

К. Г. Наумік-Гладка, О. В. Птащенко
Харківський національний університет Семена Кузнеця

ВЗАЄМОЗВ'ЯЗОК КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМНИЦТВА ТА ІНТЕРНЕТ-МАРКЕТИНГУ

© Наумік-Гладка К. Г., Птащенко О. В., 2016

Проаналізовано сучасний стан формування інформаційної економіки в Україні, зроблено обґрунтовані висновки щодо розгляду поданого питання.

Також автори виокремлено взаємозв'язок розвитку інформаційного простору з появою новітніх комунікаційних інструментів у маркетингу. Таким комунікаційним інструментом сьогодні є інтернет-маркетинг.

Інтернет-маркетинг передовсім надає споживачеві можливість отримати інформацію про товари. Будь-який потенційний споживач може, використовуючи Інтернет, отримати інформацію про товар, а також купити його. Хоча, якщо там не буде інформації про один товар, або він її не знайде, то, швидше за все він придбає інший товар у конкурента.

Застосування методів інтернет-маркетингу націлене на економію коштів (на заробітній платі працівників відділів продажів і на рекламі), а також на розширення діяльності компаній (перехід з локального ринку на національний та міжнародний ринок).

Ключові слова: інформація, інформаційна економіка, інформаційне суспільство, інформаційні технології, Інтернет-маркетинг.

К. Naumik-Gladka, O. Ptashchenko
Simon Kuznets Kharkiv National University of Economics

RELATIONSHIP OF COMPETITIVENESS OF ENTREPRENEURSHIP AND INTERNET-MARKETING

© Naumik-Gladka K., Ptashchenko O., 2016

In the presented article the authors analyze the current state of the formation of the information economy in Ukraine, make grounded conclusions regarding the submitted questions.

Also, the authors identify the relationship of information space with the appearance of new communication tools in marketing. Internet marketing now is the such kind of communication tool.

Internet Marketing is primarily providing consumers with an opportunity to receive information about products. Any potential customer can use the Internet to get information about the product and buy it. However, if there is no information about a product, or he did not find it, then most likely he will buy another product from a competitor.

The usage of internet marketing methods is aimed at saving money (on sales staff salary and advertising), as well as the expansion of the company (the transition from the local market at the national and international market). The usage of new marketing tools of Internet marketing will provide an opportunity to improve the efficiency of doing business on the Internet, that is to reduce production costs, to make more effective marketing research, to

automate the process of sale and purchase and informing the customers, to conduct market analysis, to increase process communication link between buyers and sellers.

Key words: information, information economy, information society, information technology, Internet marketing

Statement of the problem. The information environment today is diverse and has significant influence on the formation and development of entrepreneurship. Information flows form an unique information space, which in turn defines the major trends of the market development and its infrastructure.

Now the introduction of Internet technologies in trade, social and consumer services is a fundamental phenomenon of society.

The entrepreneurship is characterized by high competition among a large number of wholesale and retail establishments that offer similar products which necessitates the solving of problems of companies adaptation to constant changes in external competitive environment

Thus, under these conditions, the usage of Internet technologies to improve the competitiveness of Ukrainian enterprises becomes one of the most important areas of economic development and needs the scientific grounding of the relevant methodology.

There is a lot of publishing on aspects of electronic productive organizations in the Internet environment recently

Analysis of recent research and publications. Therefore, works of many authors are devoted to researches in the field of information technology and Internet technology, for example, the methodological basis of the study of the information society belongs to Bell D. [1], Toffler E. [14], Schumpeter J. [17].

But the matter does not lose its relevance in the present, because Internet technologies are developing rapidly, there are always new tools for solving economic tasks.

It is necessary to emphasize that problems of information resources are also important and explored in the works of many authors, for instance such as Drucker P. [2], Ponomarenko V. [10, 12].

Concerning the usage of modern marketing tools and information technology, Internet marketing process management, research results set forth in the works of O. F. Grishchenko, S. M. Illyashenko, F. Kotler, D. Klots and others were analyzed.

Goals of the article. It should be noted that although the problems of the combination of information technology and marketing today are thoroughly investigated, but they have not explained structurally in the works of foreign and domestic scientists.

All this necessitates the systematization of knowledge and practical methods of usage of Internet technologies in the marketing activity of the company.

The aim of the article is to examine the relationship of Internet technologies and competitiveness of entrepreneurship in terms of marketing distribution policy formation.

The main material of research. The sales policy is a set of interrelated elements of marketing sales activity aimed at customer satisfaction through optimal use of the marketing potential of a company and on that basis, sales efficiency [5].

