

**S. Kolodynskyi,**

*DrHab (Economics), Associate Professor,*  
ORCID 0000-0002-9576-5289,  
e-mail: kolodi@ukr.net,

**O. Hutsaliuk,**

*DrHab (Economics), Professor,*  
ORCID 0000-0002-6541-4912,  
e-mail: alex-g.88@ukr.net,

*PHEI «Rauf Ablyazov East European University», Cherkasy,*

**S. Kramskyi,**

*PhD (Technical), Associate professor,*  
ORCID 0000-0003-3869-5779,  
e-mail: morsubs@i.ua,

*State institution «Institute of market and economic and ecological  
research National Academy of Sciences of Ukraine», Odesa,*

**O. Zakharchenko,**

*DrHab (Economics), Associate Professor,*  
ORCID 0000-0001-8198-6569,  
e-mail: robin\_a@ukr.net,

*PHEI «Rauf Ablyazov East European University», Cherkasy*

## INTERNET MARKETING AND STRUCTURAL CHANGES E-COMMERCE IN UKRAINE

**Problem statement and its connection with import antiscientific and practical tasks.** Internet marketing is becoming widespread in the economic relations of economic systems of various levels, which is connected with the rapid process of digitalization of modern socio-economic systems. Information technologies dictate the determination of society's needs not so much in the quantity and quality of material products of everyday use, but rather require the establishment of demand for modern intellectual, high-tech products, or, as they are commonly called, knowledge-intensive products, that is, products with a high share of added value. Such products are endowed with high consumer qualities and are in high demand, which makes their search on global and domestic markets an extremely difficult task, which poses special challenges to marketers. The complexity of the tasks involves a deep understanding of the state of modern markets for the latest products, their accessibility to obtaining the necessary commercial information, and the possibility of wide application of IT technologies in the conditions of increased competition for sales markets and the limitation of such application in terms of the economic security of the state and its regions.

### **Analysis of recent publications on the problem.**

Many scientific works of both domestic and foreign scientists are devoted to the research of modern theoretical and methodological problems of Internet marketing, the disclosure of scientific and technological

features of its application. The most famous works of such scientists as I. Boychuk, O. Music (Boychuk I. V., 2019), I. Zubenko (Zubenko I.R., 2021), B. Burkynskyi, O. Laiko & V. Talpa (Burkynskyi, B., Laiko, O., Talpa, V., 2020), S. Ilchenko, N. Khumarova, N. Maslii, M. Demianchuk & V. Skribans (Ilchenko, S., Khumarova N., Maslii N., Demianchuk M. & Skribans V., 2021), V. Haustov (Haustov V., 2019), T. Baigaryn (Baigaryn T., 2021), I. Dernova (Dernova I. A., 2022), S. Andros (Andros S. V., 2019) and many others. However, all the problems of the use of Internet marketing have not been determined and investigated to the end, especially since the Internet technologies themselves are becoming more complicated, just as the process of forming modern markets for high-tech, knowledge-intensive products is becoming more complicated.

**Formulation of research objectives (problem statement).** The purpose of the research is to develop the scientific and methodological foundations of the development and use of Internet marketing in modern, dynamic and burdened by complex military and political conditions, socio-economic systems in Ukraine, and primarily in commercial trade relations with the developed countries of the world.

To achieve the goal of the research, a number of tasks were set, which are as follows:

– determine the essence of Internet marketing as a means of determining the level of demand for the main

product groups by their types and promotion of goods to the markets of Ukraine, as well as to potential markets of the world;

- conduct an analysis of the current state of Internet marketing and establish its impact on commercial relations between business entities in Ukraine at the current stage of social and economic relations in Ukraine;

- justify the priority ways of using Internet marketing in the development of e-commerce and the further development of trade relations with the leading countries of the world.

**Materials and methods.** All theoretical conclusions and results of the article are based on the scientific methods of researching the processes of digitalization of economic opportunities, which were based on the provisions of classical economic theory, modern theories of the development of scientific and technological progress. The research methodology is based on the principles of a systematic approach to the analysis of the essence of Internet marketing and the process of restructuring trade relations using the Internet, analysis of the role and place of electronic commercial activity in modern national economic systems, which are transformative and structurally deformed systems based on Internet technologies. In the course of the study, logical, empirical methods of learning the mechanisms and forms of e-commerce management were used, as well as methods of comparative, factorial, situational, economic and statistical analysis, forecasting of the restructuring process, grapho-analytical and algorithmic methods of displaying the obtained research results, software methods and modern information and computer technologies. Priorities in the use of this or that method were determined by the tasks and the purpose of scientific research.

**An outline of the main results and their justification.** Researching the state of modern Internet marketing requires determining the sources of its origin and stages of development. In general terms, Internet marketing is a scientific term that generally covers a wide range of technical and technological means, with the help of which there is a fragmented formation of socio-economic, economic-legal and business relations in a specific environment – the Internet. In a more concise understanding of this concept, its interpretation consists in the development and implementation of a set of activities aimed at promoting a company created in the Internet environment, which offers a certain range of products or services, or activities aimed at obtaining profit and satisfying consumer demand for goods or services. At the same time, the main goals remain the expansion of the number of customers who visit the company's website, the increase of traffic on the website and the growth of sales of goods or services in which the company specializes.

