

USING INTERNET TECHNOLOGY IN MARKETING

Gradually, the Internet is becoming an important tool for business. Increasingly, companies use computer opportunities to make a profit. Internet technology can be used in virtually all areas of business, but most productively they are used in the in marketing.

The huge increase in Internet use, as in the Ukrainian market and abroad, opened up new possibilities for interaction among potential customers, the number of online shopping sites and providers offering paid services.

In Ukraine it is also progress in the development of e-commerce. It will provide a competitive advantage of domestic goods and services, both in the domestic and foreign markets.

Key concepts, introduction of innovations and the development of the market system of the electronic commerce are developed by many domestic and foreign scholars, such as: B.N. Avronin, I.A. Arenkov, I.T. Balabanov, V.M. Vlasov, E.I. Dagan, O.A. Kobelev, D.I. Koze, E.I. Krylov, R.G. Mirzoyev, L.V. Myasnikov, Y.P. Novikov, S.T. Pirogov, V.S. Tsarev, A.V. Yurasov, A.P. Hawks and others.

E-commerce - is any kind of business operations and transactions, stipulate use of information technology and communication tools to ensure higher economic efficiency in comparison with traditional commerce [1].

Beginning of the formation of e-commerce connects with emergence and development of the Internet. Active growth of e-commerce began only in 2010. Via the Internet in Ukraine, mostly buy clothes, computers, home appliances, communications, books, etc. [2].

Implementing online shopping, the buyer obtains the following benefits:

- saves time, because the Internet it is available to store the entire range of goods available on the market;
- save money because the prices in the online stores are always almost less than that in the real stores;
- direct sales, because the trade is carried out without intermediaries [3].

Companies also have a number of advantages:

- the ability to react quickly to market conditions that are changing;
- to receive additional information about the customer's needs;
- the ability to save on shipping and distribution of information [4].

However, e-commerce has its disadvantages:

- a small number of Internet users;
- information overload of sites;
- problems with safety of financial transactions;
- low quality of services provided.

So, the Ukrainian electronic commerce is in the development stage. In recent years Ukraine has created favorable conditions for the development of the electronic commerce. At the same time there are a number of constraints, which can be a serious obstacle to the development of this business. However, the e-commerce market is growing at 50-60% annually. In the market there are many promising niches. Also a barrier to entry the market is relatively low. Consequently, the number of outlets will continue to grow rapidly.

References:

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