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# Trends in Digital Marketing in the Context of the Development of Information Society

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**Abstract:** This article examines the trends of digital marketing in the context of information society development. Under the influence of informatization of society, the spread of innovative development of the economic environment are transformed all its components, including changing approaches to marketing, which uses more and more digital opportunities to increase its efficiency. In society, specific relationships are formed associated with the search, receipt, transmission, production and dissemination of information using information technology. Under the influence of informatization of society, the contemporary consumer and his requirements are changing, which is reflected in marketing activities. The reaction to the growing role of social networks and communities in consumer buying behavior was the formation of crowd marketing. Digital marketing is a contemporary tool for promoting a product, brand or brand through digital channels, and also uses a number of techniques that allow you to reach your target audience even in an offline environment. Digital marketing means that consumers, customers or society at large can access any information they need. Today, digital marketing is becoming an increasingly important tool for promoting almost any type of product compared to traditional marketing.

**Keywords:** *Globalization, informatization, information and communication technologies, Internet, marketing strategies, contemporary consumer, social networks.*

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## Introduction

In recent decades, information and communication technologies have become a key element in the development of the economy and society. Every minute more and more of society uses the Internet, signs up and surfs on social networks, digital innovations have an increasing impact on everyday life and become a significant component of everyday culture.

L. Marchuk (2012) notes that an important condition for building an innovative economy is the implementation of large-scale informatization of society, able to guarantee the conditions for the creation and rapid dissemination of new knowledge, which are now becoming the main driving force of economic and social development. Adequate information support is becoming an urgent requirement of the time, because it is information, along with science and human intelligence, producing new knowledge, begin to gradually change the foundations of contemporary society, give it the characteristics of a new type of society – information society. In this regard, there is a need to study the effects of innovative and informational factors of society and determine the mechanisms of their practical application.

Contemporary globalization processes and open markets, on the one hand, increase the opportunities for sales of goods and services of entrepreneurs, on the other hand, lead to increased competition and the need for constant and balanced struggle for a potential customer. It is almost impossible to form the necessary level of demand, increase the degree of price receptivity and product value in the eyes of consumers nowadays without the effective use of marketing. In these realities there is a need to update marketing strategies that will correspond to contemporary reality (Crouch, 2001; Gromova, 2020; Heyets et al., 2019; Khatsaiuk et al., 2021; Köves & Király, 2021; Kholodenko & Stepanok, 2011; Kolesnikov, 2012; LeeFlang et al., 2014; Melović et al., 2020; Nerubasska & Maksymchuk, 2020; Nerubasska et al., 2020; Ovcharuk et al., 2021; Rudenko, 2018; Saura, 2021; Shumaeva, 2014; Stallone et al., 2021; Zhou et al., 2019).

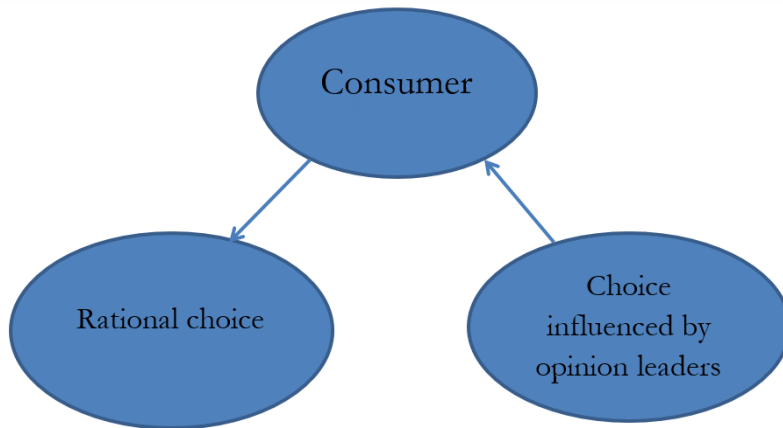
Under the influence of informatization of society, the spread of innovative development of the economic environment are transformed all its components, including changing approaches to marketing, which uses more and more digital opportunities to increase its efficiency. Thus, the purpose of this article is to identify and study trends in digital marketing in the context of information society development.

### **Characteristic features of informatization of society that affect the contemporary consumer**

One of the most important trends in contemporary society is the informatization of social relations. A special role is played by knowledge and information, which become the main resource for achieving social wealth. In society, specific relationships are formed associated with the search, receipt, transmission, production and dissemination of information using information technology.

