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**THE INFLUENCE OF INFORMATION TECHNOLOGIES
ON THE DEVELOPMENT OF MARKETING LOGISTICS**

R. Sodoma, PhD in Economics

ORCID ID: 0000-0002-5020-6440

Lviv State University of Life Safety

M. Kohut, PhD in Economics

ORCID ID: 0000-0001-8275-134X

H. Marutiak, lecturer

ORCID ID: 0000-0002-7986-3401

Lviv National Agrarian University

A. Kordonska, PhD in Economics

ORCID ID 0000-0002-5316-9630

Institute of Political Science,

University of Warmia and Mazury in Olsztyn (Poland)

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Содома Р., Когут М., Марутяк Г., Кордонська О. Вплив інформаційних технологій на розвиток маркетингової логістики

У статті досліджено сутність маркетингової логістики. Деталізовано маркетинго-логістичні цінності для клієнта та маркетингові інструменти. Розкрито особливості функціонування маркетингових та логістичних систем в умовах масштабних цифрових змін. Визначено цифровий маркетинг як важливий інструмент для забезпечення ефективної та конкурентних переваг. Проаналізовано особливості використання різних каналів цифрового маркетингу в Україні. Акцентовано на сучасному розвитку маркетингу, у центрі уваги якого залишаються інтереси й потреби споживачів, і детально окреслено період розквіту маркетингової логістики. Визначено перспективи розвитку вітчизняних підприємств у нових умовах інформаційного середовища. Розкрито проблеми впровадження сучасних інформаційних технологій в економіці України. Запропоновано основні тенденції розвитку цифрових маркетингових інструментів та їхній вплив на результативність бізнесу. Окремий акцент зроблено на діджитал-маркетингу, як сучасному та актуальному інструменті. Запропоновано підприємствам відмовитися від свого традиційного, довгого підходу до розроблення маркетингової кампанії на користь швидкості прийняття рішень в «інформаційній кімнаті», що є можливим за умов використання діджитал-маркетингу. Досліджено основні проблеми на шляху до ефективного застосування цифрового маркетингу з метою охоплення цільової аудиторії та збільшення обсягів продажу продуктів. Створено стратегічний маркетинговий план економічної діяльності, що полягає в розробці, серед іншого, місії та цілей даного проекту, виявленні потенційних груп реципієнтів (сегменти ринку), визначенні цільового ринку, виборі продукту та технології, визначенні позиції продукту проти конкуренції. Визначено, як здійснюється професійна маркетингова діяльність підприємствами, що надають засоби виробництва та послуги.

Ключові слова: маркетингова логістика, інформаційні технології, цифровий маркетинг, інтеграція бізнес-процесів, маркетингові інструменти.

Sodoma R., Kohut M., Marutiak H., Kordonska A. The influence of information technologies on the development of marketing logistics

The article investigates the essence of marketing logistics. Marketing and logistics values for the client and marketing tools were detailed. Features of functioning of marketing and logistic systems in the conditions of large-scale digital changes are opened. Digital marketing is identified as an important tool to provide effective and competitive advantages. Peculiarities of using different channels of digital marketing in Ukraine are analyzed. Emphasis is made on the modern development of marketing, which focuses on the interests and needs of consumers, and outlines in detail the heyday of marketing logistics. Prospects for development of domestic enterprises in the new conditions of the information environment are determined. The problems of introduction of modern information technologies in the economy of Ukraine are revealed. The main trends in the development of digital marketing tools and their impact on business performance are proposed. Particular emphasis is placed on digital marketing as a modern and relevant tool. Companies are encouraged to

abandon their traditional, long-term approach to developing a marketing campaign in favor of speed of decision-making in the "information room", which is possible with the use of digital marketing. The main problems on the way to the effective use of digital marketing in order to reach the target audience and increase sales are explored. A strategic marketing plan of economic activity has been created. This strategic marketing plan consists of developing, among other things, the mission and goals of this project, identifying potential groups of recipients (market segments), defining the target market, product and technology selection, product position against competition. It is determined how professional marketing activities are carried out by enterprises that provide means of production and services.

