6.1089 + 0.0125 * \text{Demand Creation expenses} + 2.7883 * \text{Global Supply Chain Pressure Index (GSCPI)}$

Demand Creation expenses =  $544.5351 - 161.5288 * \text{Global Supply Chain Pressure Index (GSCPI)} + 0.8429 * \text{Total retail stores} + 31.1035 * \text{User interest on the Internet}$

The results obtained should be supplemented with a case study that highlights one example of Nike's response to supply chain problems. The example highlights the crisis the company faced in 2024 due to supply chain disruptions. The reasons for this situation were growing geopolitical tensions, the consequences of the pandemic, and other global problems. This led to factory closures, labor shortages, and transportation problems. As a result of the aforementioned factors, the company experienced delays in deliveries, which affected the company's retailers and customers. The crisis threatened to worsen the brand's reputation, reduce customer and counterparty loyalty, and lead to a decline in financial performance.

The company's response to the crisis was both thorough and multifaceted, involving a combination of short-term and long-term solutions and strategies. First of all, the company implemented a diversification of supply chain sources, which encompassed transferring production operations from regions most affected by global fluctuations to alternative territories. The next step was to increase investment in digital technologies and optimize the supply chain management system, which allowed for increased efficiency and transparency of the supply chain. An essential facet of preserving stability and fostering trust was in transparent communication with all stakeholders—from investors to clients and counterparties. The company maintained personalized communication with parties affected by delays and offered flexible terms for returning goods. Consequently, the situation was effectively stabilized and, despite the immediate adverse consequences, the company's marketing and logistical strategies mitigated the potential of more severe effects. Moreover, diversifying supply chain sources and investing in digital technologies have enabled increased sustainability and efficiency in the long term. Ensuring supply chain transparency improved the infrastructure to prevent and counteract potential problems in the future. Personalized and transparent communication emerged as an essential marketing instrument that facilitated the preservation of brand reputation and the cultivation of customer loyalty (Eustochos, 2024). The above example illustrates the importance of using marketing tools to minimize logistical risks in a company's operations. This is also consistent with the study's findings, which showed a significant impact of marketing expenditures on the company's revenue as well as online and offline demand indicators.

## 5. DISCUSSIONS

The results obtained substantiate the profound influence of marketing costs on companies' revenue while mitigating logistical risks. The model delineating the efficacy of marketing tools within the framework of logistical challenges, incorporating the impact of consumer demand channels, facilitates the forecasting and planning the revenue. The developed model for adaptive marketing

responses to fluctuations in demand and logistical risks allows us to forecast the need for marketing costs depending on the expected levels of logistical risks and consumer demand. Furthermore, the strategic adaptation of marketing costs using the latter model can be regarded as a pivotal marketing tool for minimizing logistical risks.

The author's findings represent a significant advancement to the realm of existing research, augmenting the results of other scholars. On the one hand, Kyfyak et al. (2023) concluded that digital marketing and logistics play a leading role in optimizing business processes, facilitating efficient resource management, and enhancing competitiveness and productivity. The author's work further elucidates the intricate relationship among marketing costs, demand, logistical risks, and revenue. On the other hand, Sakas et al. (2023) found that the analysis of customer behavior data and the re-engineering of marketing strategies within logistics companies positively influence the efficacy of digital marketing initiatives. These tools enable a reduction in operational costs while bolstering investment in social media visibility. Furthermore, Sakas et al. (2022) identified a significant correlation between the growth of corporate brands and the technical attributes of logistics websites. The author's research enriches the conclusions drawn by scholars by including an indicator of logistical risks within the examined interdependencies.

