

E-COMMERCE AS A MODERN PARADIGM OF FORMATION AND USE OF MARKETING TOOLS

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Abstract: E-commerce is a big part of the economy and is extremely important for businesses that sell their products or services online. Thanks to e-commerce, businesses have the opportunity to reach more customers, because, due to the current global economic challenges, quite a lot of people shop online, which is the fastest-growing retail market. Therefore, digital marketing allows businesses to expand their target market and increase sales of products or services and the effectiveness of communications with their customers. In this article, we considered the theoretical aspects and main types of e-commerce researched the marketing tools, and analyzed the development trends and the basis of digitalization, the accelerated development of which was mostly caused by the Covid-19 pandemic, during which e-commerce and retail trade played an important role both for the economy and for society as a whole. On the basis of the conducted study of e-commerce in European countries, enterprises are offered to expand various types of digital activities, implement digital innovations and rethink interaction and communication with consumers.

Keywords: e-commerce, digital marketing, marketing tools, digitization, trade.

JEL Classification: L81, M31, M21

INTRODUCTION

The rapid development of science and technology in various types of economic activity led to the emergence of new business methods to meet the needs of consumers. At the beginning of the 21st century, humanity felt the impact of the global information revolution, which is gradually changing the world. Almost all business entities in the world are focusing on improving Internet connections to increase the efficiency of business activities. For many entrepreneurs, the Internet is the main way of spreading information about the brand, the activities of the organization, products, services and invitations to cooperation. Therefore, consumers increasingly spend time expanding various types of digital activities. There is no doubt that the accessibility of the Internet, mobile technology and digital innovation are redefining every interaction between businesses and consumers, and will continue to empower and change the way we live. The proliferation of access and utility continues to change the way consumers use information, interfaces, and exchanges not only to simplify their lives but also to add flexibility and personalization to increasingly demanding lives. Of course, this has spread to communication platforms, spaces of social interaction, information portals, financial transactions, game and video content, which includes the growing interest in shopping on the Internet, E-commerce is gaining more and more development. Therefore, success and continued growth for manufacturers and retailers will lie in creating strategic advantages in converged channels, touchpoints and journey-to-purchase experiences, in both developed and emerging markets, as well as evolving and emerging categories.

It is worth emphasizing that over the past two or three years, retailers have gained a lot of digitalization experience. This acceleration was largely driven by the Covid-19 pandemic, during which e-commerce and retail played an important role for both the economy and society (Bartsch et al., 2021). These changes are reflected in results, which show that total European e-commerce will grow to €718 billion in 2021, with a growth rate of 13%. This is more than 633 billion euros in 2020. In 2022, the growth rate is predicted to continue. However, growth is expected to stabilize somewhat, with a corresponding growth rate of 11% and a turnover of €797 billion (European E-commerce report, 2022).

It would seem that after more than two years, we are now slowly moving away from the pandemic and returning to the usual rhythm of life, but at the end of February 2022, the whole world witnessed a great conflict, and European countries felt its consequences. Russia's war against Ukraine and the terrible consequences for Ukrainians raised the issue of security and peace in Europe. It should be noted that the war showed the readiness of Europeans to help each other in the most difficult times, putting the safety of the Ukrainian people as a priority, but the unfortunate consequences of the war are felt throughout the continent. At this stage, it is difficult to predict its long-term consequences, but the war is already having a serious impact on European and world markets. Its course has fueled inflation and raised energy prices, affecting purchasing power and consumer confidence, and disrupting global supply chains already weakened by the pandemic. The purpose of this article is to investigate the theoretical aspects and main types of e-commerce, analyze statistical information, research marketing tools and the basis of digitalization, the accelerated development of which was caused, including by the Covid-19 pandemic, in order to identify and substantiate the main priority trends and directions for the further development of e-commerce as a modern paradigm of formation and use of marketing tools.