Rapid and comprehensive informatization covers all areas of human activity, productivity increases and there is a permanent improvement in quality of life, which leads to an increase in human needs. Internet services, web portals, e-shops, trading platforms and various online financial and banking services, systems of enterprise software, e-financial services, online learning, e-mail, e-media, e-government have become commonplace today. In these conditions, businesses must be competitive and effectively sell their goods or services to consumers, taking into account the characteristics of informatization of society.

Under the influence of informatization of society the contemporary consumer and his requirements are changing. Today, the consumer always has access to the Internet, the buyer is more aware due to the availability of information about the desired product, has ample opportunities to communicate with other users, get feedback and real characteristics about the quality of goods or services. Such a consumer makes his informed choice, relying not only on the advice of friends and relatives, but also on reviews available on social networks. A variety of pages containing ratings such as TripAdvisor and Yelp, or comparing prices such as ceneo.pl and price.ua, allow consumers to make informed choices. At the same time, contemporary consumers depend on the opinion of others, do not always control the rationality of their whims, unconsciously being influenced by popular personalities or fashion on the Internet. Various YouTube, Instagram, TikTok influencers, opinion leaders inspire users of these social networks to buy "trendy" goods and services.



**Fig. 1.** *Contemporary consumer in terms of informatization of society*

Source: Authors' own conception

The way the consumer interacts with sellers, companies and institutions is changing, which is essential in the implementation of business activities, as the active movement of the consumer to the Internet and social networks affects the effectiveness of the methods chosen by entrepreneurs to sell goods and services.

Marketing activities aimed at shaping demand and meeting consumer needs should take into account the transformations of the contemporary consumer. With the proliferation of marketing opportunities rapidly emerging and the simultaneous expansion of digital capabilities, digital marketing is emerging as a contemporary form of marketing (Gumenna, 2016).

The reaction to the growing role of internet communities and social media in people's buying behavior was the formation of crowd marketing. The function of crowd marketing is to work on user reviews on the Internet so that they ultimately work on selling the company. In addition, as a result of the increase in the ranking and reputation of the company, it becomes more popular among the sites in the search engines. A working tool of crowd marketing is also communication with the audience, the purpose of which is to promote and increase sales. Crowd marketing has become a symbiosis of three approaches, but none of them in its purest form.

### **Digital marketing as a method of adaptation to contemporary realities**

Digital marketing is a contemporary method of achieving entrepreneurial goals through a variety of digital promotion channels.

Smartphones, which have become an integral part of life, provide unlimited opportunities for marketers. At the same time, with the help of digital marketing, it became possible to interact with consumers even in an offline environment, such as using applications on phones, sending sms, advertising on the streets, and more. Effectively use mobile marketing, advertising displays, POS-terminals, QR-codes that give an opportunity to get information, exhibition LCD stands with demonstrations, etc. Among the tools of digital marketing can be considered site optimization in search engines, Search Engine Marketing, customer-oriented strategy of enterprise development on the Internet, affiliate marketing, retargeting (Gumenna, 2016).

Belikova O., Fomichenko I., Shashko V., and Nikolaeva Y. (2020) note that the rapid development of information technology significantly affects the activities of domestic enterprises. In order not to lag behind competitors, but to stand out among them, companies need to pay close attention to digital marketing. If at the beginning of the development of marketing its improvement was focused on the product, then - on distribution and sales management, today the development of information and digital technologies significantly changes the marketing activities of the enterprise as a whole. In today's competitive environment, companies must be flexible to change both internally and externally and be able to adapt quickly.

Digital technologies today are the most important condition for achieving results in any area of business, which makes it possible to gain recognition among consumers and defeat competitors. Given the growth of Internet activity among the population, we can predict that the opportunities of the Internet will be increasingly used to develop their own small business. This means that digital marketing is no longer the prerogative of large companies alone. Contextual advertising, aimed at the right audience, becomes an affordable method of promoting goods and services.

The widespread use of telecommunications and social media on the Internet has changed the way marketers interact with consumers. Marketers are implementing contemporary work methods that are based on the use of digital instruments to stay ahead of companies that use traditional marketing methods. The use of electronic systems and devices that generate and process data creates new opportunities for influencing consumers, allows increasing the area of interaction with them. The advantage of innovative forms of marketing is their ability to be effective also in the virtual space (Krishen et al., 2021).