Broadly speaking a sales policy is a process of distribution of products manufactured by the company, and after-sales service process. Marketing policy, in its turn, includes both the functions of sales activity and the process of encouraging buyers to purchase products, as well as the process of goods and services creation, focusing on the needs of consumers. Therefore, it should be borne in mind that marketing activities are broader than sales [5].

The main elements of the marketing sales policy of a company are: products transportation, products modification and development, storage of products, contacts and interaction with consumers.

E-commerce is the general term for the process of buying and selling, supported by electronic technology. The emergence of the Internet has marked a revolution in the field of organization and conducting of economic activity. There are new lines of business and existing ones have changed

fundamentally. So, the achievements of scientific and technological progress formed the basis on which e-commerce takes place [6].

Will the electronic distribution channels be a dominant force of distribution policy depends greatly on what advantages and disadvantages has this high-tech method of products distribution and how much will these advantages and disadvantages will show themselves on the market in the nearest future.

The advantages of electronic distribution channels include:

- Global scale and area. Internet opportunities let expand the search for business partners and facilitate market research significantly. Thus, the best way to offer the goods or services can be provided on the basis of complete information;
- Convenience and quickness of a transaction, availability of the user's access to information from any location without any additional costs;
- Database management and the ability to establish new relationships;
- Lower costs of sales and marketing;
- Productivity and flexibility of processing, professionally designed and well "promoted" Web-site is a powerful tool and active promotion of a company, its products and services provided on the market [8].

All the advantages mentioned above have a high potential to become essential ones, usually under certain market conditions. So, any company will be able to promote products worldwide, having a global scope and Internet coverage as assets. Both small business and large one with millions of customers will be able to change their offers so as to meet the needs of small market niches and market micro-segments due to the information processing and possibilities offered by database management. These are exactly the opportunities provided by electronic distribution channels based on Internet technologies.

However, along with the benefits, there are also some disadvantages of e-commerce. Distrust in e-commerce in general is a major cause failures of online shopping among Internet users in Ukraine. Generalizing the basic causes inhibition of e-Commerce in Ukraine Ukrainian analysts distinguish the following one: lack of appropriate legislation on credit cards and electronic signature.

Means of Internet technologies as innovative methods of trading companies provide trading opportunities to expand the boundaries of product markets, to provide consumers with better information in terms of product and create new ways to compete.

The process of e-commerce covers such operations of commercial enterprises as: market monitoring, which provides information about the consumers' needs, product portfolio, bids of competitors and customers ordering, after sales service and additional services. [9]

Thus, the introduction of such innovation requires companies implement a set of measures based on its own innovation development strategy chosen and causes determining of the amount of the related costs. Among these measures the formation and implementation of the communication policy of every new Internet project take significant place.

E-commerce, which is now well established in trade, has a variety of forms. This allows enterprises to choose a version based on available financial, technical and technological capabilities, as well as defined development objectives

Thus, among the options for implementing Internet technologies in sales depending on the functionality of e-commerce the following formats are optimal: Internet-shops with incomplete cycle of servicing, Automatic e-shops, Internet storefronts (fig. 1).

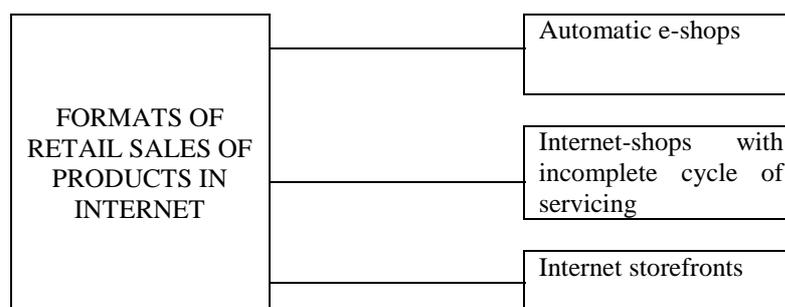


Fig. 1. Main formats of the Internet trade

The options of formats of Internet commerce functioning in Figure 1 differ by the level of complexity of implementation thereof and accordingly by the cost of implementation and maintenance, as well as by the trends of communication policy [16].

Disadvantages of electronic distribution channels:

- Virtuality of a contact with the real goods and delay in possession thereof, the interests of clients security;

- Logistics of the order has the speed or performance, inadequate to Internet speed;

- Absence of usage of motifs shopping, not related directly to the purchases.

Especially negative impact on the development of virtual channels is caused by the absence of opportunity to see the real product, try it and compare with other ones. The slowness of the order performance is also the essential barrier for most of consumers who do not want to expect for product even for a short period of time. The problems of security and social contacts of customers during their visit to the shop and purchase can reduce the attractiveness of such a quick and easy method of obtaining the product and satisfying of their needs as is Internet.