Key words: marketing logistics, information technologies, digital marketing, business process integration, marketing tools.

Introduction and the problem statement. The logistical element of marketing poses a number of problematic questions for entrepreneurs. In particular, significant funds are directed to formation of new brands and improvement of alternative algorithms for sales promotion and the promotion of trademarks. However, they mostly remain under-noticed by consumers. Sometimes the number of people involved in marketing and logistics does not correlate with sales results.

Considerable attention is paid to Digital marketing, which remains one of the main directions of enterprise development. Brands are rapidly refining plans to target digital commerce, investing in digital operations, and some experiments with digital products or packaging.

A central element of digital marketing education is the digital transformation of technologies and business processes, which provide technology-mediated coordinated interaction to create and maintain flows between users, developers and owners within the digital economy.

Coverage of the current state and development of marketing logistics is necessary in this publication and indicates the relevance of the chosen topic for research.

Analysis of recent research and publications.

The development of theoretical foundations of marketing logistics is devoted to the works of domestic and foreign scientists, such as H. Plahuta (2018) [5], H. Rudenko (2020) [6], N. Chukhrai (2012) [8], R. Sodoma (2020) [7], V. Yakubiv (2019) [16].

Unequivocally, in the conditions of market relations the role of marketing in business structures at maintenance of their steady market positions and acquisition of consumer advantages should not be underestimated [10]. However, the development and further implementation of marketing programs of the enterprise require appropriate financial support for a long period of time. Unfortunately, in the practical sphere, marketing activities in most cases are not sufficiently secured financially and consistent with the plans of related functional units, which ultimately lead to the emergence of cross-functional conflict situations [11].

In particular, according to F. Kotler, the history of marketing is identical to the history of the market, which determines the commodity-money nature of the relationship between producer (seller) and buyer of goods, in order to benefit both participants in the process [4].

It is worth noting that marketing concepts are mainly understood as the system and the main direction of the enterprise under the influence of market laws, which are appropriate in a particular situation and provide an opportunity to make a profit.

J. Dittle also expresses the position that the origin of marketing does not come from management, but from economics, especially from market issues and (imperfect) competition. In particular, he emphasizes that marketing is useful, in particular, for decision-making on the allocation of economic resources, ensuring long-term development of the organization and its competitive advantage [1].

According to M. Moylenberg, until the 1950s the emphasis was on the difference between agricultural marketing and general marketing theory. As a result, it was thought that farmers have limited contact with the final recipients (consumers), thus have limited opportunities to implement a marketing complex and they work in a state-regulated industry [13].

The first American, according to P. Drucker, who applied marketing in practice around 1850, was the inventor of the harvester Cyrus McCormick [2; 3]. He used such basic tools of modern marketing as: market research and market analysis, pricing policy, after-sales service, spare parts delivery and customer service, rental, etc.

Also, the first books describing the theory of marketing appeared in the United States around 1900. These books summarized the experience of enterprises operating in the market of industrial goods (including agricultural raw materials) and intermediaries [15]. The

introduction of the principles of sustainable socio-economic development, the use of modern infrastructure, obtaining the necessary high-quality services and ensuring a high level of well-being of every citizen, create opportunities for the effective development of a prosperous community.

The purpose of the article. The main task of the article is to demonstrate information technologies and their impact on the development of marketing logistics.

Presentation of the main material. Marketing logistics should be defined as a set of measures for planning, organization, accounting, control, analysis and regulation of all operations. The purpose of marketing logistics is the movement and warehousing associated with the flow of finished products in the period from the end of production lines to the arrival of the product on the markets, as well as the distribution channel needed to organize and ensure interaction between enterprises and their markets [5, p. 147].

The specificity of marketing activities is that the subject of influence on marketing tools are mainly consumers, not suppliers (buyer – bidder). Spatial and economic fragmentation of producers is accompanied by insufficient development of market organizational structures (including so-called primary wholesale, which would be integrated with segmented offers), as well as market infrastructure (including market information) and lack of tradition in the use of intensive marketing.

