

## SECTION 4.

### MARKETING AND LOGISTICS ACTIVITIES

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## CURRENT TRENDS IN THE DEVELOPMENT OF MARKETING TECHNOLOGIES OF PRODUCT QUALITY MANAGEMENT IN THE SPHERE OF INFORMATION SERVICES

The rapid development of informatization processes, globalization trends have influenced the corresponding changes in the development of the information services sector. The information services sector is constantly developing. Today, no industry can do without information technology specialists. Automation in production, electronic document management in various fields, distance education are examples of the implementation of information and communication technologies.

The IT sector is today one of the most promising industries in the world economy. The quality of digital products plays an important role in ensuring user trust. Therefore, the task arises - how to meet user expectations, increase product competitiveness and minimize risks associated with inaccurate or outdated information.

A digital product is based on digital technologies and exists in an intangible form, created, distributed and consumed in a digital environment. This category of products covers a wide range of offerings, ranging from software and online platforms to multimedia content and digital services [1]. The range of digital products is growing every year, which is directly proportional to the development of technologies.

In this context, it is worth noting the requirements for the quality of an information product. First of all, these are the reliability and relevance of

information, the accessibility and convenience of the product, the use of UX/UI design principles to simplify product navigation and improve the user experience. The protection of users' personal data must comply with international standards (e.g. GDPR, ISO 27001), as well as the use of modern data encryption methods to ensure their security.

Another important requirement for digital products is personalization, when the system adapts information according to the interests and needs of each user and uses algorithms for recommending content, personalizing offers. Feedback and user support allow users to leave reviews.

The assessment of these indicators allows you to identify the weak points of the product and find ways to improve it. As a result, this increases the level of satisfaction and user engagement, as well as the competitiveness of the product in the market. Modern approaches to strategic management of the competitiveness of IT enterprises in the context of digital transformation are based on the implementation of innovative technologies, the development of digital infrastructure and the integration of data analytics [2].

When assessing the quality of a digital product, methods such as questionnaires and interviews are widely used. A questionnaire or survey is the most common way to provide feedback to customers. Questionnaires can contain open and closed questions that help assess the level of customer satisfaction. User interviews provide deeper research that allows you to obtain detailed information about the experience of using the product, identify problems and potential solutions.

Calculation of the customer loyalty score (NPS) allows you to evaluate the customer experience and identify weaknesses in interaction with users.

Effective technologies in managing the quality of digital products are the use of web analytics. Google Analytics allows you to track user behavior on the site, analyze traffic sources, conversions and retention rates. Heatmaps allows you to analyze user behavior using heat maps through session recording and navigation path analysis. (Hotjar). A/B testing compares two or more versions of the interface or content and determines the most effective option.

Automated testing includes tools such as: Selenium, which helps test the functionality of a service; Test Rail allows you to document and analyze test results; Lighthouse evaluates the performance, availability, and SEO of websites; load testing works under high traffic, which helps prevent failures during peak loads; security testing helps prevent data leaks or attacks. Quality checklists, checklists allow you to check the quality of the product before its launch or update. Accessibility assessment involves checking the service's compliance with

accessibility principles for users with disabilities. In the field of digital product quality management, each of the testing methods has its own purpose, but their effectiveness depends on the testing goals and the specifics of the service. Evaluating digital products according to the prescribed criteria allows you to identify weaknesses in information services, improve their quality, and ensure competitiveness in the market.

**Conclusions.** Quality management of digital products is an integral part of the overall management of information services. Digital technologies play a key role in quality management of information services. The development of the information society requires the use of digital marketing. New approaches to marketing management also require the improvement or development of new marketing tools.

#### **References:**

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