Unfortunately the distrust of consumers to goods purchase through electronic channels is related also to the absence of concrete or truthful description of its characteristics which lead to customer disappointment with the product. Another reason for the distrust is not a clear explanation of the ways of payment for the selected product and the methods of product obtaining. Distrust arises also because at the present stage of development of this method of selling there is no legal protection of consumers and users of electronic commerce [3].

The main reason for deceleration of electronic commerce in Ukraine is the weak economy and low living standards. Most Ukrainian citizens just do not feel a need for speedy and prompt service that can be provided by Internet; people do not understand why would they need it and, accordingly, they are not ready to pay for it. In the literature there is a view that even in case of the weak development of Internet, but with the presence of solvent users the e-commerce would have gone up rapidly [4].

Thus, the development of electronic distribution channels requires provision of legal obligations of manufacturers who use this method of marketing to clearly and truthfully reflect the information on product properties, to place high quality images of products, to prescribe the ways of payment for goods and also the way to get them for the buyer. For non-compliance with these requirements there should be provided the responsibility of manufacturers who posted false information.

Today the promotion of goods and services in Instagram is prospective. This social network is built on creating pages of so-called “Opinion leaders”. This system provides the opportunity to quickly gain a lot of people who sign up for proposed page through the usage of “bots” pages and to create the so-called “popularity rating”. This allows to create a quick promotion for any product or service. At the same time among, for example, 5 000 people subscribed to the page, 30% will be real people who see the “Opinion leader”.

It concerns not only the Instagram. The socio networks gain great popularity in modern marketing in e-economy. There are multiple ways for a modern company to use Social nets to influence on the clients and followers [5, 7, 15] (fig. 2).

First of all, it allows to create a consumer Awareness. Social media helps consumers get to know a company or a kind of business that they may have not been otherwise familiar with. It helps a company to inform the followers about exactly what your business provides and what it is intending to do to create brand identity and increase consumer awareness. Using Social nets may not lead to a plethora of new business right away, but it does help attract potential customers a company may have been missing.

Also the key item is Customizing Profile Pages. To better showcase the business and make it more searchable it is important to customize the company’s Social nets profile page. There are advantages of Social nets profile pages. They allow to select an own profile picture and background so the page matches the brand. Also keywords to help interested users find the profile could be used.

Utilizing Social nets helps increase the search engine ranking for the business website. Many search systems are based on “social signals,” which shows a business' presence on social media networks like Facebook and Tweeter, as a measurement as to what is credible on the Web. The more a business uses social net media, the more likely its websites are going to come up high in the results after an Internet

search. So the more customers, the more re-posts and the more likes and communications you have on Social nets, the better it is for your business' website. Another marketing method is to resend related posts from the business partners, clients and followers. The more a company communicates, the more followers will trust it and repost its different posts. Consider this as new economy free sales marketing.

Social nets is absolutely another means of communicating with people, so be sure to interact with your followers using keywords and hashtags. They are the SEO equivalent for Social nets. Talking privately with followers via direct messages allows a company to provide customer support privately which may lead to mentions from a satisfied customer. Direct message people with specific questions about the business and what a company offers, tag people in the posts and do not forget to re-post valuable posts that the followers have sent. This gives a company's Social nets account a personal touch, which is pleasant and attractive to customers.