1. LITERARY RESEARCH

The topic of E-commerce has recently been quite relevant and arouses the interest of many European and global scientists, as it is a rather broad and timely topic in the context of the development of societies and the economy, and requires constant study, development and improvement. This issue is considered by scientists from different points of view using separate methods and marketing tools. Fichter (2002) considers E-commerce as a business activity of buying and selling goods and services, which involves the interaction of parties based on information networks (without direct physical contact). Gajda (2020) points out that it can also refer to other online activities such as online auctions, ticketing and banking. E-commerce is an integral part of many businesses that rely on selling products or services online. Research Chaudhary (2017) showed that the development of information and computer technologies and the global progress and development of society in this direction, and therefore the development of social media and other components in this direction, actually have a decisive influence on the development of E-commerce. So, the history of e-commerce begins with the first ever sale on the Internet: on August 11, 1994, a man sold a Sting CD to a friend through his website NetMarket, an American retail platform. And this is the first example of how a consumer buys a product from a company through the World Wide Web - or electronic commerce, as it is commonly known today (Lewis, 1994). Prats and Hernandez (2021) showed that the dynamics in the economic sector and the weakening of the influence of technological and electronic media have encouraged society to strengthen the mechanisms that ensure prompt access to brands, products and services. Therefore, e-commerce for manufacturing entrepreneurs is a way to reveal and increase the visibility of their brands, products and services, to build good relationships between consumers and partners. Accordingly, manufacturing enterprises during the digital transition have integrated e-commerce into their business model, and in turn have significantly strengthened the marketing of their brand, product and service.

Indeed, in recent years, the development of e-commerce platforms is developing rapidly and the marketing of e-commerce data is becoming more and more critical, Huang (2021) argues According to his opinion, large e-commerce platforms and companies are starting to analyze the basic information about their customers,

extracting useful information from it, accurately checking the needs of customers in order to develop targeted marketing programs, which in turn allow to optimize advertising costs and significantly enrich the enterprise. making a profit. Based on the analysis of big data and the application of precision marketing, enterprises can develop an accurate marketing plan that will meet the characteristics of e-commerce and a personalized system of precision marketing, which actually allows the application of various marketing methods to optimize and develop innovative marketing strategies and improve business efficiency. According to Liu Qian (2021), in the Internet era, the rapid development of e-commerce depends on the maturity of the social regime and the systematic and diversified management regime. Therefore, today, the marketing mode of social e-commerce has also changed from text marketing to short video marketing, and the marketing strategy of short video marketing is based on the essence of social e-commerce, translating its delivery channels and announcing usefulness into the interactive mode of people and goods with the help of various network symbols, forming a video-viewing cycle focusing on e-commerce purchase anchors.

Based on literature research, the main types of e-commerce were determined:

- business-to-consumer (B2C): B2C is the most common form of e-commerce. When customers buy something from an online store, they are participating in business-to-consumer e-commerce (Ismoilova et al., 2021; Kunešová & Eger, 2017);
- business-to-business (B2B): B2B is when businesses sell raw materials or parts via e-commerce to other companies who will then use those materials to create their own products (Fujimura & Ishino, 2020);
- consumer-to-consumer (C2C): C2C e-commerce is when consumers sell to other consumers. Sites like eBay and Olx are examples of this kind of e-commerce;
- consumer-to-business (C2B): C2B e-commerce is when consumers sell their products or services to businesses (Ismoilova et al., 2021);
- business administration (B2A): B2A e-commerce refers to transactions between businesses and public administration, which includes areas such as social security, employment and law, for example, PROZZORO (Babenko et al., 2022);
- consumer-to-administration (C2A): C2A e-commerce refers to transactions between consumers and government administration where consumers pay for services such as taxes and preparation of legal documents (Turchyn, 2021).

So, the e-commerce market is currently one of the fastest growing markets. The current changes taking place in the e-commerce market caused by the COVID-19 pandemic may ultimately affect the development of this market in the coming years (Cheba et al., 2021) in his work investigated the drivers of e-commerce, namely: access of potential consumers to the Internet and mobile communications, macroeconomic conditions and social aspects in the country, criteria describing

the e-commerce market in cities and evaluated the criteria that evaluate the impact of the development of the e-commerce market commerce in cities on the environment. Actually, e-commerce allows businesses to reach more customers than traditional trade, and this is related to a number of marketing factors.

Having studied the scientific publications of specialists on this issue, the following can be attributed to the advantages of e-commerce: Increased coverage: e-commerce allows small businesses to reach a wide range of consumers. This allows all sellers to be part of the global market. More jobs: As these small e-commerce businesses grow, they employ more people. Lower operating costs: With lower operating costs – such as no rent – small businesses have more room to spend their money on other aspects of the business and grow. Easier and more convenient shopping: One of the main benefits of e-commerce is that it allows customers to quickly find and get what they want to buy from the comfort of their homes (Turchyn, 2021). Enabling comparison shopping: consumers are also empowered by online shopping experience. They can easily research and compare products and companies (Saribut, 2022).

To raise the level of competition and grow the business faster, businesses need to use e-commerce tools in combination with effective marketing tools and a winning marketing strategy.

