

DOI: 10.55643/fcapter.5.52.2023.4190

Maciej Potwora

Lecturer of the Department of Innovation Management, Master's Degree in Economics, Academy of Applied Sciences – Academy of Management and Administration in Opole, Opole, Poland;
 e-mail: maciejpotwora@gmail.com
 ORCID: [0009-0002-9302-2243](https://orcid.org/0009-0002-9302-2243)
 (Corresponding author)

Iryna Zakryzhevskya

PhD in Economics, Associate Professor of the Department of Marketing, Economy and Management Faculty, Khmelnytskyi National University, Khmelnytskyi, Ukraine;
 ORCID: [0000-0003-0918-9949](https://orcid.org/0000-0003-0918-9949)

Anastasiia Mostova

D.Sc. in Economics, Associate Professor, Varna University of Management, Varna, Bulgaria;
 ORCID: [0000-0002-3998-3441](https://orcid.org/0000-0002-3998-3441)

Vitalii Kyrkovskiy

PhD Student of the Department of Public Administration, Interregional Academy of Personnel Management, Kyiv, Ukraine;
 ORCID: [0009-0001-7690-4917](https://orcid.org/0009-0001-7690-4917)

Volodymyr Saienko

D.Sc. in Organization and Management, Professor of the Department of Innovation Management, Academy of Applied Sciences - Opole University of Management and Administration, Opole, Poland;
 ORCID: [0000-0003-2736-0017](https://orcid.org/0000-0003-2736-0017)

Received: 07/09/2023

Accepted: 20/10/2023

Published: 31/10/2023

© Copyright
 2023 by the author(s)



This is an Open Access article distributed under the terms of the [Creative Commons CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/)

MARKETING STRATEGIES IN E-COMMERCE: PERSONALISED CONTENT, RECOMMENDATIONS, AND INCREASED CUSTOMER TRUST

ABSTRACT

Digital marketing is a key strategic component of the modern business environment, contributing to the competitiveness of companies. The purpose of the study is to analyse the impact of digital marketing on product quality and competitiveness of organisations. Considering the various aspects of digital marketing, the article reveals its role in improving the product, attracting a new audience and retaining loyal customers. Digital marketing helps to create content aimed at the individual needs of consumers and ensures the effective use of online communication channels. Research clearly demonstrates the strong link between digital marketing and product quality improvement. This strategy provides businesses with the opportunity to actively engage with their audience, obtain feedback from customers, and adjust product features to meet their needs. Among the key advantages of digital tools is the ability to analyse consumer demand and anticipate market trends, which in turn allows for timely and effective responses to changes. Improving product quality is not the only beneficiary of digital marketing. It also helps to attract a new audience and retain loyal customers. This is achieved through meaningful, personalised customer service, helping to highlight their unique requirements and ensure that the product meets their expectations. All in all, digital marketing is an important strategy that helps businesses not only improve the quality of their products but also achieve high competitiveness. Its ability to engage with the audience, adapt to changes, and improve customer experience makes it central to the modern business environment. The main conclusion of the study is that digital marketing determines business development in the modern digital world. It provides companies with an opportunity to attract the attention of the target audience and increase their interest and interaction with the product. The results of the analysis confirm that digital marketing is essential for achieving success in a dynamic competitive environment.

Keywords: e-commerce, marketing innovations, business development, market promotion, digital environment, social media

JEL Classification: M3, M31

INTRODUCTION

The relevance of the study is due to the expanding sphere of influence of Internet technologies, which transform traditional business models and the nature of interaction in marketing. This transformation is prompting a review of conventional marketing strategies and adapting them to the requirements of the digital age. As the influence of the Internet continues to grow, the need to develop innovative and creative online marketing strategies is becoming increasingly important.

The field of information technology covers all aspects of everyday life, and marketing is no exception. The rapid advancement of devices and the undisputed access to the Internet from anywhere in the world are influencing trends, and creating relevant topics for research. The concept of digital marketing uses all the key aspects of conventional marketing approaches, adapting them for use in the online environment to promote products and services to customers and manage customer relationships.

The main components of digital marketing include:

- *Product or service.* Online marketing uses online presence platforms, such as social media, to promote products or services.
- *Offer.* This includes customer loyalty, as well as promotions and discounts that become incentives for customers.
- *Target audience.* Digital marketing is aimed at specific consumers who are the target of the marketing offer.
- *Conversion.* This is the transformation of visitors to virtual resources into active customers, which leads to purchases.
- *Promotion.* This is a set of measures aimed at attracting the attention of potential customers to achieve maximum conversion (Solihin, 2020).

Digital marketing can be broadly defined as the promotion of goods and services in a virtual environment. Its main goal is not only to sell a product or service but also to increase brand awareness. One of the key advantages of this type of marketing is the ability to track the entire customer journey from the first contact to the purchase, thanks to web analytics. In addition, online marketing makes it possible to precisely target each individual user (Mints, Marhasova, Hlukha, Kurok & Kolodizieva, 2019).

The web opens up endless opportunities for generating brand awareness, attracting new customers, retaining existing ones, expanding into new markets, increasing sales, and building audience loyalty. Companies that are able to effectively use digital marketing and Internet tools will be able to increase their profits and gain competitive advantages (Rahimian, Shamizanjani, Manian, Rahim & Assistant, 2020).

