

## 22.MARKETING RELATIONSHIPS IN THE DIGITAL ECONOMY

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**Introduction.** Digital transformation touches all spheres of social and economic life, defines new rules of relations between business entities and consumers. In the conditions of global competition, due to the increase in the number of new goods and services of higher quality, the primary task of manufacturers is the problem of attracting the attention of potential consumers. In today's world, the methods of influencing a potential buyer are changing rapidly.

Under the influence of these processes, relationship marketing is experiencing the greatest transformation, replacing traditional tools and technologies with digital ones. In the conditions of fierce competition for winning leading positions in the e-commerce arena, Internet technologies alone are not enough. Business owners increasingly prefer a broader, flexible and dynamic direction – digital marketing.

Unlike traditional marketing, digital and Internet marketing include the use of online channels and digital tools and technologies. This allows companies to apply individual approaches in communications with end consumers and organize their marketing campaigns interactively and in real time.

Most modern enterprises understand that their success depends on the implementation of a permanent marketing communication policy. This helps to

always stay in the information space, which makes it possible to monitor customer requests for this or that information. Also, one of the peculiarities of conducting business in modern conditions is its partial or complete transfer to the corresponding segment of Internet trade.

**Literature review.** Digital marketing provides two-way communication between the manufacturer and its real and potential customers. It is gaining advantage in marketing strategies as digitalization has become present in business and real social relationships are moving into the virtual world. This led to the creation of online communities that unite people from all over the world. Many foreign and domestic scientists note these trends in their writings.

The processes of sustainability and digital transition are highlighted in the work of the authors Rosário A. T. ra Dias J. C. [1]. The authors [2] note that the development of e-commerce directs the efforts of marketers around the world to the online environment, as the effect of «digitization» is observed in every field of activity. Research on the availability of social media in relationship marketing practices is considered in the paper [3]. The authors note that serious changes in the relationship between the enterprise and its consumers took place with the era of digitalization. Businesses that use social media can share information, engage and build trust with end recipients, and receive feedback from them that happens online. Because of this activity, relationship marketing is seen as a technological enabler of digital technologies.

In the authors' article Belikova O. Yu., Fomichenko I. P., Shashko V. O., Nikolayeva Yu. the peculiarities of digital marketing in modern conditions are considered, its advantages are determined, the need for the development of Internet marketing technologies for the promotion of goods and services as a hybrid technology in the conditions of the development of the information society is substantiated, the essence of digital marketing as targeted and interactive marketing of goods and services that uses digital technologies for attracting potential customers and keeping them as consumers [4].

In the article Strii L.O., Demchuk S.V. the results of the study of the processes of marketing activity in the conditions of the digital economy are presented, the main tools of digital marketing are considered [5].

Azhazha M., Wenger O., Fursin O. analyze the concept of digital marketing 4.0: its evolution, characteristics, typology [6]. Krymska, A. O., Balik U. O., Klimova I. O. consider the problems of digital transformation in the field of marketing, analyze new approaches and opportunities [7].

In the article [8] the essence of the concepts of digital and traditional marketing is considered, their comparative characteristics are carried out, popular digital channels are identified, suggestions are given for improving the innovative communication tool.

In the article [9] the authors note that Relationship marketing is based on the tenets of the customer experience management (CEM), which focuses on improving customer interactions to foster better brand loyalty.

The development of digitization processes caused certain changes in relationship marketing. This is reflected in the works of modern scientists. In work Marzena Góralczyk various approaches to relationship marketing are presented, as well as its application and significance for the functioning of enterprises in various spheres [10].

Robert Palmatier and Lena Steinhoff's work on relationship marketing in the digital age provides a comprehensive overview of contemporary relationship marketing, offers fruitful insights for marketing scholars and practitioners, and provides practical suggestions for successfully managing customer-seller relationships [11]. In the authors' article [12], the evolution of relationship marketing is considered, the main principles of relationship marketing are highlighted, and the role of technologies and digital tools in the implementation of this concept is considered.