Key tools include:

- *E-commerce platform*. The e-commerce platform a business chooses will have a major impact on the success of its business. Many services have built-in tools to help you manage your store more efficiently, such as ready-made templates and services (Chenglin & Shanyue, 2022).
- *Email marketing*. An email marketing service will help businesses continue to build relationships with their audience even after they leave their website (Esmeli et al., 2022). This makes it possible to create an automated marketing sequence to inform customers about new products or upcoming sales. SEO. By focusing on search engine optimization (SEO), your business increases the likelihood that your site will appear at the top of Google's results. By optimizing your website for search, your business can increase organic traffic and find new customers (Khan et al., 2021).
- *Analytics*. All businesses should be able to track how visitors interact with their site. The right analytics tool can help identify problem areas and growth opportunities (Esmeli et al., 2022).
- *Communication through social media (SMM)*. Being active in social networks is one of the best ways to promote a company's brand and interact with customers. But managing social media can be time-consuming, so companies will want to automate this task as much as possible (Saprikis & Avlogiaris, 2021).
- *Customer service*. It doesn't matter how many new customers a business gets if it can't satisfy its current customers. The right customer service tool will help you create a positive experience for your customers.
- *Automation*. Every business has dozens of everyday problems that can be automated or outsourced. The right automation tools will help a business run more efficiently and free up time for more complex projects (Khan et al., 2021).

At the same time, it is worth noting that with digitalization, European politicians continue their course to update the EU Legislation to the current digital reality. Thus, in the first half of 2022, the Law on Digital Services and the Law on Digital Markets were adopted. Given the growing importance of online marketplaces in the e-commerce ecosystem, these rules will have a significant impact on the sector, helping to reduce illegal content online and make the internet safer and more transparent, but there will still be implementation challenges. At the same time, the European Union is stepping up its efforts to make the economy more sustainable and has published numerous new legislative proposals covering all aspects of products and services sold on the EU market. These proposals cover a wide range of issues, from greening retail chains to improving the circularity of products. In addition, they also quantify the environmental impact of products and activities and how they are presented to European consumers (E-commerce and Digitalization of Sales, 2021).

2. RESULTS

This study brings together the results of some important studies from the past five years (2018-2022) for practitioners and academics. So, in this study we will find the answer to the following two research questions:

1. What is the current state of development and growth of B2C e-commerce over the past five years and the use of modern marketing tools?
2. What are the new trends emerging in B2C e-commerce?

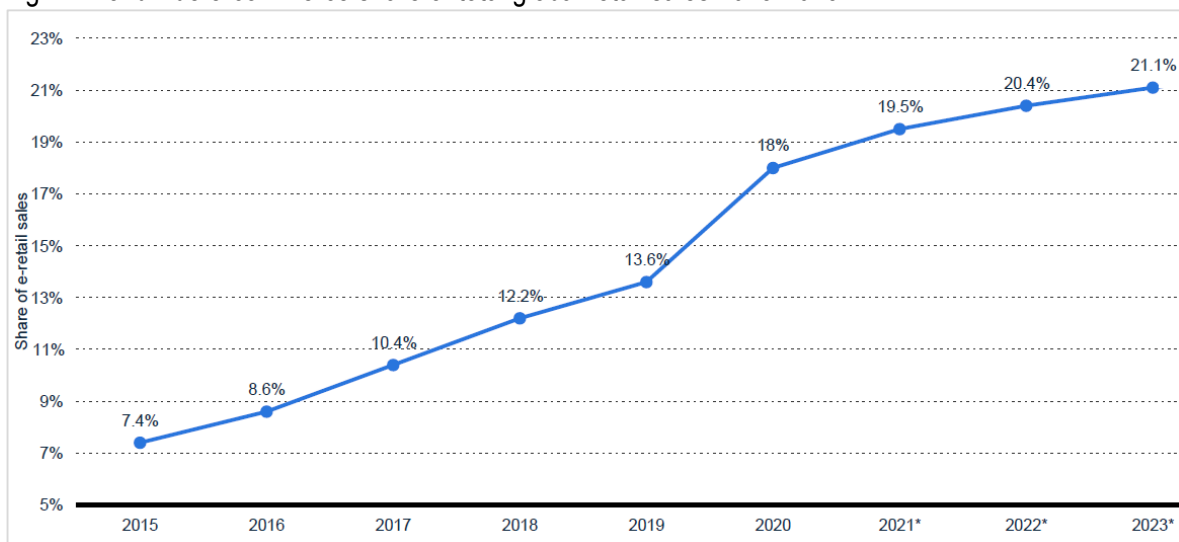
The study used a systematic review of literature making use of guidelines provided by Kitchenham (2004). The first data search was carried out with Google Scholar, Web of Science, Scopus. Based on the research objectives, research papers were searched online using keywords, e-commerce, digital marketing, marketing

tools, digitization, trade. An inclusion and exclusion criterion was decided. Only articles published in the scientific journal were searched. Both qualitative and quantitative studies were considered. The results were filtered using a date range of 2014-2022 and it included peer reviewed papers published in English. The authors also used methods such as systematic analysis, comparative analysis, logical approach in the article and based their opinions on them. Data collection and analysis culminated in the definition of 10 trends that are gaining ground in contemporary e-commerce.

