

It is also important not to confuse the concepts income effect and price effect. The difference between them is that Income Effect seeks to evaluate consumer spending habits based on a change in a consumer's income, while Price Effect seeks to evaluate consumer spending habits based on a change in the price of a good or service.

As a result, the income effect seeks to measure the change in demand for goods and services based on the change in consumer income. The change in spending habits will also depend on the specific type of product or service. If a consumer's income increases, they are willing to spend more, particularly on items of better quality. If a consumer's income decreases, they will spend less, particularly on items of better quality. Though they may spend more on items of inferior quality.

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MARKETING DIGITALIZATION IN CONDITIONS OF WAR (ЦИФРОВІЗАЦІЯ МАРКЕТИНГУ В УМОВАХ ВІЙНИ)

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This conference comes almost eight months into the war, an unfortunate milestone in this ongoing tragedy. The war in Ukraine has obviously affected many business processes, financial markets, employee management and service outsourcing. As it continues, both governments and businesses around the world are making difficult choices about how to engage in such dire circumstances. From government sanctions to business withdrawals, to giving humanitarian support, the world is watching the choices leaders are making in response to such a humanitarian crisis. It's a very tough operating environment. Humanitarian access is limited with rapidly changing minds, making it very challenging to deliver critical services and supplies. We basically have a quarter of Ukraine displaced, either displaced internally or they have become refugees, leaving and going mostly to neighbouring countries who have been phenomenal with their generosity, their humbling hospitality. How to support those who remain?

This is a time when marketing strategies must be re-examined – for businesses to survive and help the citizens of our country. The marketing activity of modern companies is one of the main directions in order to

ensure economic efficiency, security, competitiveness and financial sustainability of the strategic development of their business.

The relevance of the use of digital technologies in the management of enterprise marketing is due to the need for strategic changes by organizations in order to promote the growth in sales of their services in the context of digital transformation and the war crisis.

Due to humanitarian restrictions and events, many offices and shops have been closed. More people have switched to the Internet, where they buy the necessary goods and services. Usually, traditional press and television advertising has a wide reach, which is its strength, but traditional advertising has disappeared or, if exists, also captures a large part of the disinterested audience. In modern conditions, consumers are becoming more accustomed to targeted offers and tend to ignore everything that is not in their range of interests.

In marketing, digital technologies are used to coordinate the efforts of an enterprise to achieve strategic and operational milestones, taking into account market requirements, and ensuring interaction with customers and business partners through the transfer of information about products and services, as well as receiving, processing and analyzing marketing information.

The use of digital marketing tools brings targeting to a new level of efficiency and avoids interacting with an uninterested audience. It allows you to focus not only on the demographic sign of the consumer, but also on his interests and field of activity.

In our opinion, modern small firms and large companies in the Ukrainian economy, in order to provide the positive influence of advertising on the development of brand assessment and value in the eyes of consumers, need to make a smooth transition from multi-channel to omni-channel marketing, the essence of which is the ability to connect many communication channels used by the consumer, where the most important role is occupied by Social Media Marketing (SMM) and Community Management.

The relevance of these marketing technologies used in the management of enterprises advertising activities is due to the need for strategic changes by firms in order to promote the growth of product sales in the context of the digital transformation of Ukrainian and international economy. Especially for such sectors of the economy as catering sector and retail of consumer goods.

It is necessary to perform the following actions: set up contextual advertising in Google search results, as well as in partner advertising networks of these search aggregator; compose a semantic core for optimizing SEO promotion; and use UTM tags for further analysis of leads using Google AdWords tools.

The advantages of digital marketing for the showroom as part of the personalization of offers when promoting goods to customers are low cost

and long-term promotion, saving buyers' time, detailed statistics, conversion tracking, CTR, ROI and other indicators, and universality – promotion in the digital space with the help of marketing communications and channels. The reach and impact of such advertising and marketing promotion are higher than with traditional methods.

Thus, due to the use of digital technologies in marketing management, enterprises are able to identify their products and services in the market in comparison with other competing organizations, create an attractive image in the minds of consumers, focus on positive emotions, and form a group of permanent loyal consumers.

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МИТНА СТАТИСТИКА ЯК ДЖЕРЕЛО ІНФОРМАЦІЇ ПРО РИНОК ТОВАРІВ

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На ринках з великим впливом міжнародної торгівлі маркетолог може підвищити ефективність роботи, уважно вивчаючи імпортні постачання. Адже маркетинг активно працює із аналітичними даними. Компетенції в галузі досліджень ринків високо цінуються керівниками та дозволяють реалізовувати конкурентну стратегію компанії незалежно від того, який продукт вона реалізує. Збір інформації з ринку, в той же час, виступає досить трудомісткою функцією, при цьому дані, що часто отримуються, не відповідають вимогам репрезентативності та актуальності. Чим нижча якість даних, тим менш результативними будуть прийняті управлінські рішення.

Багато в чому цим обумовлений той факт, що сучасні маркетологи дедалі більше йдуть у нішу аналізу інтернет-активності та дедалі менше уваги приділяють роботі з реальним ринком. Це виправдано далеко не завжди, тому що не у всіх сферах онлайн-канали генерують основний потік споживачів та виручки. Добре, якщо значний обсяг такого ринку формують імпортні постачання. Тому важливим є виявлення того, які основні цілі можуть бути вирішені за допомогою роботи з митними базами даних і детальним вивченням імпортних поставок.

Останніми роками тематика імпортозаміщення є дуже популярною серед вітчизняного бізнесу. Цьому сприяє і проведена