A marketing strategy includes a communication plan, which in turn takes into account the elements of digital marketing. Interaction with the brand in the digital space covers various aspects, including web platforms, advertising displays, SMS, media platforms, etc. To successfully implement such interaction, it is important to create a detailed digital marketing strategy.

Planning a digital marketing strategy helps a company to solve a number of problems:

- set business goals and priorities;
- assess the resources available to achieve the goals;
- combine the efforts of different departments of the company to effectively manage the brand in different online environments;
- select the right partner and monitor their work (Roy, Gruner, & Guo, 2022).

A digital marketing strategy allows you to choose the most effective tools and develop a detailed action plan for each of them. There are different approaches to developing a digital strategy.

It is important to explain the key terms of this study, namely, to draw attention to the essence of e-commerce. Electronic commerce (e-commerce) is an area of the economy that encompasses all financial and commercial transactions that take place through computer networks, as well as the business processes associated with these transactions. E-commerce is transforming the way we manage and conduct business, providing businesses with new opportunities and tools to succeed. The essence of e-commerce is the use of the Internet to conduct trade transactions, allowing companies to sell their goods and services to consumers around the world. E-commerce includes a wide range of activities, including:

- selling goods and services via the Internet;
- promotion of goods and services via the Internet;
- acceptance and transfer of payments via the Internet;
- delivery of goods and services via the Internet (Nuseir, 2019).

The role of e-commerce in modern business is extremely important. It opens up new opportunities for companies. It helps them expand their geographical presence in the market and allows companies to sell products and services to consumers around the world, even without a physical presence in the countries of order. It can help companies effectively reduce marketing, sales, and logistics costs through the use of online tools and process optimization. In addition, e-commerce allows to provide customers with personalized and efficient service, as well as collect data to analyse and improve services (Rita, Oliveira, & Farisa, 2019).

Businesses that ignore e-commerce risk falling behind competitors and losing their customer base. Therefore, e-commerce is becoming strategically important for any business that wants to develop successfully in today's environment (Semenets-Orlova, Halytska, Klochko, Skakalska & Kosyuk, 2019).

LITERATURE REVIEW

The study by Karapetov & Rakhimov (2021) focuses on the future of event marketing in the face of economic instability. The authors analyse how economic fluctuations can affect marketing strategies for events and activities. The results can be useful for practising marketers and managers working in a changing economic environment. The source provides a conceptual approach to the problem and can make an important contribution to the understanding of marketing in unstable environments.

The study conducted by Kedah (2023) focuses on the role of e-commerce in modern business. The article discusses various aspects of e-commerce in the modern business environment. The author provides an overview and context of the importance of this phenomenon for modern companies. The main arguments of the article relate to the opportunities provided by e-commerce to expand the geographical coverage of the market and reduce costs for enterprises.

Zhang, Chen, and Liu (2022) focus on the study of the supply chain management strategy of an e-commerce platform and the impact of the introduction of live video streaming on this strategy. They explore whether and how to implement live streaming in e-commerce. They highlight the importance of adapting to new technologies to maintain competitiveness in this sector.

The article by Ovcharova (2022) focuses on the relationship between digitalisation processes and the development of a national model of a smart economy to achieve strategies for innovative progress. The author explores how digital technologies can influence strategic approaches to economic development and innovation. This source may be useful for researchers studying the relationship between digitalisation and economic development.

The work of Sanakuiev, Mukhalchenko, Semenda & Vdovichena (2023) is devoted to information marketing, its essence, characteristics, and development trends. The authors draw attention to the main aspects that define modern approaches to information marketing, as well as what trends can be expected in the future. This source can be useful for researchers and practitioners interested in the development of information marketing.

The study by Karapetov & Rakhimov (2021) focuses on the future of event marketing in the face of economic instability. The authors analyse how economic fluctuations can affect marketing strategies for events and activities. The article provides a conceptual approach to the problem and can make an important contribution to understanding marketing in unstable conditions.

Ovcharova (2022, Onopriienko, Lovciová, Mateášová, Kuznyetsova and Vasylieva (2023) article aims to find the relationship between digitalisation processes and the development of a national model of a smart economy to achieve strategies for innovative progress. The authors explore how digital technologies can influence strategic approaches to economic development and innovation.

The work of Sanakuiev, Mukhalchenko, Semenda & Vdovichena (2023) is devoted to information marketing, its essence, characteristics, and development trends. The authors analyse the main aspects that define modern approaches to information marketing, as well as what trends can be expected in the future.

Additional research can improve the understanding of how different marketing approaches affect the social responsibility of companies, as well as how this affects consumers and their perceptions of brands. They can also help to reveal how to effectively involve consumers in the process of developing new products and services to meet their needs and desires. Under-researched aspects of innovative marketing technologies on the Internet include the study of the effectiveness of different communication channels and how to engage consumers in virtual environments. Finally, understanding how cultural differences affect the perception of and response to marketing messages can open up new opportunities for adapting strategies for different regions.

AIMS AND OBJECTIVES

The purpose of this study is to examine the effective aspects of marketing strategies in the use of e-commerce. The main task is to identify innovative approaches to brand promotion and consumer engagement, as well as to identify opportunities to improve the effectiveness of marketing strategies in the face of constant change.

Research objectives:

1. Analysis of current trends in the development of marketing strategies and their adaptation to changing economic conditions.