3. GROWTH OF B2C E-COMMERCE

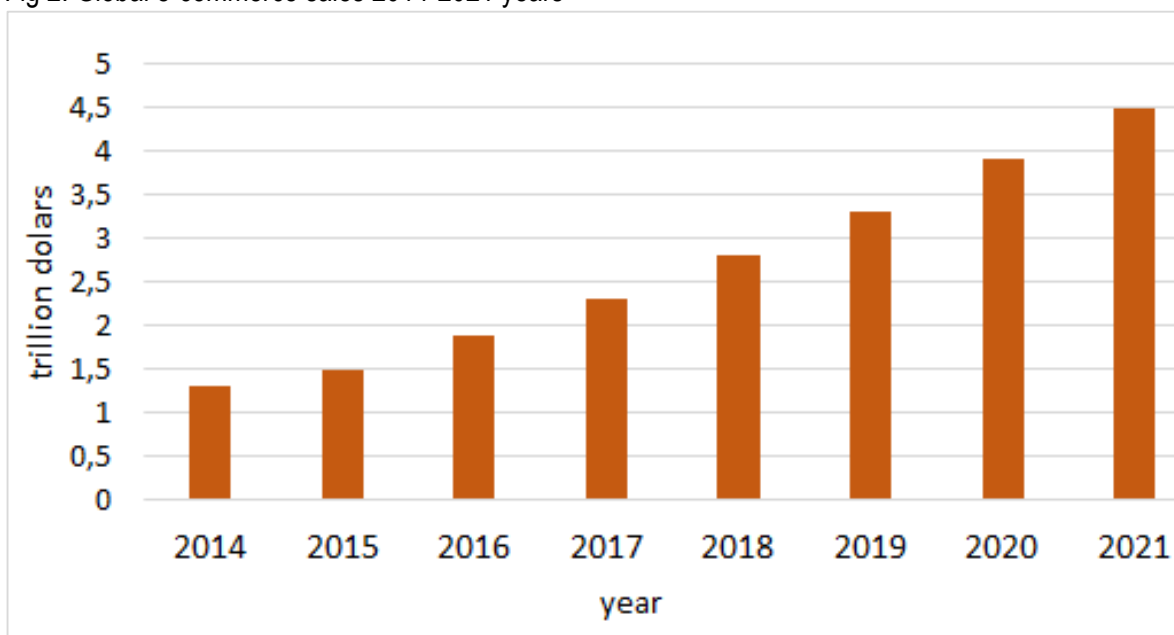
The Covid-19 pandemic has served as a catalyst for online sales as e-commerce has responded quickly to the challenges of the Covid pandemic, providing uninterrupted access to manufacturers and services for consumers (Watermeyer et al., 2021). E-commerce sales continued to grow in 2021, albeit at a slower pace due to the easing of restrictions due to Covid (Fig. 1). But consumers, many of whom had not previously made any online purchases, were convinced of the usefulness and convenience of e-commerce. According to the research E-commerce and Digitalization of Sales (2021) is expected, online sales to account for an average of 30% of retail sales by 2030. Global sales of e-commerce and their growth are presented in Fig. 2.

Fig. 1: Worldwide e-commerce share of total global retail sales 2015-2023



Source: Statista (2021)

Fig 2: Global e-commerce sales 2014-2021 years



Source: *E-commerce and Digitalization of Sales (2021)*

Today, according to World Bank (2022) 59.9% of the world's population (4.7 billion people) used the Internet in 2020. According to the United Nations (cited in *E-commerce and Digitalization of Sales, 2021*), 4.1 billion people are connected to the Internet, and almost all of them (92.6%) do so using their mobile devices. Every day, 85% of users (3.5 billion people) connect to the Internet and spend an average of six and a half hours online.

More detailed information about the current situation in the EU can be seen in Table 1. As we can see from Tab. 1, the share of the population in the European Union that has access to the Internet and makes purchases online continues to grow.