The basis for formulating strategic concepts is SWOT-analysis, which is worth using its strengths and capabilities in the environment and preliminary marketing analysis. Preliminary marketing analysis

consists of the following elements: research of customer needs and preferences, analysis of trends in the micro and macro environment, analysis of market and demand trends, competition analysis and analysis of market satisfaction in selecting specific activities and target markets.

We consider the choice of industries and production activities as the main strategic decisions of economic entities. In general, it should be noted that among the many potential areas of production, it is recommended to choose those that have the greatest opportunities for sale, and those that are characterized by the highest level of profitability, taking into account the natural and economic conditions of the economy

Assessing potential profitability, one should concern prices and other economic conditions projected in future seasons of production and trade, rather than in the past. Another strategic decision concerns the establishment of a development strategy, ways of competition and gaining a competitive advantage. Marketing theory emphasizes that, in general, individuals who choose one of the following types of competitive advantage achieve better results: a) striving to maximize sales by minimizing unit costs and selling prices; b) the ability to distinguish their proposal from the rest, for example, through quality; c) concentration on a particular group of buyers or geographic market.

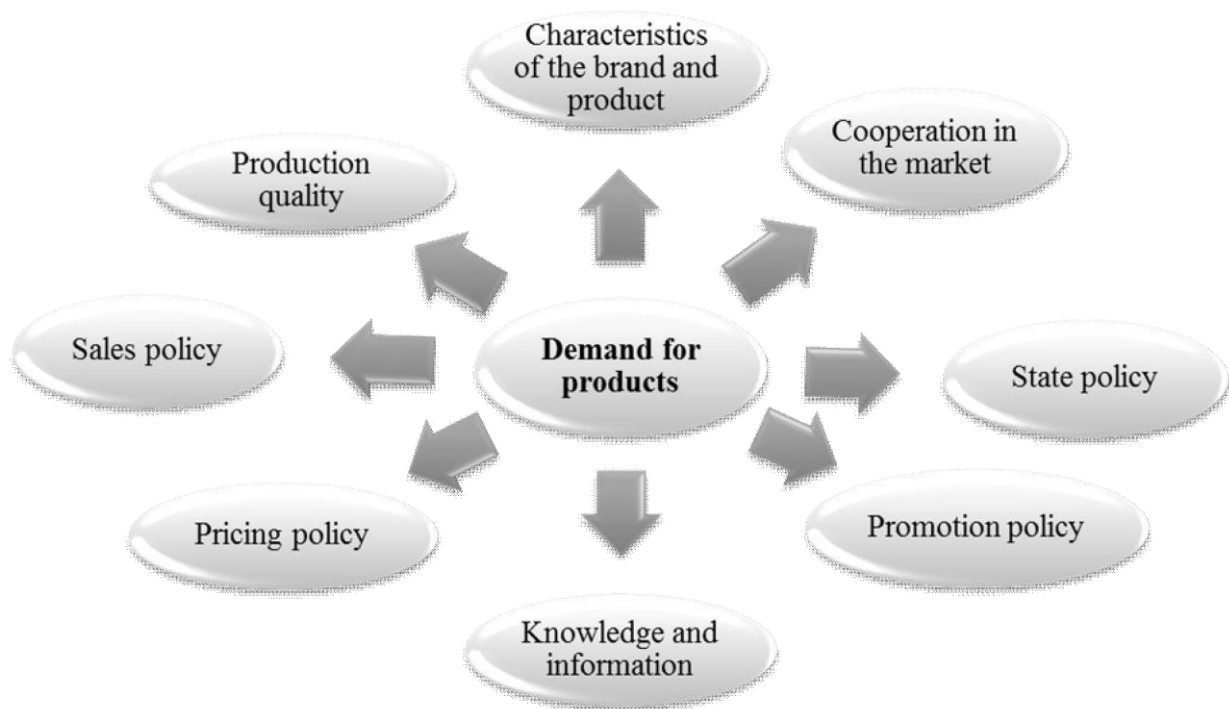


Fig. 1. The most important marketing tools.

Source: compiled by the authors.