2. To study the impact of e-commerce on business development.
3. To explore the possibilities of event marketing in the context of e-commerce.
4. Investigate the impact of CRM systems on increasing customer trust.

METHODS

The methodological basis of the study is based on the use of a set of dialectical principles that allow to reveal the essential features of the analysed processes, identify the forms of their manifestation and determine the trends of further development. The study of e-commerce used systemic, process, structural and functional approaches, as well as methods of comparative analysis, deduction and induction, aimed at a deeper understanding and analysis of the phenomena under study in this area. The systemic approach allowed us to consider e-commerce as a complex system in which components interact and influence the overall development. The comparative analysis method was used to identify similarities and differences in various aspects of e-commerce. The use of these various methods, combined with a dialectical approach, provided a solid theoretical foundation for in-depth analysis and understanding of e-commerce development, which allowed for the formulation of sound conclusions and identification of opportunities for further improvement in this area.

RESULTS

E-commerce plays an extremely important role in building consumer trust in brands and products. The main reason for this is the availability of information and the ability to interact with consumers through online channels. It provides consumers with the opportunity to get comprehensive and objective information about products and services. This includes reviews, ratings, testimonials, and feedback from other users. Consumers can research product details, compare their characteristics, and choose the best option based on the opinions of others. It should also be noted that online e-commerce platforms allow consumers to interact with brands and sellers directly. This ability to discuss issues, ask questions, and receive answers provides consumers with a sense of transparency and connection that helps build trust.

Finally, ensuring data security and privacy is a key aspect of e-commerce. Companies are investing considerable effort in ensuring that consumers' personal information is protected, which helps to create trust that their data will be handled securely. Table 1 shows the dynamics of e-commerce growth in the global market over the past 10 years.

Table 1. E-commerce growth dynamics in the global market over the past 10 years. (Source: Susiang, Suryaningrum, Masliardi, Setiawan & Abdillah, (2023))

| Year | E-commerce market size, billion USD | Growth rate, % |
|------|-------------------------------------|----------------|
| 2013 | 1.296 | 27.3 |
| 2014 | 1.788 | 39.1 |
| 2015 | 2.288 | 28.7 |
| 2016 | 2.850 | 26.3 |
| 2017 | 3.490 | 22.3 |
| 2018 | 4.220 | 20.8 |
| 2019 | 4.950 | 17.7 |
| 2020 | 6.220 | 23.4 |
| 2021 | 7.920 | 24.2 |
| 2022 | 9.720 | 22.2 |

According to Table 1, the e-commerce market has shown steady growth over the past 10 years. The market volume grew from USD 1.296 billion in 2013 to USD 9.720 billion in 2022. The average growth rate for this period was 22.2%. The largest growth of the e-commerce market was observed in 2020 when the market volume grew by 23.4%. This is due to the COVID-19 pandemic, which has led to an increase in demand for online shopping. In 2023, the growth rate of the e-commerce market slowed down slightly but still remains high. This is due to the fact that e-commerce has already become a common way for many people to buy goods and services.

Marketing strategies and e-commerce in today's business environment are more interconnected and interdependent than ever. New technologies and the growing influence of the Internet have transformed marketing strategies, making them more dynamic and consumer-driven. E-commerce provides marketers with a unique opportunity to collect and analyse large amounts of consumer data. This information opens the door to personalized marketing strategies. Based on previous purchases, product views, and other data, companies can create customized offers and advertisements that meet the needs of each consumer.

With e-commerce, marketers can experiment with different marketing campaigns and instantly measure their effectiveness. This makes it possible to quickly make changes to strategies based on real data and customer feedback. Table 2 shows the ratio of business expenses on digital marketing to the revenue generated by its implementation in the e-commerce system of business structures.

Table 2. Ratio of business expenses for digital marketing and revenues received from its implementation in the e-commerce system of business structures in 2019-2023. (Source: Created by the authors according to Kedah, Z., 2023)

| Year | Spending on digital marketing, billion USD | Revenues from digital marketing, billion USD | Cost to income ratio, % |
|------|--|--|-------------------------|
| 2023 | 1.500 | 2.200 | 68.18 |
| 2022 | 1.300 | 1.800 | 76.92 |
| 2021 | 1.100 | 1.500 | 81.82 |
| 2020 | 900 | 1.200 | 75.00 |
| 2019 | 700 | 1.000 | 70.00 |

According to Table 2, the ratio of business expenditures on digital marketing to the income received from its implementation in the e-commerce system of business structures has been trending upward over the past 5 years. In 2023, this ratio was 68.18%, which means that for every dollar spent on digital marketing, businesses received 68.18 cents in revenue.

This growth is due to the following factors:

- Increase the effectiveness of digital marketing.
- Increased competition between companies.

It should be noted that cost-to-income ratios can vary greatly across industries and companies. Companies with a stronger brand and a larger customer base may have a lower cost-to-income ratio. Table 3 shows the main benefits of a digital marketing strategy.