Tab. 1: Internet use and B2C e-commerce in the European Union (EU-27 without the United Kingdom)

	2017	2018	2019	2020	2021
Internet use (percentage of individuals in EU-27)	84	85	87	89	90
Finding information about goods and services on the Internet (percentage of individuals in EU-27)	64	68	66	70	66
Internet use for Internet banking (percentage of individuals in EU-27)	49	51	55	58	58
Internet purchases by individuals, last online purchase in the 12 months (percentage of individuals in EU-27)	54	56	60	65	67
Enterprises' turnover from web sales - B2C (percentage of turnover), all enterprises, without financial sector	2	2	2	3	3

Source: *Eurostat (2022)*

As the reported statistics show (*European E-commerce Report, 2022*), Western Europe remains the leader in terms of the share of B2C e-commerce turnover in Europe, constantly covering more than 60% of total turnover. In turn, Northern Europe lags behind in terms of the share of total European turnover, however, the e-commerce markets in these countries are strong and more than 4% of the total GDP can be attributed to e-commerce. As for Eastern Europe, the digital economy in these countries continues to grow, the region has

many opportunities to compete with the markets of the West and of Southern Europe, as evidenced by the data from Tab. 2:

Tab. 2: B2C e-commerce by region in 2021 (%)

	Internet users by region 2021	E-shoppers by region 2021	Share of total European e-commerce turnover by region 2021
Western Europe	95	84	63
Northern Europe	97	86	9
Central Europe	90	75	10
Eastern Europe	75	46	2
Southern Europe	86	65	16

Source: *European E-commerce Report (2022)*

However, small and medium-sized businesses that sell online continue to lag behind in their use of digital tools. There was a public expectation that e-commerce would slow down significantly after the lifting of quarantine due to the Covid-19 pandemic, but in many countries, online shopping remained stable (Utomo et al. 2022). Hence, consumer behavior has completely changed as consumers expect to be able to use different combinations of online and offline interactions. Retailers will have no choice but to invest in making their offering seamless and affordable in both combinations.

E-commerce has increased competition and fragmentation of online offerings with the emergence of new models such as fast-paced commerce. However, physical stores will continue to play an important role, this role will be somewhat different and will be related to the offer of experience and expert advice. We note that both retail and wholesale trade are important pillars of the European economy, which is precisely why digitalization should become the main priority for the recovery of the economy as a whole (Sutinen et al., 2021).

Digital presence is becoming a matter of survival for many companies. Before the pandemic, 70% of retailers, especially micro businesses, did not have an e-commerce offering or an online presence. Supporting the digitization of small and medium-sized businesses will require special support, technical advice, and knowledge of various tools to facilitate such an online presence without having to invest in a complex operation (E-commerce and Digitalization of Sales, 2021).

4. NEW TRENDS IN B2C E-COMMERCE

Having studied numerous publications of leading scientists in this direction of electronic commerce, we will single out 10 trends in B2C e-commerce:

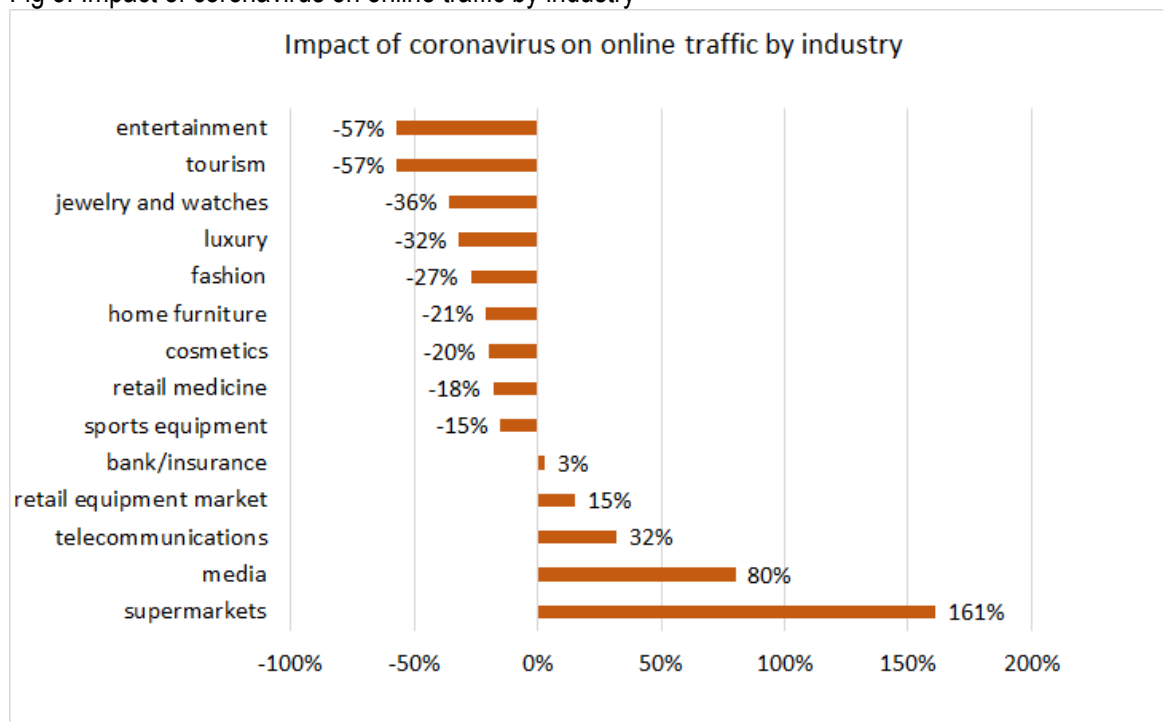
1. *The emergence of a large number of new e-commerce enterprises, after the COVID-19 pandemic.* The coronavirus has already begun to change the appearance of the economy. For example, Figure 3 shows the impact of the coronavirus on online traffic by industry, and Figure 4 shows the impact of the coronavirus on transactions by industry (Turchyn, 2021). Brands that previously had a business model that was completely dependent on people coming into the store must now either grow or close. And growth in the age of ordering means e-commerce.