The analysis of literary sources showed that the issue of relationship marketing development in the digital economy is relevant and is the subject of active scientific research. The relevance of solving the above-mentioned issues determined the choice of topic, goals and tasks of the submitted scientific publication.

**Results.** The task of the digital economy is the implementation of digital technologies in production, education, and medicine. This is what distinguishes the digital economy from the traditional economy, as it is consumer-oriented. Often, instead of the term «digital economy», the term «on-demand economy» is used. The key strategy of «digitalization» should be work with the internal market, and the key initiatives should be the formation of motivations and needs of consumers (businesses, the state, citizens) in digital technologies.

Norets, N.K. and Stankevich A.A. define «digital economy» as «a system of economic and political, social and cultural relations based on the use of digital (computer) information and communication technologies» [13]. The development of digital technologies and their introduction into everyday human life is changing traditional approaches to relationship marketing. This is facilitated by:

- individualization of production (manufactured products will meet the needs of each specific consumer);
- the communicative interaction of things within the Internet of Things becomes systemic and more customized to a specific consumer;
- mass production becomes individualized;
- virtual augmented reality creates a selective individual world for each person;
- consumer behavior is becoming more and more «digitized», analyzed, controlled, which is directed and regulated within the framework of relationship marketing;
- increasing polarization of human communities.

Based on the fact that consumers quickly get used to the level of digital service, solutions are offered that better meet their needs, increase accessibility,

provide ease of use and personalize services, taking into account the individual characteristics of the consumer and his interests.

Relationship marketing in the conditions of the digital economy is today a promising concept of service entrepreneurship, focused on covering all resources and types of activities in the process of organization, planning and management of communications with all subjects of the market network at each stage of the product life cycle. Relationship marketing is designed to ensure long-term relationships with the client, to achieve the goals of the parties involved in the agreement.

The concept of interaction marketing was proposed in the 80s 20th century by a group of scientists (IMR Industrial Marketing and Purchasing) from France, Germany, Italy, Sweden, Great Britain. In general, relationship marketing is a communication strategy aimed at retaining existing, attracting potential consumers and key business partners [14]. Based on this definition, the presence of constant «feedback» of a long-term nature determines the main idea of relationship marketing – the object of marketing management is not a collective decision, but relations (communication) with participants in business activities.

Relationship marketing is based on the principles of customer experience management (CEM), which focuses on improving interactions with customers to increase brand loyalty [9].

Rosário Albérico, Joaquim Casaca note that relationship marketing is the process of establishing, maintaining, and improving solid relationships with a company's customers and other stakeholders [15].

Relationship marketing is based on key principles, among which personalization, individual approach, trust and communication stand out. An important element of relationship marketing is communication, which ensures constant communication between the company and customers. Effective communications involve not only informing customers about new products or promotions, but also actively listening and responding to their requests and feedback. The use of various communication channels allows companies to stay in touch with customers and quickly respond to their needs.

An important role in the implementation of relationship marketing is played by information technology and digital communications, which allow companies to quickly respond to market changes and consumer needs. Social networks, email marketing, data analytics and artificial intelligence help to ensure constant communication with customers, increasing their level of engagement and loyalty [12].

Communications in digital marketing allow you to reach the target audience even in an «offline» environment (use of applications in phones, sms/mms, advertising displays on the streets, etc.). In addition to the Internet, digital media includes digital television, radio, monitors, displays, and other digital means of communication. Communication strategy in relationship marketing is the ability to predict in the field of information and communication systems of the enterprise within the short-term period in order to achieve the long-term goals of the latter. Marketing communication policy is the development of the entire system of

marketing communications, their integration with modern technologies, with the aim of informing consumers and optimizing sales.

The complex of marketing communications of the enterprise is inseparable from the strategy of the development of the information system of the enterprise, and it is understood as a set of marketing tools (direct marketing, advertising, public relations) that facilitate the exchange of knowledge about the enterprise's products, about its reputation, image with existing and potential consumers or customers and ensure its survival in a competitive environment.