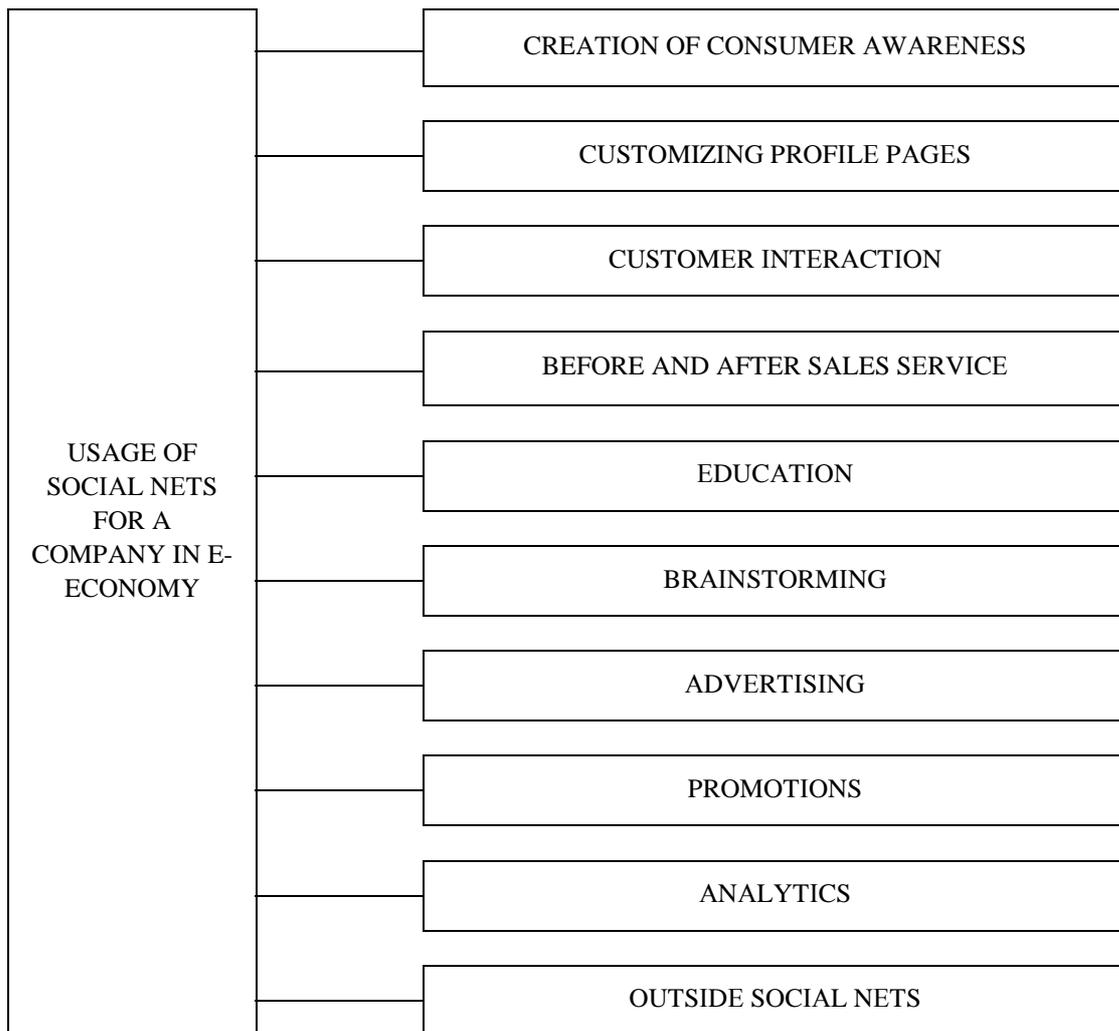


Fig. 2. Ways for a modern company to use Social nets

There is even more of demand to provide customer service after attracting new customers, and Social nets can help with that. Social nets has made businesses so accessible to the public that now, if something goes wrong or is not clear to a customer, often they will go right to Social nets to search and get service that way.

Beyond responding to clients, modern companies also would like to educate their Social nets followers and customers. It's not an action that is directly promoting the business; however, practical and helpful information that a company gives to the followers will only distinguish it further as an expert and a giver. For instance, posts links to helpful customer-related content could be presented. Also, the company could suggest giving people insider opinions of activities that might take place within the organization.

A company might also post pics revealing upcoming events or describing new products or services that the followers do not know about yet. If other Social nets users respond to that Posts or ask questions, a company may even answer them right away.

The reason why businesses that use Social nets actively and effectively have a personable recognizable voice on Social nets, really not formal one, is that people want to connect with people they like. So by being people and community-oriented with a company posts, one can only do good for the enterprising performance. Another way companies use Social nets is to promote community events, in addition to events that the business is involved in, and invite followers to attend them if possible. This generates a sense of community and also gives a company a chance to communicate some of the current or new customers face-to-face.

Using Social nets, a company can create a virtual brainstorming group whose size is only limited by the number of people who follow the company. Companies frequently come up with successful products and services by gathering people into a group and brainstorming ideas. For instance, if there are several possible ideas for a new product or service name, one can present them to the Social nets followers and let them discuss it.

Without any debt, businesses can use Social nets as a sales marketing tool for products, services and promotions.

One of the best ways to gain customers outside of promoted products is by running company's own promotions. A company could offer instant discounts, coupons, special products and contests through Social nets only. This encourages clients growth and results in reposts, further promoting the company. Promoted posts allows a company to promote individual posts. Promoted trends allows one to choose a topic related to the business appear at the top of the trends list on Social nets. This increases exposure and conversations related to the business. Also posting coupons and special promotions that only a company's Social nets followers see is a win-win for both a company and its followers. The company gain more followers by offering discounts and specials to people exclusively over the social media outlet and the customers are able to buy the products and services they need for less than the price of the competitors

Social nets's analytics let a company research which marketing tools are working. Social nets provides charts to show which promoted products work best, how every post is performing, more details about the followers and the amount of traffic Social nets is driving to the website. These analytics allow a company to ground marketing strategies depending on what works best for the business.