The results of the present study are consistent with the conclusions drawn in a number of works, which validates their relevance and reliability. According to Arefiev et al. (2023), a pivotal approach in organizing effective marketing and logistics endeavors is the integration of logistics processes with product promotion and product marketing. This is consistent with the author's conclusions regarding the importance of marketing for improving logistics efficiency, in particular, minimizing logistics risks. Likewise, to the author's work, the study by Ponomarenko and Rasshyvalov (2023) explored the relationship between logistics risks and the financial performance of companies. In the researchers' opinion, the negative consequences of the deterioration of these indicators in Ukrainian companies due to the war can be mitigated by improving the marketing strategy. This is consistent with the author's findings regarding the critical role of marketing in ensuring a company's profitability and minimizing logistical risks. Interestingly, Dadzie et al. (2023) proved that the integration of logistics and marketing generates higher market share than practices that involve the use of logistics or marketing alone. The author's conclusions support these results, as they note the importance of combining marketing and logistics in order to minimize logistical risks. In the works of Aydınocak (2021) and Shoomal et al. (2024), the impact of the Internet of Things on logistics efficiency, competitive advantage, and consumer satisfaction are elucidated. The author's work did not address the impact of individual technologies on logistics, but the effectiveness of marketing spending in minimizing logistics risks and ensuring sales growth was proven. It was also noted that Nike's use of logistics transparency tools helped mitigate the effects of the logistics crisis. The utilization of the Internet of Things can serve as an effective marketing tool that significantly enhances logistics transparency, which indeed aligns the findings of both works.

Against this backdrop, the results of the author's research suggest an alternative model for maximizing company's revenue, taking into account risks and marketing costs. Both approaches can prove to be effective depending on the specific company for which they were devised. Indeed, the author's research was based on global data from Nike, whereas Leonova and Teplyuk (2021) used data from Carlsberg Ukraine. In this light, it is worth emphasizing the importance of forming individual approaches to minimizing logistics risks through the use of marketing tools. The study confirmed the hypothesis that marketing costs significantly affect the company's revenue, minimizing the negative impact of logistical risks. The practical value of the author's findings lies in the development of a model of adaptive marketing response to changes in demand and logistical risks, which allows predicting the need for marketing costs. Therefore, while considering the impact of consumer demand channels and assessing the efficacy of marketing tools amidst logistical risks, the developed model also enables forecasting the revenues.

## 6. CONCLUSIONS AND RECOMMENDATIONS

The synergy of marketing and logistics not only guarantees maximum efficiency in demand and supply management but also facilitates the mitigation of logistical risks. Companies' long-term sustainability and competitive edge depend upon the judicious selection and effective selection of marketing instruments to minimize such risks. Correlation analysis revealed a robust and direct association between revenue, marketing costs, and demand. Furthermore, a moderate direct correlation was identified between the logistics risk index and the observed indicators. Regression analysis demonstrated that the income of the company under analysis is substantially influenced by marketing costs (Beta coefficient of 0.7074) and logistics risks (0.2106). Accordingly, marketing costs are affected by logistical risks (-0.2907) as well as Internet user demand (0.8118). The findings suggest a mitigating effect of employing marketing tools on logistics risks. Indeed, the adaptation of marketing expenditures can be regarded as a distinct marketing instrument for minimizing logistical risks, closely related to other marketing tools such as targeting, user behavior analysis, and risk management.

The significance of the results lies in the fact that the developed regression models facilitate the forecasting of the company's revenue and the need for marketing expenses, considering the expected demand and the level of logistical risks. These models can be adapted for other companies or industries, thereby enhancing cost management and revenue forecasting. Future research could involve modeling companies' revenues and expenses, including a broader range of indicators (for instance, a logistics cost indicator, contingent upon data availability). Also, it would be expedient to validate the conclusions drawn by examining companies across diverse industries and varying scales, such as leveraging data from small and medium-sized enterprises.

The direct correlation between marketing costs and corporate revenue, coupled with the inverse association with the logistics risk indicator, underscores the significance of adaptive financial

planning for marketing budgets. Such strategic foresight will empower companies to sustain profitability while concurrently mitigating the risks inherent in logistics operations;

- One of the most influential indicators of income levels is consumer demand on the Internet, underscoring the paramount importance of digital marketing. Nike's experience further illustrates the necessity of fostering transparent and personalized communication with customers online, thereby preserving user trust and loyalty during a logistical crisis;
- Using the proposed forecasting models for revenue and marketing expenditures will facilitate the determination of the marketing investment's optimal level. Nonetheless, the selection of specific marketing initiatives must be aligned with the particular context and nuances inherent to the company's operations.

The overriding limitation of the study lies in the fact that the analyses were conducted exclusively on the case of a single corporation, Nike, thereby constraining the generalizability of the findings to other companies.

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