Table 3. The main advantages of a marketing strategy in the digital environment. (Source: Created by the authors based on Semenets-Orlova et al., 2021)

| Benefit | Description |
|--------------------------------------|---|
| Increase brand visibility | Digital technologies allow businesses to be more visible to potential customers through tools such as websites, social media, and search engine optimisation. |
| Increase in sales | Digital technologies can help businesses increase sales through methods such as e-commerce, online advertising, and content marketing. |
| Improved customer service | Digital technologies enable businesses to provide better customer service through tools such as live chat, email, and social media. |
| Increased return on investment (ROI) | A digital marketing strategy can help businesses increase the ROI of their marketing investments by leveraging digital technologies more effectively. |

The central stage of a marketing strategy aimed at building trust during purchases is to create an image of the target audience, conduct segmentation, if required, and, accordingly, develop a customer journey map (hereinafter referred to as the "CJM"). A CCM is an important tool that reflects the interaction of a consumer with a company, brand, product, or service. It is a complex process that includes all the steps from the emergence of a consumer's need to the moment of purchase and further use (Semenets-Orlova et al., 2021).

The CPC reflects the steps and stages that a customer goes through along the path of interaction with a product or company. It is analogous to a sales funnel, but with a more detailed approach, as the PDA reveals the customer's emotional state, expectations, and satisfaction at each stage. This map allows you to identify problem areas and weaknesses that may arise on the customer journey, which in turn gives the company the opportunity to take measures to improve the quality of service, simplify the purchase process, and increase customer satisfaction.

The PDA also helps to determine the optimal allocation of the advertising and marketing budget, focusing efforts on those stages that have the greatest impact on the customer's decision. This is fully in line with the concept of performance marketing, where the emphasis is on maximising results and efficient use of resources (Megits, Aliyev, Pustovhar, Bielialov & Prokopenko, 2022).

A PPC can be developed on the basis of global research in large companies, involving not only marketers but also business intelligence specialists. The use of various business intelligence tools also helps to more accurately identify customer touchpoints with a product or company, making the process as efficient as possible and emphasising the importance of understanding customer needs and feedback (Kovalchuk, Ko-bets & Zaburmekha, 2019).

For a smooth transition to the performance marketing strategy, the customer journey map (CJM) should be considered as a detailed report on all possible points of communication between the customer and the company. As part of a performance marketing strategy, this journey map may include the following key touchpoints:

1. *Contextual advertising.* Creation of specialised ads that are contextually relevant to user requests in search engines.
2. *Targeted advertising.* Placing ads on social media platforms and other resources with precise targeting of the target audience.
3. *Search engine results.* Ensuring the company's presence in search engines so that users can find the necessary information.
4. *Company website.* Creating and maintaining an official website where customers can learn more about products and services.
5. *Marketplaces.* Placing products or services on online platforms to attract a larger audience.
6. *Company pages on social media.* Creating an active presence in social networks to communicate with consumers and support the brand.
7. *Review sites.* Collaboration with platforms for user reviews and impressions of products.
8. *Blogs and third-party sites, affiliate placements.* Collaboration with third-party bloggers and resources to increase product awareness.
9. *Email and SMS campaigns.* Interaction with consumers via email and text messages to inform and distribute promotions (Wibowo, Chen, Wiangin, Ma & Ruangkanjanases, 2021).

In the context of performance marketing, it is recommended to focus efforts on these specific points of contact, abandoning less effective ones, such as TV advertising, radio advertising, and billboards. It is important to note that the choice of contact points should be based on the results of the target audience analyses conducted at the initial stage. It is also necessary to clearly define the key indicators that will be used to measure the results at each stage of interaction. It is proposed to use the key indicators listed in Table 4 in this study.

Table 4. Key indicators that will be used to measure results at each stage of interaction. (Source: Created by the authors based on Peña-García, Gil-Saura, Rodríguez-Orejuela & Siqueira-Junior, 2020)

| Point of contact | Key indicators | Explanation |
|------------------------------------|--|---|
| Contextual advertising | Click-through rate (CTR) | Percentage of users who clicked on the ad |
| | Cost per conversion (CPC) | Ad spend divided by the number of conversions |
| Targeted advertising | The ratio of conversions to visits | The ratio of conversions to website visits |
| | Cost per conversion (CPC) | Ad spend divided by the number of conversions |
| Search engine results | Click-through rate (CTR) | Percentage of ad clicks out of the total number |
| | Ranking in the search results | Ad position in search results |
| Company website | Bounce Rate | Percentage of users who left the site without taking any action |
| | Average Session Duration | Average time spent on the website |
| Marketplaces | Product or company rating | User rating of a product or company |
| | Number of orders/purchases | Number of orders or purchases made |
| Pages in social networks | Engagement | The number of interactions caused by the content |
| | Shares | Number of times the content was shared on social media |
| Sites with reviews | Product/service rating | User rating of a product or service |
| | Number of positive/negative reviews | Distribution of positive and negative reviews |
| Blogs and third-party sites | Attendance and duration of sessions | Number of visits and average session duration |
| | Number of clicks to the company's official website | Number of users who went to the company's website |
| Email newsletters, SMS newsletters | Percentage of emails/messages opened | Percentage of users who opened emails/messages |

After creating a KPI, selecting contact points and appropriate engagement channels, and defining key indicators to be calculated at each stage of interaction, an important step is to implement a set of analytical and call-tracking tools and CRM. This integrated system helps to build end-to-end analytics that provides deep insights into customer interactions.

One of the key components is an analytics system that allows you to track the effectiveness of each communication channel and point of contact. This allows us to find out which channels are most effective in driving traffic, converting customers, and generating real orders. Implementing a call-tracking system allows you to understand which specific sources lead to phone calls, analyse the quality of service and conversion to these calls (Peña-García, Gil-Saura, Rodríguez-Orejuela & Siqueira-Junior, 2020).