The popularity of social media has become a valuable resource for marketers. Considering the huge number of consumers in social networks, influencing their tastes and preferences, the possibility of promoting goods and services, increasing the brand's prestige and its relevance, increases. L. Dolega, F. Rowe, and E. Branagan (2021) investigate the dependence of the sales volume of a large online store on the dynamics of visits to social networks. The results of the analysis of such factors as activity on the website of this online store and in social networks, the number of orders and the volume of sales, showed that a significant dependence of the number of orders on social networks has not been established. At the same time, larger companies are using social media as an effective way to increase sales and achieve success.

Digital marketing means that consumers, customers or society at large can access any information they need. Today, digital marketing is becoming an increasingly important tool for promoting almost any type of product compared to traditional marketing. It is also possible that in the coming years, this type of marketing will become dominant due to the steady growth of its areas of application.

### **Marketing during the Covid-19 pandemic**

Alshaketheep I. A. K, A. A. Salah, K. M. Alomari, A. S. D. Khaled, and A. A. A. Jay (2020) present research on how the Covid-19 pandemic affects marketing developments. The authors argue that the Covid-19 pandemic provided companies with a great opportunity to move to real and honest marketing that will help address pressing environmental and social challenges around the world. The study found that the pandemic paved the way for ethical consumer decisions, changing the marketing style and strategies. It turned out that the impact of the pandemic was reflected in the tendency of consumers to choose companies that express empathy for their problems, offer various personal proposals, and make concessions aimed at overcoming the crisis. Various social programs, support and compassion have become key to digital marketing.

The times of the pandemic can be called as "the apocalypse of retail is approaching", and the heyday of e-commerce and online shopping. In turn, online stores are increasingly using large online platforms (for example, Amazon, Aliexpress, Rozetka, Allegro) as an alternative to their website. Although the elasticity of cross-channel sales has been established for many combinations of sales channels, it is not clear whether sales increase through the use of third-party platforms or, conversely, cannibalize retail sales. Indeed, the online market can complement the retailer's offer (for example,

attracting new customer segments), although the impact of inventories mitigates this complementarity. Alternatively, cannibalization can occur due to the loss of customers from your website to the online marketplace. On the basis of economic and mathematical modeling and analysis of data on the characteristics of sales of a large seller, E. Maier and J. Wieringa (2021) investigate the results of activities on such opposing resources as from the retailer's website, the number of buyers attracted through the market, personal online store and through other sources. For sellers of goods with a large assortment and low prices, retailer websites are an attractive source of sales. For all groups of sellers, selling through the market is the most cost-effective, while the prospect of strengthening buyers' power in the market can pose a potential threat to sellers.

V. Shankar and T. Kushwaha (2021) note that the rapid growth of multichannel (eg, Internet, call center, shopping agent, store) and the need for efficient allocation of resources between channels make it possible to better understand the effects between channels, ie the effects marketing efforts in one channel to disseminate the results of purchases in other channels. The authors expand a wide range of assumptions about interchannel effects based on the wideness of channels and the role of influence (informative, convincing). To verify the assumptions, the effect of channel marketing efforts on the results of purchases in different channels is modeled using a simultaneous system of equations. The model is evaluated using data from such industry, where sales are carried out by such channels as an exclusive agent, an independent agent, the Internet and call center. The influence of marketing actions in the channel on sales results is positive (since, for example, the Internet and other channels complement each other). The results provide a tool for analyzing the impact of the channel and allow managers to better plan their efforts to select and use the channel.

According to KPMG (2020) during the pandemic, consumers have a tendency to erode brand confidence, forcing companies to change their behavior in the new reality. Companies must develop a focus on meeting customer safety needs, be committed to environmental protection and social policy.

### **Contemporary challenges of digital marketing development**

Businesses face a duality in the development of marketing opportunities - companies may be limited in funds and opportunities or have low market awareness for the development of marketing opportunities, and yet, opportunities can be the key to the survival of the enterprise P.C.Patel,

C. Feng, and M. J. Guedes (2021) ask whether the ability of marketing helps companies improve their chances of survival and whether shortsighted marketing investments cause the required adaptation to increase the impact of marketing opportunities on the vitality of the enterprise. Businesses with limited resources can especially succeed as a result of a shortsighted marketing investment that transforms their capabilities. The authors' study found that companies realize the positive benefits of survival through marketing opportunities. A shortsighted investment in marketing has a beneficial effect on marketing activities in general, as well as on the viability of the enterprise, helping to overcome risks in the markets. Even with small-scale marketing opportunities and short-sighted marketing, the positive effects of their implementation are sustainable.