Social nets marketing does not have to occur just on Social nets. Place a link on a website or blog to encourage visitors to follow the company on Social nets. If a company has a promotion on Social nets, advertise it on the site or blog for more exposure.

Conclusions and perspectives of further researches. Thus the usage of submitted presentation of new marketing tools of Internet marketing will provide an opportunity to improve the efficiency of doing business on the Internet, that is to reduce production costs, to make more effective marketing research (online research), to automate the process of sale and purchase and informing the customers, to conduct market analysis, to increase process communication link between buyers and sellers.

If these conditions are met it can be safely stated that the electronic distribution channels are the future, because they are cheaper comparing to traditional ones, and producers, especially the small ones, of course will apply this method of marketing. This will enable manufacturers to save a lot of money and to reduce the cost of sales, which today often exceed the cost of production

Cost reduction, in turn, will positively affect the financial results of the company. In addition to the mentioned measures for the development of electronic distribution channels, it is necessary to implement special programs to explain to consumers the rules of usage of this specific form of marketing. Typically the process of trust formation to something new is often long and difficult, but the results should bring considerable benefits to producers.

1. Bell D. *The coming of post-industrial society: a venture in social forecasting* / D. Bell. – New York : Basic books, 1999. – 507 p. 2. Drucker P. *Management Challenges for the 21st Century*, M.: Вильямс, 2003. – 240 с.

3. Бізнес та Інтернет: користувачі, комунікації та співпраця [Електронний ресурс] / Інформаційні технології / Режим доступу: <http://ism.flybb.ru/topic220.html>. 4. Електронна комерція та електронний маркетинг [Електронний ресурс] / Інформаційні технології в інфраструктурі ринку/ Режим доступу: <http://educational.mariroz.com/InformTechVInfrastrRynku/lect/lect14.pdf>. 5. Збутова політика [Електронний ресурс] / Фінансово-інформаційний портал / Режим доступу: <http://finance-dom.ru/>. 6. Кнінус Л. В., Особливості використання збутової політики підприємства в мережі Інтернет // Економіка та управління АПК., 2014. – С. 68–72. 7. Наумік К. Г. Концептуальні підходи до вивчення Інтернет-комунікації як ресурсу постіндустріальної економіки / К. Г. Наумік // Управління розвитком : зб. наук. статей. – 2010. – № 6. – С. 134–138. 8. Переваги та недоліки збуту через Інтернет. [Електронний ресурс] / Інтернет комерція/ Режим доступу: <http://alpariweb.com/ua/info/www/info-10>. 9. Писаренко В. П., Використання Інтернет-технологій: перспективи розвитку. [Електронний ресурс]. – Режим доступу: <https://www.pdaa.edu.ua/sites/default/files/node/1820/pisarenkov.p.vikoristannypainternet-tehnologiyiperspektivirozvitku.pdf>. 10. Пономаренко В. С. Информационные системы в менеджменте / В. С. Пономаренко, Г. В. Назарова, А. И. Пушкарь, Р. К. Бутова, Е. Н. Ястремская: Учебное пособие. – Харьков: ХГЭУ, 1998. – 160 с. 11. Портер М. Э. Конкуренция. – М.: Изд. дом «Вильямс», 2000. – 496 с. 12. Современные подходы к моделированию сложных социально-экономических систем : монография / [под ред. В. С. Пономаренко, Т. С. Клебановой, Н. А. Кизима и др.]. – Х.: ИД «ИНЖЭК», 2011. – 273 с. 13. Способи формування попиту і стимулювання збуту використовуючі Інтернет-технології. [Електронний ресурс] / Планування маркетингу. – Режим доступу: <http://pidruchniki.com/1973011053719/marketing/>. 14. Тоффлер Е. Третья хвиля / Пер. з англ. А. Євси.-К.: Всесвіт, 2000. – 453 с. 15. Чернов А. А. Становлення глобального інформаційного суспільства: проблеми і перспективи. – М., 2003. – 240 с. 16. Шовкова О. А., Формування комунікаційної політики в інноваційних проектах підприємств [Електронний ресурс]. – Режим доступу: http://mmi.fem.sumdu.edu.ua/sites/default/files/mmi_2013_1_188_197.pdf. 17. Шумпетер Й. Теория экономического развития. Капитализм, социализм и демократия / предисл. В. С. Автономова. – М.: ЭКСМО, 2007. – 864 с.