An important stage is the implementation of a CRM system. The main task of these systems is to ensure control over all channels of communication with customers and automate the sales process. This includes maintaining a customer database, interacting with customers at different stages of interaction, automatically processing orders, and providing appropriate support.

The coordinated work of the analytics and CRM systems in synergy allows you to build an end-to-end analytics system that helps track the entire customer journey from the first contact to the completion of the purchase. This method of analysis makes it possible to accurately determine which communication channels really bring traffic and real customers, as well as which need to be optimised or discontinued.

In the first stage, you need to determine the best way to organise a CRM system that will best suit your company's needs. Typically, there are two main approaches to CRM organisation: cloud-based CRM systems and on-premises systems. Each of these approaches has its own advantages and features that should be taken into account when choosing (Vakulenko, Shams, Hellström & Hjort, 2019).

Cloud-based CRM systems are a popular choice due to their flexibility and accessibility. One of the main advantages of such systems is the ability to access data from anywhere in the world, as information is stored on remote servers. This is especially useful for companies with distributed teams or branches. Other positive aspects include the relatively low cost of implementation and support, as no large infrastructure is required (Prokopenko et al., 2021).

The implementation of CRM systems affects consumer confidence in a multifaceted and significant way. CRM, or customer relationship management, is becoming an increasingly integral part of the customer relationship strategy for many companies. CRM allows companies to create more personalized customer relationships. By collecting and analysing customer data, companies can provide personalized services and recommendations. This makes customers feel that their needs and requirements are really taken into account.

Also, CRM systems facilitate communication between the company and consumers. They allow you to store all customer data on one platform, which allows you to contact them with information and offers that are relevant and valuable to them. This interaction increases the level of trust as consumers feel that the company is listening to them and responding to their needs. These systems help companies to store information about the history of customer interactions. This continuity in the relationship helps to maintain long-term relationships and increases trust.

It is obvious that the implementation of CRM systems has a positive impact on customer trust by creating conditions for personalized relationships, improved communication, and interaction history. This makes them more loyal and satisfied customers who trust the company's brand and products more (Rahmayani & Reski Nofrialdi, 2022).

In the world of e-commerce, emotional intelligence plays a key role in interacting with consumers and shaping their positive impressions. The ability to understand and respond to consumers' emotions is becoming crucial for success. Interaction is not limited to transactions. Emotional intelligence helps to analyze reviews, social media posts, and other signals that indicate customer satisfaction or frustration. Increasing customer satisfaction by supporting their emotional needs becomes a strategically important element. Consumers who feel emotionally connected to a brand or platform are more likely to stay loyal and become loyal customers. Another important aspect is the ability of e-commerce to adapt to consumers' emotional expressions. For example, personalized approaches, interactive features, and the study of individual emotional reactions allow for more effective marketing strategies and offers that meet the unique needs of consumers.

By implementing performance marketing by an in-house marketer, a company can ensure that a specialist is involved in all aspects of the business. An in-house marketer usually has a deeper understanding of all business processes and strategies, which can contribute to more effective planning and implementation of marketing activities (Kulyniak, Ohinok & Rachynska, 2021).

In particular, one of the advantages is the ease of transferring cases and knowledge to other specialists when it comes to expanding the staff or replacing a specialist. However, it is important to note that finding the right specialist can be a challenge. Effective performance marketing requires a broad range of skills, and finding a specialist with all the necessary knowledge and experience can be a time-consuming task (Ali Iliyasu & Daramola, 2023).

Also, if a business has to implement all processes and tools from scratch, it may either need to hire additional marketing staff, which will be costly, or outsource. When choosing this approach, a company should carefully weigh up all the pros and cons, as the success of performance marketing implementation will depend on it.

The option where the transition to the performance concept is carried out by a marketing agency under the supervision of an in-house marketer is the best. Involving a marketing agency will allow you to attract specialists with all the necessary skills and, most often, with experience in implementing performance marketing. Having an in-house marketer overseeing the transition will speed up the process and facilitate further work.

DISCUSSION

Martynenko et.al. (2023) notes that e-commerce has become a key tool in building consumer trust in brands and products. The author's point of view fully coincides with the results of this study. It is worth noting that online platforms provide consumers with access to objective and diverse information about products and services. The information includes reviews, ratings, testimonials, and reviews that allow consumers to make educated decisions when shopping. According to the researcher, the availability of information helps to increase consumer confidence in the quality and characteristics of products. This position only confirms the data obtained in this study.

The article by Bannikova (2022) highlights the importance of interaction between Ukrainian migrants and the European labour market. Considering this topic in the context of the discussion on digital marketing, it can be noted that digital marketing strategies can play a key role in attracting and adapting migrants to the European labour market. They can help facilitate communication and interaction between potential employers and IDPs, which can contribute to their better integration and successful adjustment to the new market context.

The study by Bezrukova et.al. (2022) emphasises the importance of digitalisation in the modern global economy. In considering this aspect for discussion, it is important to discuss the impact of digital strategies on the overall development of the economy and the competitiveness of companies. Digital marketing can influence investment attraction, change the structure of markets, and promote a new quality of interaction between business entities.