A great opportunity to improve the efficiency and financial results of a business, all things being equal, is to leverage marketing flexibility. Experienced professionals use these marketing properties to drive dynamic company growth and success. An important issue is the adequate combination of marketing flexibility with factors influencing productivity and volatility of market processes. A study by J. Zhou, F. T. Mavondo, and S. G. Saunders (2019) attempts to close this gap by arguing that marketing flexibility has both direct and indirect (through innovative opportunities, which is a common ability) impact on financial results. However, these relations are moderated due to market disturbances, which gives both indirect moderation and a moderate mediation effect. It was found that with a more stable market situation, the company's financial results are more influenced by the potential for innovative implementations and investments. The unstable situation in the market leads to a greater role of marketing activity and an indirect relationship between financial results and marketing flexibility is manifested.

The Internet has brought devastating changes to the business environment. Marketing under the influence of these changes is undergoing constant modifications and new methods and tactics of digital marketing appear. An important challenge for marketing professionals is to make the right choice among these many marketing opportunities that are optimal in terms of company abilities. E. M. Olson, K. M. Olson, A. J. Czaplewski, and T. M. Key (2021) offer business strategies such as prospectors, analyzers, low-cost defenders, and differentiated defenders that address the challenges of digital marketing, the ultimate goal of which is to help marketing professionals in the effective and efficient implementation of the company's strategy.



D. Herhausen, D. Miočević, R. E. Morgan, M.H.P. and Kleijnen (2020) explores the various possibilities of digital marketing in industrial companies. Important aspects of the expansion of contemporary industrial marketing as a result of digitalization are channels, social media, digital relationships and digital technologies. In the field of management practice, there are two gaps in marketing opportunities: the gap in practice - which determines the deficit between the "current" practice of managers and their "ideal" opportunities for digital marketing; and the knowledge gap, which demonstrates the significant gap between the transformations of digital marketing in industrial companies and the existing scientific knowledge that underlies it.

## **Conclusions**

Information and communication technologies have become a fundamental component of contemporary reality. Globalization processes and open markets today, on the one hand, increase sales opportunities for goods and services of entrepreneurs, on the other hand, lead to increased competition and the need for constant and balanced struggle for a potential customer, which is almost impossible without effective marketing.

One of the most important trends in contemporary society is the informatization of social relations. In society, specific relationships are formed associated with the search, receipt, transmission, production and dissemination of information using information technology. Under the influence of informatization of society the contemporary consumer and his requirements change. Today, the consumer has access to the Internet all the time, he is better informed about goods and services, which helps him to make an informed choice. At the same time, contemporary consumers depend on the opinions of others, unconsciously being influenced by popular individuals on the Internet, influencers and opinion leaders.

The way the consumer interacts with sellers, companies and institutions is changing, which is essential in the implementation of business activities, as the active movement of the consumer to the Internet and social networks affects the effectiveness of the methods chosen by entrepreneurs to sell goods and services.

Digital marketing is a contemporary method of achieving entrepreneurial goals through a variety of digital promotion channels. Smartphones, which have become an integral part of life, provide unlimited opportunities for marketers. At the same time, with the help of digital marketing, it became possible to interact with consumers even in an offline

environment, such as using applications on phones, sending sms, advertising on the streets, and more. Effectively use mobile marketing, advertising displays, POS-terminals, QR-codes that give an opportunity to get information, exhibition LCD stands with demonstrations, etc. Among the tools of digital marketing can be considered site optimization in search engines, Search Engine Marketing, customer-oriented strategy of enterprise development on the Internet, affiliate marketing, retargeting. In view of the growth of Internet activity among the population, the opportunities of the Internet will be increasingly used for the development of small businesses, and therefore digital marketing is no longer the prerogative of only large companies.

During the Covid-19 pandemic, consumers developed a tendency to erode brand confidence, forcing companies to change their behavior in the new reality. The pandemic provided businesses with a great opportunity to move to real and honest marketing that will help address pressing environmental and social challenges around the world.

The realities of the pandemic contributed to the flourishing of e-commerce and online shopping. Online stores, in turn, are increasingly using third-party online platforms, as well as other alternative sales channels.

Today, digital marketing is becoming an increasingly important tool for promoting almost any type of product compared to traditional marketing.

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