In accordance with the traditional approach, the following marketing communication tools are distinguished:

- advertising is the most visible part of the communication complex, manifested in the presentation and promotion of goods and services on a paid basis with the help of mass media. According to the definition of the American Marketing Association: «Advertising is any form of impersonal presentation and promotion of commercial ideas, goods or services paid for by a clearly defined customer» [16]. Although advertising has a greater ability to reach large numbers of people at once than other elements, it is less powerful in stimulating immediate behavior change. In addition, the contact between the advertiser and the audience is indirect, one-way, and advertising needs more time to convey information to the consumer, change his attitude, and create mutual understanding or trust between the two parties;

- sales promotion – incentive measures that are short-term and used to encourage the purchase or sale of a product or service;

- propaganda – stimulation of demand for a product or service, which is indirect and manifests itself through the distribution of commercially important information about the product in the mass media on a free basis and the formation of a favorable attitude towards it using show business.

Among the methods of attracting consumers using such a tool of marketing communications as sales promotion, one should highlight sponsorship, mentions in talk shows, placement of goods in movies and literary works, use of «street advertisers», attraction of celebrities, «body» advertising [17].

All components of the marketing complex are used to convey information to the target audience. For example, the quality of production and technical characteristics of the product carry information about the product better than any advertisement about it. The price of the product and the place of its purchase inform customers what kind of product is behind them in its real performance.

Most marketers agree that over the last decade, the promotion of goods and services has become increasingly complex and traditional solutions are no longer as effective. There is no single ideal and most effective means of marketing communications. Therefore, the use of one or another means of the communication mix (marketing communication mix) depends on the specific market situation, characteristics of the product (service).

That is why, in order to implement the communication policy at an effective level, in our opinion, the formation of a balanced set of marketing communications should be carried out on the basis of the concept of integrated marketing

communications.

It is worth noting that the process of conquering the market is impossible in the absence of connections, contacts, as well as relations both inside and outside the enterprise, that is, in the absence of marketing communications, as well as without creating your own specific marketing space. The use of various tools of marketing communications, such as advertising, sponsorship, sales promotion, and PR activities on a chaotic basis, is ineffective.

Therefore, in order to achieve the optimal impact on the consumer, the company's target audience should be covered by marketing communications on a comprehensive basis by combining various forms of promotion into a single consistent program – integrated marketing communications.

Many scientific studies in this field form a paradigm of marketing communication policy. The contribution of American and English scientists, who were the first to use a systematic approach in solving problems of this type, can be attributed to a more significant contribution to the development and formation of the paradigm of integrated marketing communications. The founder of the theory of integrated marketing communications is P. Smith. Integrated marketing communications are also called Through-the-line-communications (which is a combination of ATL and BTL).

The development of communication technologies in relationship marketing was facilitated by the evolutionary development of marketing concepts.

F. Kotler singles out four marketing models that replaced each other in the process of the development of society. The researcher emphasizes that over the last century, technical progress has significantly changed consumers, markets and marketing. Marketing 1.0 was a consequence of the development of production technologies during the industrial revolution. As a result of the spread of information technology and the Internet, marketing 2.0 appeared, which was later replaced by marketing 3.0 in the early 2000s. This marketing was called new wave technology. It makes possible the association and interaction of individuals and groups of people. New wave technology consists of four main forces: cheap computers, mobile phones, inexpensive Internet and open source software [17].

This technology allows individuals to express themselves and collaborate with other people. In this era, people both create and consume news, ideas and entertainment. New wave technology gives consumers the opportunity to become «professional consumers». One of the phenomena that made new wave technology possible was the development of online means of information sharing (or «social media»). F. Kotler divides such means into two broad categories. The first is representative means of information exchange: blogs (journals on the Internet), Twitter, YouTube, Facebook, photo-sharing sites such as Flickr, and other social networks. Another category is information sharing, which includes websites such as Wikipedia, Rotten Tomatoes, and Craigslist.

