

PROBLEMS OF MANAGEMENT AND MARKETING IN THE CONDITIONS OF DEVELOPMENT OF THE DIGITAL ECONOMY

Zaika S. O., Ph.D., Associate Professor

Kuskova S. V., Ph.D., Associate Professor

Zaika O. V., Assistant Lecturer

*Kharkiv Petro Vasylenko National Technical University of Agriculture
Kharkiv, Ukraine*

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TRENDS OF MARKETING DEVELOPMENT IN THE CONDITION OF DIGITAL ECONOMY

Modern society is evolving through the digitalization of the economy. The rapid penetration of information technology into human life has led to the transformation of all spheres of activity, including marketing, so the problems of its development are becoming an urgent issue for business development.

The main problem of modern research is the need to improve the means of obtaining, processing and disseminating information, and the results of their use in the economic sphere. This problem was due to the active development of information and telecommunications technologies, which contributed to the revolutionary changes in the global market. The dominance of information as a leading force in economic development, the global integration of national economies into the world community – all these factors indicate the emergence of networks of both local and global scale. One such global network is the Internet, which creates an attractive information and communication environment for the successful operation of the new economy [1; 4].

Modern market demands sound to the use of information news. Using digital technologies of human life, the structure of the economy

and all its components are created. In response, the marketing environment also indicates changes, formulates fundamentally new requirements for marketing activities.

First, the rapid development of online stores, the popularization of electronic payment for purchases leads to the fact that the need to rent huge retail space and warehouses disappears. The development of online stores on the Internet or in social networks is much cheaper.

Secondly, the consumer gets the opportunity to order goods from anywhere on the planet, regardless of their location.

Third, the scheme of product promotion is changing. Most of the advertising goes to the Internet [2].

Another innovation is the expansion of the range of products on Internet platforms, which will fully satisfy consumer demand.

The digital economy contributes to the formation of a new role of consumers, which becomes a participant in the process of creating new consumer value with the ability to influence the final product, offering solutions that better satisfy its consumers. Accordingly, the economic activity of enterprises and their business models are transformed.

Businesses operating in Internet markets are developing faster topics than companies in traditional sectors of the economy. Despite the fact that the offline company is beginning to actively use network capabilities that provide a guarantee of their successful operation [4].

In the activities of enterprises, the Internet becomes indispensable, helps to build interaction with the target audience, attract new customers, knit together and automate many business processes. Another need to determine the trend of business development in the new economy is the diversification of large enterprises. The vertical management system everywhere supports the horizontal interactions that emerge within the framework of internal operations and encompassing institutions, consumers and all key partners in the value chain. This will lead to a change in the organizational culture and ethics of the enterprise, the reorganization of motivation systems, which focuses on the internal qualities of employees [3; 5].

There is a concept of “information profitability” of the enterprise, which can be in the competent use of information to achieve strategic prices. This is due to the combination of information technology of the enterprise with the capabilities of the Internet.

The most effective development is the constant improvement of activities through the introduction of technological innovations, strengthens the concept of learning in the process of production of “learning in practice”, pressing on the constant introduction of innovations and gaining competitive advantages for the enterprise. At the moment, such navigation is largely in the accumulated newly created organizational experience, which can implement more flexible forms of management, as well as faster and less costly to solve current problems [3].

It should be noted that digital technologies modify the perception of management regarding strategic prices, in accordance with the changing behavior of enterprises in the market. In response, the context of consumer choice theories has changed: today, users trust the opinions of their acquaintances more, create alternative opportunities when creating consumer choices.

The global trend of marketing development is total digitalization, which is a new approach to building organizational culture and interaction with customers [1; 7].

The whole digital transformation is built around working with data. Data is a growing strategic asset. It is important not only to collect and connect them correctly, but also to make decisions based on them.

In addition, the digital economy involves constant experimentation. Previously, product testing was expensive. To do this, you first had to make the final product and then test. The new development model is the release of a product on the market with minimal functionality. Its development and expansion of functionality takes place in constant dialogue with the user. It turns out that you are creating a product with your audience.

Among the benefits of digital marketing are:

- lack of territorial restrictions in the implementation of marketing ideas. Marketing activities on the Internet make it possible to promote goods both in the country and abroad;
- the widespread use of the Internet and mobile communications creates huge opportunities to attract the target audience;
- interactivity, i.e. the potential consumer actively interacts with the brand;
- ease of access to information resources;
- real-time event management. Digital technologies allow you to quickly track any changes and make it possible to control them [3; 6].

Thus, modern marketing is an economic activity of the enterprise aimed at the production of products in demand, bringing all the resources of the enterprise in line with the requirements and opportunities of the market for profit.

The development of the digital economy modifies almost all functions and tools of marketing activities. To successfully work in new conditions, companies need to rapidly develop their marketing competence [4].

Thus, marketing in the digital economy involves the use of new formats, as well as work with their data: database segmentation, creating on its basis look-alike audiences, constant testing. The above trends in the development of marketing in the innovation-digital economy determine the tracking and recording of consumer preferences, identifying a model of consumer behavior and more.

There are many problems of marketing development that slow down the progress of the economy. Competent manufacturers understand that without the analysis of consumer needs it is impossible for the enterprise to function effectively, without marketing it is impossible to win the competition. Then the economy will be rebuilt and reach a new level of development.

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