So, the coronavirus has given birth to new online businesses. Some of these will be an advanced version of the traditional offline business that existed before the pandemic, while others will grow completely in response to the new reality and the demands of the times.

With the urgent need for development and change for modern enterprises, a kind of addition in the world is an unprecedented increase in unemployment (destroying the equivalent of 225 million full-time jobs) (E-

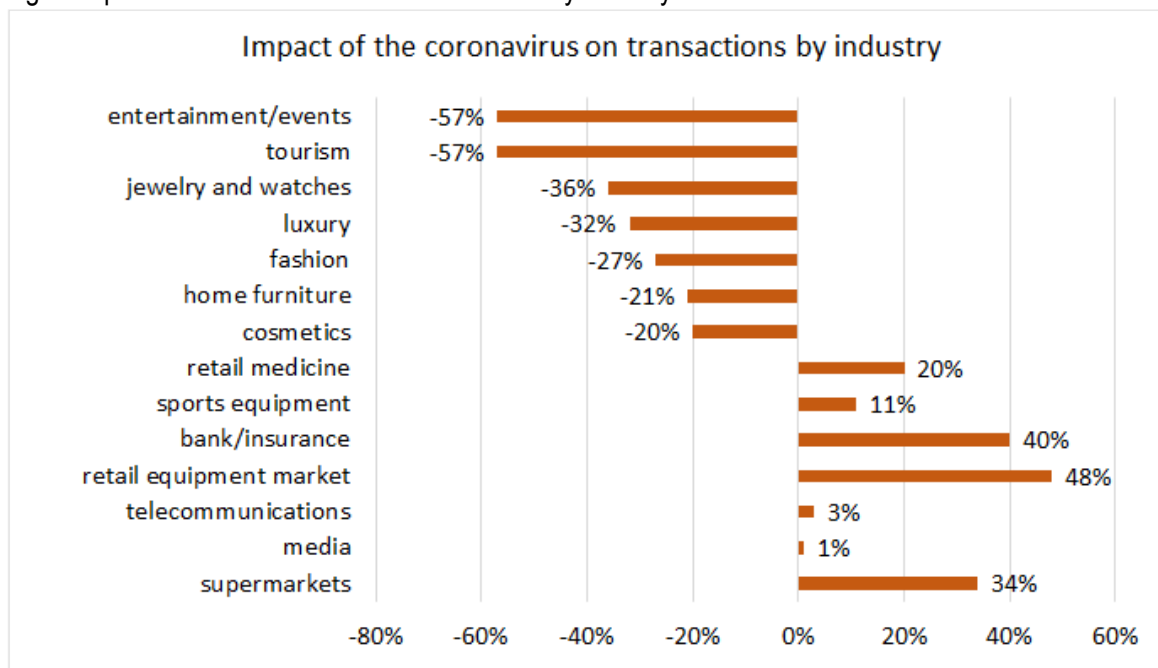
commerce and Digitalization of Sales, 2021). These workers have an incentive to consider new career opportunities and a lot of free time. It's safe to say that at least some of them will take this as an opportunity to learn entrepreneurship and start an e-commerce business.