According to F. Kotler, marketing 3.0 was replaced by marketing 4.0. This marketing approach combines online and offline interaction between companies and consumers [17].

Today, there are many communication technologies, thanks to which communication with consumers can be considered effective in the digital space. Digital marketing tools include Google Ads and Yandex Direct contextual advertising, Big Data technology, email marketing, viral marketing, real-time RTB bidding.

A complex of Internet marketing tools allows you to adapt to changes in the views of customers, maintain a corporate image, support the development of the brand and increase the market share of the enterprise. Digital marketing tools are a way to maintain interaction with online and offline target audiences in the digital environment - from a website and social networks, to TV ads or billboards with a QR code. Any company – from large international B2B corporations to small B2C businesses – with the right strategy is guaranteed to benefit from digital promotion.

Digital marketing allows:

- to reach a wide segment of online and offline consumers who use tablets, smartphones, download applications and games, watch movies, listen to the radio;
- monitor promotion results, optimize costs. Most of the user's actions in the digital environment are recorded by analytical systems;
- effectively interact with online and offline clients due to a flexible approach (with the help of a QR code on a flyer, you can direct a potential buyer to the site, send an email and invite subscribers to an offline event);
- to increase brand awareness through a combination of online and offline tools: notifications in messengers, sms-dispatches, commercials in games and applications, on external digital displays;
- retain customers and build their loyalty through the combination of several digital channels. In addition, in digital marketing, you can build personalized communication using targeting, push notifications, sms and e-mails.

Digital marketing (or interactive marketing) from the point of view of marketing communications involves the use of all possible forms of digital channels for brand promotion. Digital marketing is closely intertwined with Internet marketing because it uses the same communication channel (the Internet), but for digital marketing it is not the only one. It is necessary to emphasize the differences between Internet marketing and digital marketing, which consists in different communication channels. If Internet marketing uses the Internet as a communication channel, then for digital marketing the Internet is one of the communication channels.

Digital marketing is a broader category than internet marketing, which in turn is a component of it. The main difference is that for digital marketing it is not necessary to use the Internet as a source of information transmission. In digital marketing, the number of channels is much larger (mobile devices, digital television, interactive screens, POS terminals). At the same time, the concept of electronic marketing is broader, as it involves the integration of Internet and digital marketing, covering both types of marketing [7].

Digital media are targeted channels that allow marketers to conduct a permanent two-way personalized dialogue with each consumer. Such a dialogue,

built on the use of data obtained as a result of past interactions with the consumer, to serve subsequent contacts, which works like a neural network. In addition, digital media make it possible to receive analytical information about the consumer's behavior, his socio-demographic portrait in real time, to establish direct and receive feedback in order to improve and optimize such interaction.

The future is definitely in Internet marketing, although it is quite difficult to predict how actively it will develop, because many new applications, sites and services appear every day, which can immediately change everything and set a new vector of development. However, the prospects for the development of online marketing are very optimistic. Over the past few years, mobile traffic has already surpassed desktop traffic. Based on this, most companies looked at brand promotion online differently.