In this context, it seems that the emergence of products (as an element of so-called commercial quality) plays too large role among the procurement criteria. It is often associated with the intensification of the use of synthetic substances in production processes and preparation for sale. The importance of special certificates and quality marks awarded by government agencies, consumer organizations or producer organizations, such as the Eurepgap system, is growing. If we consider the developed market relations, the processes of integration of marketing and logistics become relevant. These processes form the interaction of two or more concepts of leadership. The interaction of market-oriented marketing as a management concept and logistics as a flow-oriented management concept creates opportunities to increase the material and information utility and value of products evaluated by the buyer and customer (Fig. 2).

The main areas of the enterprise activities are the value for the buyer, in turn, the brand and supply chain must be strategically linked. The areas of demand creation (marketing) and demand satisfaction (logistics)

should not be considered as separate aspects. They must be linked through supply chain management systems. As a result, values will be delivered to buyers, consumers in the most efficient way.

This integration forms the basis for allocation in the overall complex of logistics, marketing logistics, which provides customers (buyers) with a wide range of opportunities to dispose of the product.

Using digital marketing, marketers must answer questions and form areas of advertising development that will have the highest results:

- Naturally evaluate marketing tools based on sales results [14];
- Digital in terms of the volume of the advertising market is almost equal to television and has reached almost half of advertising budgets, and therefore, it is vital to make specific calculations for it;
- Digital as a channel is very multifaceted, so there are many tools that can be used in different combinations [12, p. 21].

The effectiveness of using different channels of digital marketing is shown in Fig. 3.