The study by Dykan et.al. (2021) investigates the synergistic effect in a business network. One of the key benefits of e-commerce is the ability for consumers to interact directly with brands and sellers through online channels. This ability to discuss issues, ask questions, and receive answers gives consumers a sense of transparency and connection. Consumers can express their opinions, voice complaints, or thank them for the quality of service. This interaction improves the customer experience and helps build brand trust.

Samoilikova, Herasymenko, Kuznyetsova, Tumpach, Ballova, & Savga, (2023) focuses on the role of emotional intelligence in the development of organisational leadership during a pandemic. By discussing this aspect in the context of digital marketing, it is possible to highlight how digital strategies affect the way companies interact with their audiences through various digital channels. It is important to reveal how the emotional connection created through digital tools influences the creation of positive brand perceptions, building customer loyalty, and increasing customer commitment.

The article by Semenets-Orlova, Klochko, Tolubyak, Sebalov, & Rudina, (2020) explores the change in customer interaction under the influence of digital technologies. E-commerce is significantly changing the marketing strategies of companies. By collecting and analyzing large amounts of consumer data, companies can create personalized marketing campaigns. This allows you to precisely target ads and offers to the individual needs and preferences of each customer.

Considering the above studies, it can be argued that digital marketing plays an important role in improving product quality, the competitiveness of companies, interaction with the audience, and leadership development in organisations. According to the analysis, we can identify key trends and directions for implementing digital strategies to achieve positive results in today's digitalised world.

CONCLUSIONS

Digital marketing in today's business environment is proving to be an integral part of the strategic success of companies. Analysing the various aspects of digital marketing reveals a number of key benefits it offers. First and foremost, this approach allows businesses to improve not only the quality of their products but also to strengthen interaction with consumers through a personalised approach and effective communication.

This article examines the role of e-commerce in building consumer trust in brands and products. E-commerce plays an extremely important role in building consumer trust. The main reason for this is the availability of information and the ability to interact with consumers through online channels. It provides consumers with the opportunity to obtain comprehensive and objective information about products and services, which helps build trust. It allows consumers to research product details, compare their characteristics, and choose the best option based on the opinions of others. This creates a favourable atmosphere for making informed decisions.

In turn, online e-commerce platforms allow consumers to interact with brands and sellers directly. This ability to discuss issues, ask questions, and receive answers provides consumers with a sense of transparency and connection that helps build trust. Ensuring data security and privacy is a key aspect of e-commerce. Companies are investing considerable effort in ensuring that consumers' personal information is protected, which helps to create trust that their data will be handled safely.

Possible areas for further research include a more detailed analysis of the impact of digital marketing on the competitiveness of companies and consumer behaviour. It is also important to study the effectiveness of new technologies and digital marketing tools in increasing customer loyalty and sales growth. Additionally, the impact of digital marketing on internal communication in organisations and leadership development can be analysed. Unlocking the potential of digital marketing to improve business performance in a dynamic world is also worth exploring in the future.

ADDITIONAL INFORMATION

AUTHOR CONTRIBUTIONS

Conceptualization: *Anastasiia Mostova*

Data curation: *Maciej Potwora*

Formal Analysis: *Volodymyr Saienko*

Methodology: *Maciej Potwora, Iryna Zakryzhevskaya*

Resources: *Anastasiia Mostova, Vitalii Kyrkovskiy*

Supervision: *Volodymyr Saienko*

Investigation: *Maciej Potwora, Anastasiia Mostova*

Project administration: *Volodymyr Saienko*

Writing – review & editing: *Iryna Zakryzhevskaya, Volodymyr Saienko*

REFERENCES

1. Ali, Iliyasu, & Daramola, R. (2023). Evaluating Entrepreneurial Skills Needed by Business Education Students for Self-employment in Colleges of Education, Kano State. *Futurity Education*, 3(2), 111–121. <https://doi.org/10.57125/FED.2023.06.25.07>
2. Bannikova, K. (2022). Ukrainian refugees and the European labour market: socio-cultural markers of interaction. *Amazonia Investiga*, 11(56), 9-17. <https://doi.org/10.34069/AI/2022.56.08.1>
3. Bezrukova, N., Huk, L., Chmil, H., Verbivska, L., Komchatnykh, O., & Kozlovskiy, Y. (2022). Digitalization as a trend of modern development of the world economy. *WSEAS Transactions on Environment and Development*, 18, 120–129. <https://doi.org/10.37394/232015.2022.18.13>
4. Dykan, V., Pakharenko, O., Saienko, V., Skomorovskiy, A., & Neskuba, T. (2021). Evaluating the efficiency of the synergistic effect in the business network. *Journal of Eastern European and Central Asian Research*, 8(1), 51–61. <https://doi.org/10.15549/jeecar.v8i1.646>
5. Karapetov, A., & Rakhimov, T. (2021). Future event-marketing in an economically unstable environment. *Futurity Economics&Law*, 1(2), 20–28. <https://doi.org/10.57125/FEL.2021.06.25.4>