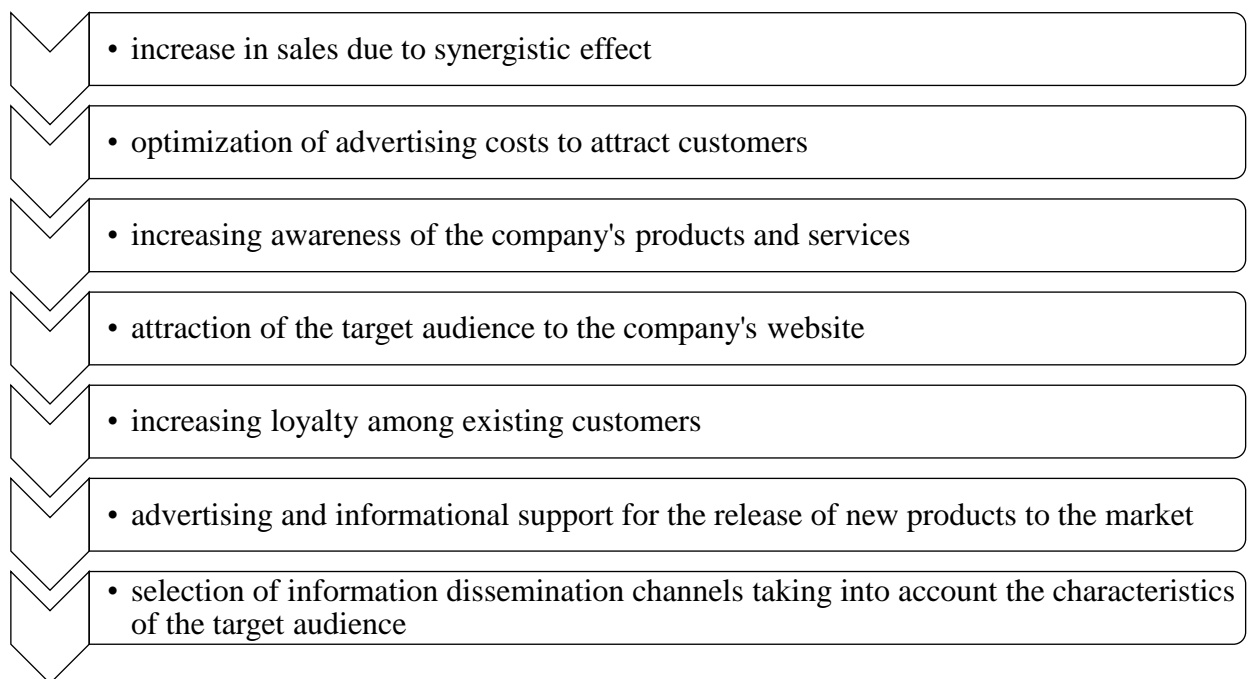
Today, many sellers not only have a mobile version of their site, but also offer applications for smartphones. so that consumers can make purchases quickly. Some brands actively maintain their pages in social networks, others keep in touch with customers through microblogs (Twitter) and Instagram. Advertising in social media and applications is also gaining more and more popularity. This served as a driver for the development of Omni-Channel Retail - an approach to trade that involves the simultaneous use of all physical (offline) and digital (online) communication channels and provides an innovative opportunity to fully track the customer's journey.

Social networks and mobile applications offer a wide range of information services:

- «one-click purchase», which allows you to instantly make a purchase of the product you like, without a long search for a link to go to it (this function is implemented in some popular applications such as Twitter and Instagram);
- «visualization» – video content instead of text (YouTube and Facebook);
- «custom content» allows you to study the reviews of other buyers (Pages of popular bloggers on Instagram have become a new and very successful place for advertising).

Social media marketing (SMM) involves the promotion of a product, service, company or brand through the use of social media, the content of which is created and updated by the efforts of their visitors. Recently, the promotion of goods and services using social networks is becoming an increasingly effective way.

Tasks that are solved with the help of Internet relationship marketing tools are shown in Figure 1.



**Figure 1.** The main tasks of Internet marketing

**Source:** generated by the authors

Internet marketing has a number of special advantages:

- the potential client can quickly view information about the service (goods);
- helps to save the advertising budget;
- expands the boundaries (you can manage the process from anywhere in the world);
- advertising channels that are financially more affordable and do not require a lot of time;
- possibility to advertise only for the target audience – targeting;
- detailed statistics, conversion tracking, CTR, ROI and other indicators.

The work reviews the main tools of Internet marketing.

Video marketing is a set of actions aimed at promoting goods, services or the company's brand with the help of video, which allows attracting a large audience, increases competitiveness and increases the possibility of making a profit.