Fig 3: Impact of coronavirus on online traffic by industry



Source: Bellaiche (2020)

Fig 4: Impact of the coronavirus on transactions by industry



Source: Bellaiche (2020)

2. *Services connected to the network during a pandemic will remain online, this is the next trend.* Actually, certain types of services require offline presence, that is, personal meetings, for example, this applies to medical services, it is not possible to take someone's blood for tests without reaching a doctor. But both service providers and their consumers are now learning that many services can be effectively delivered through digital channels. There is nothing new in telemedicine, but people who, for various reasons, did not dare to try it before, have now tried how it works. Some of those who have done it have found that the digital version works perfectly and saves the consumer from many negative factors, for example sitting in traffic or parking. The same is true of other service-based businesses, such as coaching and IT consulting. It is also worth emphasizing that, despite this, there are still a number of consumers who prefer personal communication with the service providers they hire (Xiahou & Xarada, 2022).

3. *Website builders will be the best design option for small E-Commerce businesses.* Therefore, the development of E-Commerce and the emergence of new enterprises in this direction will be largely driven by people with little experience in programming or web design. In the past, this would have been a serious obstacle on the way to creating an online store, but since the beginning of 2020, this trend has changed a lot. These days, new website owners have many affordable (or even free) eCommerce website builders they can turn to to build their site, regardless of their skill level. Website builders provide templates designed by professionals that incorporate user experience best practices. New e-commerce entrepreneurs can change templates by turning off colors, uploading custom images, and moving elements around using the drag-and-drop feature. And within a very short period of time, you can have a functional self-tuning e-commerce website ready. In today's conditions, the opportunity to open an online store quickly and at an affordable price will be more attractive to most entrepreneurs than the implementation of a more complex web design project. In fact, this will mean that many online stores in the near future will be built using the popular website builders currently available, or perhaps new ones that may come on the market to meet the growing demand (Wang et al., 2019).

4. *Internet sites will occupy a significant part of the e-commerce market.* Obviously, online marketplaces are already a large sector of the e-commerce industry today. Sites like Amazon, Ebay and others give individuals and companies the opportunity to connect with audiences, create larger groups. Therefore, the customer has the opportunity to create an account in the relevant market or several markets by placing his products and selling them through a certain e-commerce platform. In addition, some e-commerce brands base their entire business model on finding buyers through popular marketplaces. Some will start with just that to test a product idea, then move on to building their own website once that kind of testing shows there is a market for their services. Some other entrepreneurs use a hybrid model, selling goods both through their own website and trading platforms (Turchyn, 2021).

5. *Mobile shopping will become the norm for a large part of the population.* An eMarketer study found that more than a third of all e-commerce sales occur via mobile devices (Dykha et al., 2021). This trend is far from new for businesses, however, mobile phones continue to play an important role in the future of e-commerce. The trend of mobile shopping leads to the fact that companies must take this into account when developing their overall marketing strategy and determine whether it makes sense to create a mobile application for their business. Which in turn can include investments in mobile channels such as SMS advertising (short message service, a more technical term for text messaging) or placing ads in mobile applications, which is actually about optimizing the site for mobile devices (Saprikis & Avlogiaris, 2021).

6. *Consumer security concerns will change how e-commerce businesses use consumers' personal data.* In the past few years, personalization and big data have been the trend and buzzwords in business, but there has been a slight backlash against this trend that has been growing (Huang, 2021). Consumer research shows that many of them do not like how much information is being shared about them, collect brands and how they are used in the future. There are laws on the protection of personal data in developed countries. However, it is worth emphasizing that many e-commerce businesses will continue to collect as much

customer data as possible, regardless of what consumers think. For some companies, this can be an opportunity. While some companies will unprofessionally and discreetly collect as much information as possible, at the same time, experienced e-commerce companies will see an opportunity to take a much more cautious and open approach to the collection and use of consumer data, thereby building relationships with consumers.

7. *Eco-conscious consumers will drive the growth of eco-friendly e-commerce brands.* According to GlobalWebIndex data ("10 retail trends to watch in 2023", 2022) half of the consumers are concerned about the impact of their shopping choices on the environment. If we consider the younger generation, these figures are even higher. We must note that consumers are ready to invest money in these values. The CGS Survey found that more than a third would be willing to spend 25% more on a greener product (Turchyn, 2021). Actually, in this case, "green" e-commerce should be considered an opportunity for entrepreneurs. For some e-commerce brands, switching to this concept may simply mean putting more thought into the type of packaging you use for your products. However, we are talking about building a business based on completely different principles. For example, businesses can create products from recycled materials or produce products that help customers get rid of more wasteful habits, such as reusable bags that replace plastic (Cano et al., 2022).