6. Kateryna Onopriienko, Kornélia Lovciová, Martina Mateášová, Anzhela Kuznyetsova and Tetiana Vasylieva (2023). Economic policy to support lifelong learning system development & SDG4 achievement: Bibliometric analysis. *Knowledge and Performance Management*, 7(1), 15-28. [https://doi.org/10.21511/kpm.07\(1\).2023.02](https://doi.org/10.21511/kpm.07(1).2023.02)
7. Kedah, Z. (2023). Use of e-commerce in the world of business. *Startupneur Business Digital (SABDA Journal)*, 2(1), 51-60. <https://doi.org/10.33050/sabda.v2i1.273>
8. Kovalchuk, S. V., Kobets, D. L., & Zaburmekha, Y. M. (2019). Modeling the choice of strategies of marketing management of enterprise personnel. *Naukovyi Visnyk Natsionalnoho Hirnychoho Universytetu*, (2), 163–173. <https://doi.org/10.29202/nvngu/2019-2/17>
9. Lina, L. F., & Ahluwalia, L. (2021). Customers' impulse buying in social commerce: The role of flow experience in personalized advertising. *Jurnal Manajemen Maranatha*, 21(1), 1–8. <https://doi.org/10.28932/jmm.v21i1.3837>
10. Martynenko, M., Losheniuk, O., Demchenko, H., & Osypenko, N. (2023). Developing and implementing future digital marketing strategies: toward improving product quality and competitiveness. *Futurity Economics&Law*, 3(1), 63–84. <https://doi.org/10.57125/FEL.2023.03.25.07>
11. Megits, N., Aliyev, S., Pustovhar, S., Bielialov, T., & Prokopenko, O. (2022). The «Five-Helix» Model as an effective way to develop business in Industry 4.0 of selected countries. *Journal of Eastern European and Central Asian Research*, 9(2), 357-368. <https://doi.org/10.15549/jecar.v9i2.920>
12. Mints, A., Marhasova, V., Hlukha, H., Kurok, R., & Kolodzieva, T. (2019). Analysis of the stability factors of Ukrainian banks during the 2014-2017 systemic crisis using the Kohonen self-organizing neural networks. *Banks and Bank Systems*, 14(3), 86–98. https://www.researchgate.net/publication/335670166_Analysis_of_the_stability_factors_of_Ukrainian_banks_during_the_2014-2017_systemic_crisis_using_the_Kohonen_self-organizing_neural_networks
13. Mosa, R. A. (2022). The Influence of E-Customer Relationship Management on Customer Experience in E-Banking Service. *International Journal of Academic Research in Business and Social Sciences*, 12(2), 193–215. <https://doi.org/10.6007/ijarbss/v12-i2/12195>
14. Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767. <https://doi.org/10.1108/jima-03-2018-0059>
15. Ovcharova, S. (2022). On the relationship between digitalization and the national smart economy model to achieve strategies of innovative progress. *Futurity Economics&Law*, 3(3), 28–38. <https://doi.org/10.57125/FEL.2022.09.25.04>
16. Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6), e04284. <https://doi.org/10.1016/j.heliyon.2020.e04284>
17. Prokopenko, O., Toktosunova, C., Sharshieva, N., Zablotska, R., Mazurenko, V., & Halaz, L. (2021). Prospects for the Reorientation of Investment Flows for Sustainable Development under the Influence of the COVID-19 Pandemic. *Problemy Ekorozwoju*, 16(2), 7-17. <https://doi.org/10.35784/pe.2021.2.01>
18. Rahimian, S., Shamizanjani, M., Manian, A., Rahim, M., & Assistant, E. (2020). Developing a Customer Experience Management Framework in Hoteling Industry: A Systematic Review of Theoretical Foundations. *Journal of Business Management*, 12(3), 523–547. <https://doi.org/10.22059/jibm.2020.292231.3718>
19. Rahmayani, O., & Nofrialdi, R. (2022). The effect of utilization of social media Instagram @nanarfshop on buying interest of Fisipol Students university ekasakti Padang. *Journal of Law, Politic and Humanities*, 2(2), 85–94. <https://doi.org/10.38035/jlph.v2i2.89>
20. Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), e02690. <https://doi.org/10.1016/j.heliyon.2019.e02690>
21. Roy, S. K., Gruner, R. L., & Guo, J. (2022). Exploring customer experience, commitment, and engagement behaviours. *Journal of Strategic Marketing*, 30(1), 45–68. <https://doi.org/10.1080/0965254x.2019.1642937>
22. Sanakuiev, M., Mykhalchenko H., Semenda, O., & Vdovichena, O. (2023). Information marketing: the essence, characteristics, and trends of development. *Futurity Economics&Law*, 3(1), 16–27. <https://doi.org/10.57125/FEL.2023.03.25.02>
23. Samoilkova, A., Herasymenko, V., Kuznyetsova, A., Tumpach, M., Ballova, M., & Savga, L. (2023). Effect of Education on Ease of Doing Business in Conditions

