

IMPLEMENTATION OF INTERACTIVE MARKETING AT THE ENTERPRISE

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Needs of consumers to obtain information about necessary goods and services are rapidly growing. A special role is given to the methods of buying and selling goods, among all the most popular ones is the online purchasing. Online purchasing occupies one of the greatest places in the World Wide Web because commodities are sold and bought at reasonable prices here. Sure the proverb "time is money" is very actual nowadays as well as the implementation of E-commerce.

Unlike traditional mass media, the Internet has such notable advantages as: interactivity, feedback between the seller and the buyer, the opportunity to realize an individual approach to the customer, high speed in rendering and updating of information, price independence despite of the distance of the buyer or the volume of transferable information. Such scientists as V.Apopyi, H.Duncan, V.Zvass, A.Kantarovych, M.Makarova, I.Mischuk, A.Sammer, V.Sobolyev, N.Solovenko conducted researches in the sphere of E-commerce.

Rapid growth and impressive scales of electronic commerce development in the world are caused by a set of economic, social, technological, organizational and legal factors. Three factors of the most importance have been underlined: the first is the liberalization of economic activity and globalization of the economy. The effects of these factors are implemented through free movement of capital, goods, services and technologies both inside a particular country and internationally. The second factor is the multi functionality of the Internet. Constant updating of resources, tools, computer technologies in the Internet provides a universal character to this network. This factor significantly expands all areas of business including commerce. The advantage of the Internet is that it reliably provides not only particular business transactions but also all stages of the commercial process. The third factor is the availability and efficiency of e-commerce. E-commerce is available for a wide range of consumers at the market in the organizational, technical, financial and economic terms. Moreover, this kind of trade is characterized by highly efficiency and cost recovery.

There are a lot of definitions of e-commerce, Internet-commerce, e-trade, Internet-trade.

Electronic Commerce or e-commerce is the exchange of goods and services by means of the Internet or other computer networks. E-commerce follows the same basic principles as traditional commerce – that is, buyers and sellers come together to exchange goods for money. But rather than conducting business in the traditional way – in stores and other buildings or through mail order catalogues and telephone operators – in e-commerce buyers and sellers transact business over networked computers. Electronic commerce encompasses the entire online process of developing, marketing, selling, delivering, servicing, and paying for products and services transacted on internetworked, global marketplaces of customers, with the support of a worldwide network of business partners. Electronic commerce is more than just buying and selling products online. It is the Process of buying, selling, transferring, or exchanging products, information and services through computer networks. It uses Internet and Web to transact business. The fundamental purpose of e-commerce is to execute digitally enabled transactions. It allows a business of virtually any size that is located virtually anywhere on the planet to conduct business with

anyone, anywhere. It allows geophysical barriers to disappear, making all consumers as potential customers. Most e-commerce systems on the Web involving businesses and consumers (B2C) depend on credit card payment processes. But many B2B e-commerce systems rely on more complex payment processes based on the use of purchase orders. Both types of e-commerce typically use an electronic shopping cart process, which enables customers to select products from website catalogue displays and put them temporarily in a virtual shopping basket for later checkout and processing.

Business-to-business e-commerce is the wholesale and supply side of the commercial process, where businesses buy, sell or trade with each other businesses. B2B e-commerce applications involve electronic catalogue, electronic trading systems such as exchange, and auction marketplaces that use Internet, intranet, and extranet websites and portals to unite buyers and sellers. Many businesses are integrating their Web-based e-commerce systems with their e-business systems for supply chain management, customer relationship management, and online transaction processing, as well as to their traditional, or legacy, computer-based accounting and business information systems.

The five major types of e-commerce marketplaces are:

- One to Many – sell-side marketplaces.
- Many to One – buy-side marketplaces. Attract many suppliers that flock to these exchanges to bid on the business of a major buyer.
- Some to Many – distribution marketplaces. Unite major suppliers who combine their product catalogues to attract a larger audience of buyers.
- Many to Some – procurement marketplaces. Unite major buyers who combine their purchasing catalogues to attract more suppliers and thus more competition and lower prices.
- Many to Many – auction marketplaces used by many buyers and sellers that can create a variety of buyers' or sellers' auctions to dynamically optimize prices.

Benefits of E-commerce to Organizations are: a) expanding market place to national and international; b) shortens or even eliminates marketing distribution channels; c) helps small businesses compete against large companies; d) decreases the cost of creating, processing, distributing, storing and retrieving information by digitizing.

Here are the benefits to Customers: a) it can conduct quick online price comparisons; b) gives more choices; c) transacts from any location; d) delivers relevant and detailed information in seconds; e) enables consumers to get customized products;

And, finally, the benefits to Society are the following: a) less travelling resulting in less road traffic and lower air pollution; b) people from rural areas can enjoy products and services that are otherwise not available; c) chances of reduction in fraud increasing the quality of social services;

In conclusion, it is necessary to stress that implementation of interactive marketing allows to form direct contact between seller and buyer and helps to respond quickly to market changes. In recent years, interactive or online/internet marketing has dramatically influenced the way goods and services are promoted. In its early days, online marketing focused almost exclusively on pay for demand tools like search engine placement and display ads. Interactive marketing has quickly transformed and now includes an almost dizzying array of digital approaches from video to online newsletters to microsites and blogs designed to develop deeper relationships with customers.

Marketing continues to evolve. The emergence of new styles of interaction like social media and the rapid adoption of technologies like smart phones and tablets continue to propel on-line marketers forward toward possibilities that weren't even conceptualized a few years ago. And the growth of internet marketing is expected to continue.