The website is the interface between the company and partners. The website is both a separate landing page for a product or offer, and a multi-page company resource. The site is one of the main and most informative digital sources that has a community function. It is often integrated with other channels (for example, transition from a social network or by QR code on POS materials).

Structured information on the site enables partners and clients to get an idea of the company's activities. The consumer receives many useful web addresses from the advertising banners of the site, from which you can find out the prices, order the product, the most important tool of Internet marketing. This method of sending messages is more effective than conventional communications such as mail or telephone.

Search marketing is defined as the complex activities related to the placement

of data about a product or company in search engines to attract targeted visitors.

SEO marketing or search engine optimization is the process by which a website is rebuilt or improved in order to improve its position on search engine results pages. It's a set of actions taken to improve the site's overall performance.

Search advertising is a special case of contextual advertising used in search engines. A distinctive feature is that the selection of advertising messages that are displayed is determined taking into account the user's search query.

Media advertising on the Internet is the entire set of visual and audio advertising materials, among which banners stand out as the main informative block.

Media advertising is the placement of text and graphic advertising materials on Internet sites, which are advertising platforms. As a rule, media advertising takes the form of banner advertising. Banner advertising is used to quickly show an advertisement of an enterprise or firm, with the aim of attracting further attention. The effect is almost no different from traditional banners used in everyday life.

Contextual ads are text ads that are displayed to users upon request, if the advertiser has added this request to the advertising campaign settings. This type of advertising covers a narrower audience that is directly interested in purchasing the product.

Email marketing is an advertising tool for generating sales. Its use helps to build relationships with customers on a level of trust, which is important for relationship marketing.

The alternation of advertising, news and useful materials opens up a perspective for increasing the popularity of the enterprise.

Viral marketing is a marketing technology that uses people themselves to increase the rating of their goods, brand and brand. It is based on an interesting psychotechnology, the essence of which is that there are such types of information that force a person to share it with others. People send each other a funny clip or a link, and it turns out that viral advertising spreads independently, from person to person, without additional costs on the part of the advertiser.

Social media marketing is responsible for working with social resources, creating content, ensuring user engagement, speed and variety of marketing tools.

Digital marketing represents a great variety of cooperation of the target audience with the brand and its content. Let's consider the main digital channels.

Social networks are the easiest and most accessible channel for presenting your business in the digital environment. This is due to the fact that you do not need to spend months on web development, you can create a business profile and brand in a few minutes – in digital. However, in order for social networks as a marketing channel to bring profit, it is necessary to actively manage them, set up targeting, buy advertising from bloggers, and cooperate with influencers. Interested companies hire separate specialists for this – an SMM manager and a target specialist.

Mobile applications. The average user spends about three hours a day on a smartphone. Moreover, according to statistics, more than 50% of online purchases are made from mobile devices. Today, the integration of mobile devices and e-commerce is one of the trends that will gain momentum in the coming years, and the

development of an application is the best way to make it easier for potential and current customers to interact with the business. Applications are relevant for almost any niche – from online stores or marketplaces to real estate agencies and online schools.

«Smart» gadgets serve as another channel of communication with the audience. So, modern models of «smart» watches synchronize with smartphones and have the functions of installing applications, sending notifications, and location recognition. Some even have WI-FI support and a browser in the menu to access the Internet.

Interactive displays are increasingly installed instead of "classic" billboards. Their main purpose is to broadcast commercials or announcements that can be viewed on a screen installed in a shopping center, in transport or simply on the street.

Smart TV – just like smartphones or «smart» watches, allows you to connect to the Internet and use a number of applications. This opens up a world of new possibilities for leisure time: from streaming videos on Netflix to checking social networks.

Various POS materials refer to outdoor advertising. However, if an ordinary paper booklet will contain a QR code with redirection to the site, this is already digital marketing. Some products become digital elements. A vivid example is the toys in Kinder Surprise, which «come to life» when you scan the image from the label and download the app.

