

Система управління взаємовідносинами з клієнтами (CRM) є прикладом системи маркетингової інформації. CRM-система зберігає та впорядковує інформацію про клієнтів (контактну інформацію, історію покупок і вподобань). Це також дозволяє підприємствам ділити клієнтів на групи на основі їхніх даних і відстежувати, як клієнти взаємодіють з ними з часом.

Висновки: В умовах невизначеності ринкового середовища, яке характеризується нестабільною економічною ситуацією в країні, підвищується значимість, прийнятих на підприємстві рішень у сфері маркетингу. Маркетингові інформаційні системи є одним з найпотужніших інструментів прийняття маркетингових рішень керівництвом підприємства, тому що у кінцевому рахунку, саме маркетинг є тією галуззю знань, яка дозволяє прогнозувати і прораховувати майбутнє підприємства.

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INTERNET MARKETING IN UKRAINE: PROBLEMS AND PROSPECTS

This study helps to reveal the still low level of public trust in the Internet, which negatively affects the development of Internet marketing.

The process of Internet marketing development in Ukraine is significantly different from the path of advanced European countries and the USA:

- access to the Internet in Ukraine has a much smaller share of the population;
- The Internet in Ukraine is still more accessible to people with an above-average income level;
- provision of high-quality communication and the level of computer literacy of the population of Ukraine remains insufficient.

In my opinion, the full potential of the Internet in Ukraine is not used to its full extent due to a lack of understanding of its advantages compared to traditional mass media and means of advertising.

Taking into account the situation that has developed today in the field of Internet marketing, it is possible to predict the following directions of development of this industry in the future:

1. Growth in the specific weight of Internet trade in the field of commodity-money relations, increase in the total volume of virtual turnover.

2. Strengthening of competition between subjects participating in the Internet trade market.

3. The emergence of new types of goods and services in the segment of Internet marketing offers.

4. In the demand segment - increasing the level of customer demands and increasing their criticality towards the process of choosing a specific offer of goods or services.

5. Strengthening of the legal regulation and conditions of conducting Internet trade. Emergence of additional conditions of control and regulation of Internet marketing on the Internet.

6. Strengthening the integration of the domestic Internet market into the global one.

An important tool of Internet marketing is the organization of company websites, which act as the main carrier of marketing information and modern manifestations of interactive behavior and relationships among market participants [7, p. 79-82]. Unfortunately, in the Ukrainian sector of the Internet space, the information that is traditionally presented on the websites of companies is rather superficially informative with weak signs of advertising, which makes it impossible to use it as a real Internet resource that creates conditions for effective production, commercial and marketing activity.

Conclusions. The influence of Internet technologies on the marketing activities of the enterprise is growing. In the conditions of the modern world market, new information technologies and the Internet allow to reduce the costs of the company's marketing functions. Therefore, the perspective of further research in this direction should be an in-depth study of the peculiarities of the use of Internet technologies in marketing communications.

The popularity of Internet marketing is growing not only among business companies, but also among ordinary Internet users who want to promote their sites and blogs.

Therefore, despite all the difficulties, more and more companies include Internet marketing in the list of tools used in the market. At the same time, an increasing number of companies use the Internet at all stages of their activities. For many companies, the question is not whether to use the Internet, but what budget to allocate for it and how to allocate it.

Today, the development of Internet marketing is closely related to the situation and prospects for the development of Internet trade. In connection with the rapid development of scientific and technical progress, Internet marketing is not only gaining relevance, but is also gradually turning into the main form of communication with consumers of many business entities in various industries and spheres of the national economy.

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