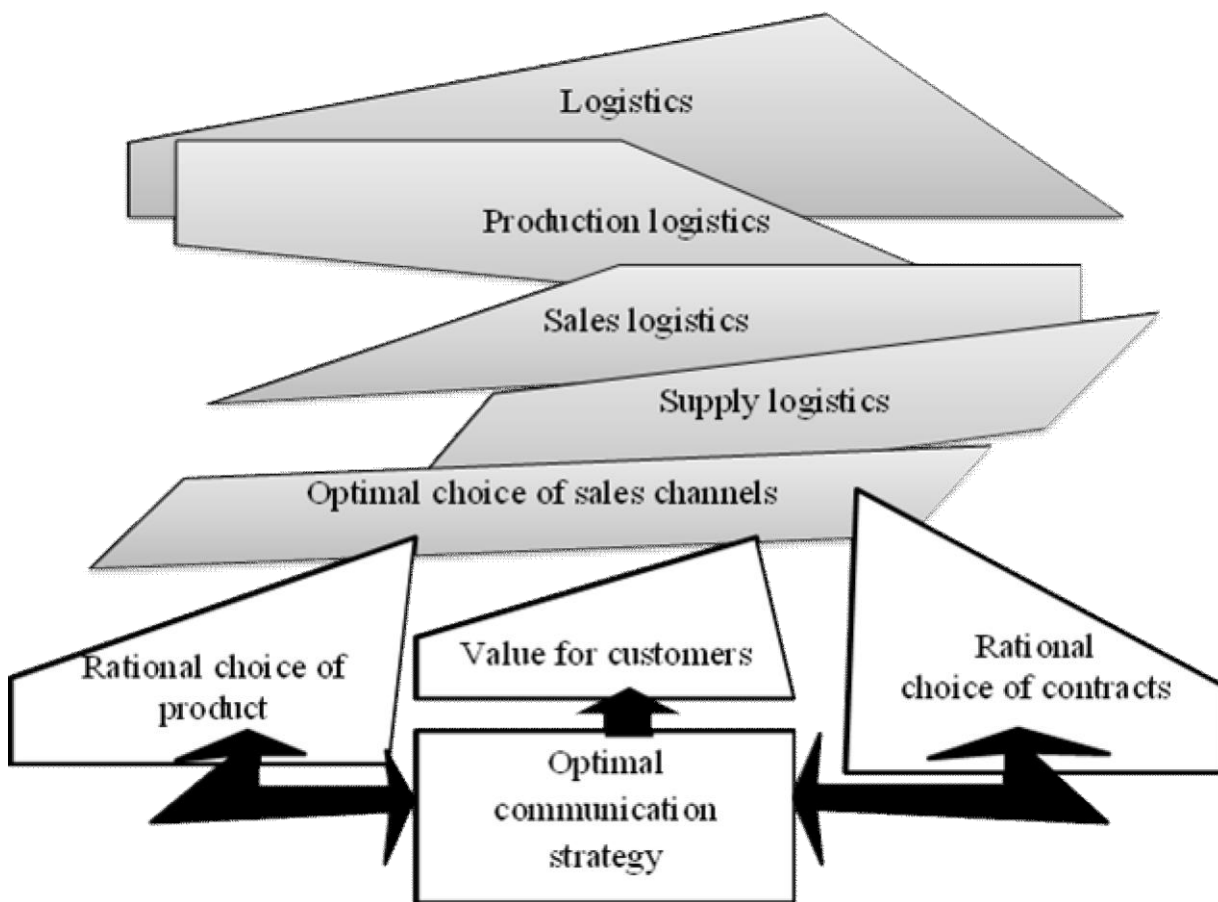


Fig. 2. Marketing and logistics values for the client.

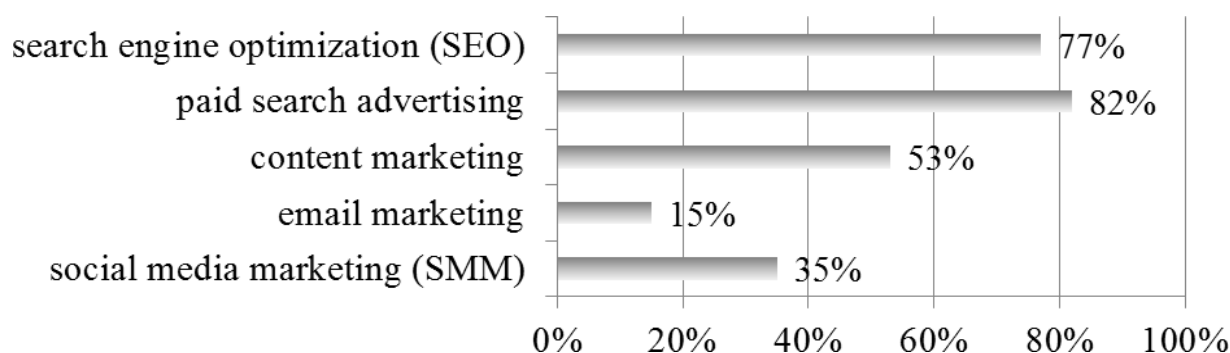


Fig. 3. The effectiveness of the use of different channels of digital marketing in Ukraine [9].

Digital marketing remains the most advanced aspect, as the points of interaction with consumers are developing rapidly. Leading companies are investing to discover new ways to remember brands and customer relationships as they research or buy products. Many companies are now experimenting with contextual communication, thus providing relevant communications closer to the place of acquisition. For example, this includes geo-targeted or personalized ads. Companies are also exploring new areas that develop marketing paradigms, in order to form a short, such as 3-second advertising.

Conclusions. The asymmetry of cross-border markets complicates the development of quality marketing products that are aimed at promoting the interests of rural areas in the border regions of Ukraine. Because it forms a kind of "branding stereotypes" in the eyes of potential investors and consumers of relevant goods and services.

Professional marketing is a means of strengthening the economic strength of the enterprise and reducing the depreciation of its income by market mechanism. Recommended measures in the framework of integrated marketing also include the following elements: participation of producers (for example, through producer groups) in further links in the food chain, modern knowledge and information, effective pricing, active promotion, counteraction to market monopolization. In the production of raw materials for the needs of processing enterprises and trading companies should develop partner marketing, which leads to the development of mutually beneficial long-term contacts based on mutual trust and friendly relations.

Thus, the analysis allows us to conclude that the most common areas of application of digital marketing programs are social media management and automation and content marketing. While there are still many

skeptics who reject the effectiveness of digital marketing technologies, it must be agreed that today's progress seems vulnerable without their use. The Internet of things / services offers a fantastic opportunity for marketers / businesses. Products or services that are sold on the market, ordered or integrated into the system, will increase customer retention. These trends in the use of digital marketing must be captured by marketers for successful implementation.

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