As the virtual space expands, digital marketing is transformed, more and more digital channels and opportunities for communication with potential customers appear. Today, a multi-channel strategy «works» most effectively. It is optimal to choose two or three channels.

The choice of channel depends on the following main factors:

- target audience (age, gender, interests, field of activity, income level, family status, behavioral characteristics when making purchases);
- product features (cards with a QR code, social networks and landing pages will «work» effectively);
- the goals and stage of the advertising campaign (increase brand awareness, generate traffic to the site, increase conversion, encourage repeat purchase of current customers, optimize ROMI (return on marketing investment)).

With the integration of digital technologies and the wide spread of Internet communications, there is a trend among businesses to collect primary information using online surveys and the Internet. There are a variety of online survey software solutions on the market, including questionnaire administration and panel management. Large companies that provide services in the field of online marketing research also offer the possibility of conducting research based on lists of e-mail addresses provided by the client or using an «access panel».

Among the key innovative tools of digital marketing can be noted technologies aimed at reducing the number of product returns and providing more detailed information about a product or service through Internet.

Artificial intelligence is currently widely used in all digital industries, in

particular in digital marketing. One of the advantages of its practical use is the ability to analyze consumer behavior, predict search patterns, and comprehensively analyze data from social networks. This allows businesses to understand which category of consumers (age, gender) are looking for their goods or services online.

Voice search is currently actively used by many consumers, especially through mobile devices. Therefore, this tool becomes a necessary part of the modern marketing strategy of companies to build close communication between the user and the brand.

Affiliate marketing provides cooperation between two parties – an advertiser and an affiliate partner – for the purpose of promoting goods or services and making a profit for both parties. Many bloggers and social media influencers who promote products and services through their blogs and accounts are affiliate marketers. The more visitors and customers the marketer attracts, the more income the partner receives. Today's television platforms, including Netflix, Hulu, YouTube and others, are using innovative technologies to provide more targeted media purchases.

There are certain features of marketing communications depending on the characteristics of consumers. Scientists have proven that differences in consumer behavior can be related to generation and income.

Thus, in the process of developing marketing communications, in particular on the Internet, it is important to understand that different people expect completely different things from buying. Studying generational trends will help shape a strategy for serving specific consumers to which a company's products or services are directed.

There are four main demographic generations, which economists recognized as separate markets:

- baby boomers (1946-1964);
- Generation X (1965-1980);
- millennials / Generation Y (1981-1997);
- generation Z / digital children (1998-2010).

Each of the above-mentioned generations is unique in its views on marketing tactics and purchasing preferences.

But despite significant differences in the purchasing behavior of people of different generations, there is much in common between them. These are the qualities of marketing communications that always work:

- mobility. Consumers of all generations are starting to make more purchases online through browsers and apps (although younger generations make up the majority of online shoppers). 75% of all generations want to see the product physically: in a store, showroom, office;

- consideration of wishes. When it comes to expressing loyalty, older generations are more likely to shop in one place. Generations Y and Z are more likely to search for a specific brand. Therefore, in order to attract a larger number of buyers, it is necessary to conduct research for each age group separately to determine the brands and products that are sold the most;

- discounts. Every generation is prone to loyalty and rewards programs.

Although messages for each generation may be different, this marketing strategy is suitable for all customers;

- product personalization. Millennials highlight many factors, including recommendations from friends and family, history of relationships with a brand, and even mood, in the purchase decision process. Generation X, older, takes into account only four factors: review (recommendations), atmosphere, technology and speed. Generation X wants to receive messages from the brand with direct and understandable information. This information, as well as useful, related information, can be presented in the form of infographics. Generation Y wants to feel an emotional connection with a purchase and often with the brand itself. This means that businesses need to communicate with them on a personal level using personalization;

- speed of purchase for young people. Generations Y and Z feel a lack of time (some are at the peak of their careers, many have young families, others are passionate about so many things that there is not enough time for them in their schedules), so quick shopping is the main approach for them. For both generations, fast checkout is an important factor when making a purchase decision;

- quality and reliability for older people. Baby boomers and generation X are not so limited in time, but they are focused on the ratio of price and quality of products. These groups prioritize products that are reliable, fairly priced and budget friendly;

- high level of service. Each generation relates to brands differently, they have different goals. But despite the differences, each generation believes that payment security (89%), ease of interaction with brands (76%) and understandable advertising campaigns (71%) are the most important factors when making a purchase. And regardless of generation, excellent customer service is always a priority.