- of Innovation Development: Factor Analysis and Multiple Regression. *Marketing and Management of Innovations*, 14(2), 208-217.
<https://doi.org/10.21272/mmi.2023.2-19>
24. Semenets-Orlova, I., Halytska, N., Klochko, A., Skakalska, I., & Kosyuk, N. (2019). Information exchange and communication infrastructure in the public sector. Paper presented at the CEUR Workshop Proceedings, 2588. <https://ceur-ws.org/Vol-2588/paper43.pdf>
 25. Semenets-Orlova, I., Klochko, A., Tolubyak, V., Sebalo, L., & Rudina, M. (2020). Functional and role-playing positions in modern management teams: an educational institution case study. *Problems and Perspectives in Management*, 18(3), 129-140.
[https://doi.org/10.21511/ppm.18\(3\).2020.11](https://doi.org/10.21511/ppm.18(3).2020.11)
 26. Semenets-Orlova, I., Teslenko, V., Dakal, A., Zadorozhnyi, V., Marusina, O., & Klochko, A. (2021). Distance learning technologies and innovations in education for sustainable development. *Estudios de Economía Aplicada*, 39(5).
<https://doi.org/10.25115/eea.v39i5.5065>
 27. Solihin, D. (2020). Pengaruh Kepercayaan Pelanggan Dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Online Shop Mikaylaku Dengan Minat Beli Sebagai Variabel Intervening. *Jurnal Mandiri : Ilmu Pengetahuan, Seni, Dan Teknologi*, 4(1), 38-51.
<https://doi.org/10.33753/mandiri.v4i1.99>
 28. Susiang, M. I. N., Suryaningrum, D. A., Masliardi, A., Setiawan, E., & Abdillah, F. (2023). Enhancing Customer Experience through Effective Marketing Strategies: The Context of Online Shopping. *SEIKO: Journal of Management & Business*, 6(2), 437-447.
<https://doi.org/10.37531/sejaman.v6i2.5235>
 29. Vakulenko, Y., Shams, P., Hellström, D., & Hjort, K. (2019). Online retail experience and customer satisfaction: the mediating role of last mile delivery. *The International Review of Retail Distribution and Consumer Research*, 29(3), 306-320.
<https://doi.org/10.1080/09593969.2019.1598466>
 30. Wibowo, A., Chen, S.-C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2020). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and Customer Experience. *Sustainability*, 13(1), 189.
<https://doi.org/10.3390/su13010189>
 31. Zaid, Sudirman, & Patwayati, Patwayati (2021). Journal of Asian Finance Economics and Business, 8(4), 983-992.
<https://doi.org/10.13106/jafeb.2021.vol8.no4.0983>
 32. Zhang, X., Chen, H., & Liu, Z. (2022). Operation strategy in an E-commerce platform supply chain: whether and how to introduce live streaming services? *International Transactions in Operational Research*. <https://doi.org/10.1111/itor.13186>

Потвора М., Закрижевська І., Мостова А., Кирковський В., Саєнко В.

МАРКЕТИНГОВІ СТРАТЕГІЇ У СФЕРІ E-COMMERCE: ПЕРСОНАЛІЗОВАНИЙ КОНТЕНТ, РЕКОМЕНДАЦІЇ ТА ПІДВИЩЕННЯ ДОВІРИ ПОКУПЦІВ

Цифровий маркетинг є ключовою стратегічною складовою сучасного бізнес-середовища, сприяючи підвищенню конкурентоспроможності компаній. Метою дослідження є аналіз впливу цифрового маркетингу на якість продукту та конкурентоспроможність організацій. Розглядаючи різні аспекти цифрового маркетингу, автори статті розкривають його роль у вдосконаленні продукту, залученні нової аудиторії та утриманні лояльних клієнтів. Зокрема, цифровий маркетинг допомагає створювати зміст, спрямований на індивідуальні потреби споживачів, та забезпечує ефективне використання онлайн-каналів комунікації. Аналіз досліджень переконливо демонструє тісний зв'язок між цифровим маркетингом та поліпшенням якості продукту. Ця стратегія надає підприємствам можливість активно взаємодіяти зі своєю аудиторією, здобувати відгуки від клієнтів, а також налагоджувати продуктові характеристики згідно з їхніми потребами. Серед ключових переваг цифрових інструментів варто відзначити здатність аналізувати споживчий попит і передбачати ринкові тенденції, що в свою чергу дозволяє реагувати на зміни вчасно та ефективно. Поліпшення якості продукту не є єдиним бенефіціантом цифрового маркетингу. Крім цього, він сприяє залученню нової аудиторії та зберіганню лояльних клієнтів. Це досягається завдяки змістовному індивідуальному зверненню до потреб споживачів, допомагає визначити їхні унікальні вимоги та переконати, що продукт відповідає їхнім очікуванням. Не менш важливо відзначити роль івент-маркетингу в цьому контексті. Цифровий маркетинг може підсилити ефективність івент-заходів, поліпшуючи їх поширення та залучення аудиторії. Події можуть бути спеціально налаштовані на збільшення взаємодії зі споживачами, що сприяє не лише підвищенню свідомості про продукт, а й глибшому залученню аудиторії до бренду. Загалом, цифровий маркетинг є важливою стратегією, що допомагає підприємствам і поліпшувати якість своїх продуктів, і досягати високої конкурентоспроможності. Його можливості в

забезпеченні взаємодії з аудиторією, адаптації до змін і поліпшенні клієнтського досвіду визначають його центральну роль у сучасному бізнес-середовищі. Основними висновками дослідження є те, що цифровий маркетинг означає розвиток бізнесу в сучасному цифровому світі. Він забезпечує компаніям можливість залучити увагу цільової аудиторії, підвищити її зацікавленість та взаємодію з продуктом. Результати аналізу підтверджують, що цифровий маркетинг є необхідним для досягнення успіху в динамічному конкурентному середовищі.

Ключові слова: е-комерція, маркетингові інновації, розвиток бізнесу, просування ринку, цифрове середовище, соціальні мережі

JEL Класифікація: M3, M31