8. *Customer service and providing consumers with "value" will become the main distinguishing features of the business.* A business will always have consumers who are price-oriented when making a purchase, this principle is true for a large segment of the market over a long period of time and will take place in the future. But since e-commerce giants like Amazon and Walmart can offer lower prices than everyone else because of their size, smaller e-commerce brands that can't compete on price alongside the giants have to find other ways to stay in the market and strategies differentiation. Therefore, small businesses can focus on two things: personify something and create an amazing shopping experience for consumers. As the political world becomes more polarized, consumers care more about what brands stand for and want to be sure they are choosing companies that align with their personal values (Xiahou & Xarada, 2022). Accenture research has shown that:

- 63% of consumers prefer to buy from specialized brands;
- 65% want to know that the brand they buy from treats its employees well;
- 62% care that they are working to reduce the use of plastic and other non-sustainable materials;
- 74% value transparency in how products are sourced, how safe working conditions are, and what tests are conducted on animals.

Therefore, the company's philosophy, its mission and goals, which resonate with the opinion and preferences of the consumer, can bring good commercial results and pay off well. Another way to separate small brands from global leaders that can bring great results is to provide better customer service. Small e-commerce businesses can provide quality, personalized customer service that consumers remember and talk about, that delights them and builds brand loyalty. Therefore, customer retention is just as important for e-commerce brands as customer acquisition. A solid customer experience is one of the best ways to turn new customers into repeat customers (Cano et al., 2022).

9. *AI-driven chatbots will take over marketing and customer service.* Over the past few years, each of us has been observing an already common phenomenon, the so-called chat windows that appear at the bottom of business websites. In some cases, there is a person behind them who answers questions in real time, however, in the vast majority of cases, these are chatbots that issue answers based on artificial intelligence. So, AI chatbots bring many tangible benefits to e-commerce businesses: firstly, they can answer common visitor questions 24/7 (while customer service agents need sleep or shift work schedules); second, they can offer website visitors personalized product and content recommendations based on the visitors' interests; third, they can reduce the time that support representatives spend answering basic questions. So every interaction they have with visitors teaches them something about their audience, making future responses

and the information they provide even more useful and optimized. Artificial intelligence chatbots are one of the e-commerce marketing tools. As the technology they work on evolves and becomes more affordable, more businesses are adopting them. Chatbots will take over some of the work done by marketing and customer service departments and provide useful information to website visitors at the moment they are looking for it (Go & Sundar, 2021).

10. Voice will become an integral part of the buyer's journey. Today, smart speakers are already a growing industry, and voice assistants are in all smartphone models, and voice search has become a regular part of life for many modern consumers. While this hasn't led to people making purchases solely by voice, it now means that people are doing a number of shopping-related activities this way. It's likely that as the smart speaker industry grows and evolves, brands will find ways to make shopping with one voice easier, and this will likely become more important in the online shopping algorithm. Those e-commerce brands that have not yet started to consider voice in their marketing strategies should definitely do so and take it into account. The sooner the company can address customers by voice, the better it will be able to adapt in the world of growth of this part of the market (Moriuchi, 2019).

CONCLUSION

As a result of the study of the leading scientific literature, statistical data, and conducted research, we come to understand that the Internet audience is constantly growing and makes regular purchases on the Internet. E-commerce has become a global phenomenon that is growing at a healthy rate in almost every country. And in the conditions of the pandemic, the global economy and the crisis situation, electronic commerce has become one of the most important components and a strong catalyst of economic development. At the same time, online marketing techniques such as search engine optimization (SEO), search engine marketing, analytics, automation, social media communication (SMM), e-commerce platform, email marketing, customer service, etc. are improving and evolving. Digital marketing extends to non-internet channels provided by digital media. Enterprises are offered to expand various types of digital activities, implement digital innovations and rethink interaction and communication with consumers. We predict the growth of a large number of new e-commerce enterprises, and the operation and development of new online services that arose during the coronavirus pandemic, the development of online sites, the growth of purchases via mobile phones, the growth of environmentally friendly e-commerce brands, the protection of personal data and privacy issues consumers, value orientation in e-commerce, use of artificial intelligence, chatbots and voice assistants. All these isolated trends, in turn, require further research and the search for relevant solutions for the development of electronic commerce and the generation of optimal solutions for the active use of advanced marketing and information technologies in the process of operation by modern enterprises.

This article also helps scientists to understand the main priority trends and directions for the further development of e-commerce as a modern paradigm for the formation and use of marketing tools in the context of digitalization.

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