The greatest effectiveness of the relationship marketing complex in the future will be provided by a combination of offline and online marketing opportunities.

A powerful driver for improving the advertising of the future is the development of artificial intelligence. Deep learning (complex learning algorithms for modeling high-level abstractions) provide different perspectives for the use of artificial intelligence in marketing, from global Big Data analysis to independent writing of unique content. Already today, artificial intelligence affects the issuance of search queries, tracks user requests, and also recognizes certain objects in pictures.

The most promising opportunities for the use of artificial intelligence in marketing are «smart stores», which contribute to increasing the convenience of shopping. It is fashionable to cite many examples of the use of the "smart store" technology.

Interactive shelves – you will no longer need to carry heavy baskets from the supermarket and look for the right product. It will be enough just to drag the required product on the electronic display into the basket and receive it packed at the exit.

«Virtual» supermarkets – all products have a QR code, by taking a photo of

which customers can order products. All purchases will be delivered directly to the buyer.

Radio frequency tags instead of barcodes, the amount of the purchase will be known thanks to the system of remote information reading.

Virtual fitting rooms will help you quickly choose the right thing without tiresome fitting.

Paying for goods using a smartphone – to pay, it is enough to attach the device to the terminal.

Hologram is one of the most promising directions in marketing. It will allow influencing the buyer in any place where he can make a purchase. To date, options for holographic advertising that can be touched have already been developed, which provides new opportunities for product demonstration to buyers.

New marketing opportunities are also associated with the emergence of emotion recognition technology – you can determine the mood of any person with the help of his smartphone. In practice, content can be selected according to the emotional state of the user.

**Conclusion.** The success of any business largely depends on how effectively it uses digital marketing as an innovative approach to interacting with the consumer. It represents a new tactic and strategy for understanding consumer behavior, both in the virtual space and on the market.

The enterprise's marketing communications complex is inseparable from the enterprise's information system development strategy, and is a set of marketing tools (such as direct marketing, advertising, public relations, and others) that facilitate the exchange of ideas (knowledge) about the enterprise's products and its reputation (image). with existing and potential consumers or clients and ensure its survival in the competitive environment.

In modern conditions, marketing communications are moving to the Internet, because Internet marketing has a significant number of advantages compared to traditional complexes of marketing communications. The main ones are: efficiency (both communication policy changes and purchases); saving the advertising budget; the possibility of management from anywhere in the world; saving time; the ability to choose the target audience (targeting); determining the effectiveness of marketing communication.

The active development of digital marketing allows enterprises to apply individual approaches in communications with consumers and organize their marketing campaigns interactively and in real time. The digital transformation of business requires a radical revision of business processes in relationship marketing and approaches to working with customers. The ability to quickly adapt to changes and optimize your work in the shortest possible time, adapting to the client's expectations – the main tasks of relationship marketing in the trend of digital business transformation.

In the digital era, it is digital marketing, with its new digital communication channels and a wide range of opportunities for business promotion, that is becoming an effective tool for influencing the consumer. The strategy of digitization in

relationship marketing is formed by the enterprise not only for the purpose of attracting attention and selling goods at a certain time, but also for maintaining constant contact with the consumer, studying and meeting his needs through interactive and remote means.

It can be concluded that relationship marketing includes quite effective and innovative tools for maximum customer orientation. Forming a positive impression of the enterprise by establishing long-term mutually beneficial relations with all participants of the marketing network is a way to increase its competitiveness and sustainable development.

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