Internet marketing is becoming a universal technology that no company can do without in today's

dynamic world, because thanks to such technology, the costs of promoting goods and services to consumers are drastically reduced, the company is positioned on the market and the market share in which the company will dominate is further increased, to carry out its pricing, marketing, assortment and other types of policy, which will eventually make it the market leader. Such a position on the market will ultimately form a high positive image of the company, will form a brand of the company that will always distinguish it among a large number of other companies on the market and will allow to receive additional profits worthy of a high brand of the company. In total, the company will have the opportunity to become a monopolist in the market and influence the opportunities to obtain monopoly profits [1, p. 17].

The well-known and recognizable brand of the company allows you to form your circle of consumers, or focus groups, who will be regular customers of the company, reduce the company's labor costs, transfer many commercial operations to the online environment, attract additional investments in the business, optimize its structure and ultimately increase efficiency of his activity.

At the same time, with the development of Internet marketing, the arsenal of tools used by well-known global companies on the Internet is also growing. If earlier there were quite primitive tools for the promotion of goods and ambassadors, such as websites and Internet advertising, today we can include the creation of blogs, the presentation of video conferences, presentations, targeting, postal mailings of orders with guaranteed delivery, acceptable and various terms and forms payments and purchased goods, the use of various types of currencies with their conversion and the use of a system of discounts and incentives or gifts and purchased goods and services. That is, Internet marketing has a large number of advantages that allow the company to widely apply its trade policy on a large scale in most markets not only in its own country, but also to freely cross the borders of other countries and form a circle of its consumers on global world markets.

We will determine the advantages of Internet marketing and describe the advantages, using the experience of large and well-known companies in the world:

First, to form a special, unique, i.e., unique brand of the company on the market and establish direct contact with potential consumers of the goods and services offered by the company on its website. The uniqueness and specificity of the site allows you to clearly position the company on the market, determine its place and assess the potential of the company's development in the future.

Secondly, to get an assessment of the site visitors to the offered goods or services, to get the opportunity to analyze the interaction of the site visitors with the offered range of goods, to determine what priorities are given when determining the offered goods or services

and finally to establish direct contact with a potential client by means of correspondence or telephone conversations, which dramatically increases the effectiveness of Internet marketing [2, c. 7-11].

Thirdly, Internet marketing allows you to work around the clock and with a large number of visitors regardless of their age, gender, preferences, features of national, religious and social status. Such work rejects the possibility of additional payment for overtime work to the company's workers and to attract part-time and part-time employees with flexible work schedules to work in the company. Such working conditions are suitable for students, apprentices, course participants and all those who cannot work a full shift and are forced to determine the conditions of their work depending on the time of day and the distance to the workplace.

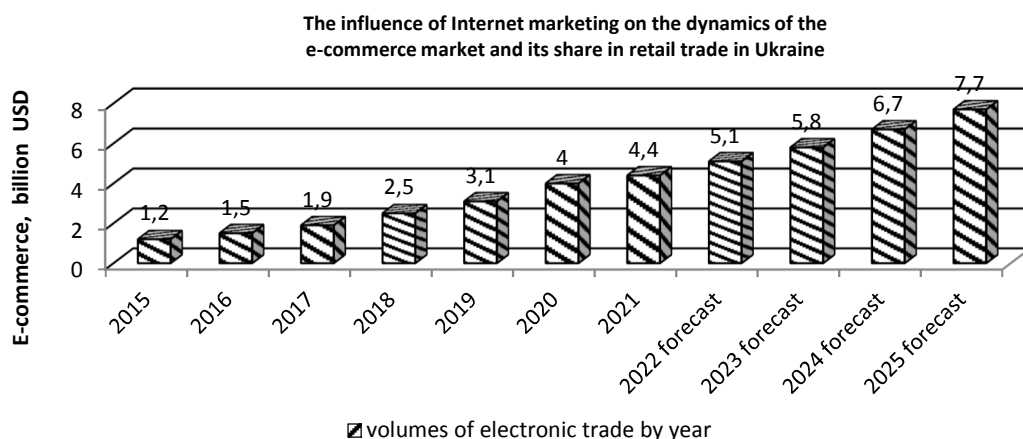
Fourth, great advantages are revealed when using various types of advertising aimed at a certain circle of potential customers of the site, which not only provides information about the offered products, but also creates demand for the latest products that are not yet known to customers. The number and types of products are

constantly growing, the range of products offered by the company testifies to its flexibility and dynamism of development, and thanks to such aggressiveness of its behavior on the market, it achieves high financial indicators.

Fifth, Internet marketing allows you to dramatically reduce the cost of goods by reducing commercial costs, especially those related to the maintenance of a large number of sales workers, warehouses, workers related to security and fire safety, transport workers and managers of different levels, especially when it comes to the location of representative offices and branches in remote areas of the country, depressed regions and places in remote areas with limited transport conditions

for delivery of goods and means of communication [3, p. 37-41].

The development of Internet marketing significantly affects the modern domestic market of goods and services, and its influence is especially felt in a specific sphere – commercial, which is reflected in its structure (Fig. 1).



**Fig. 1. Dynamics of e-commerce growth in Ukraine for 2015-2025**

Source: built by the authors based on data from the State Statistics Service of Ukraine

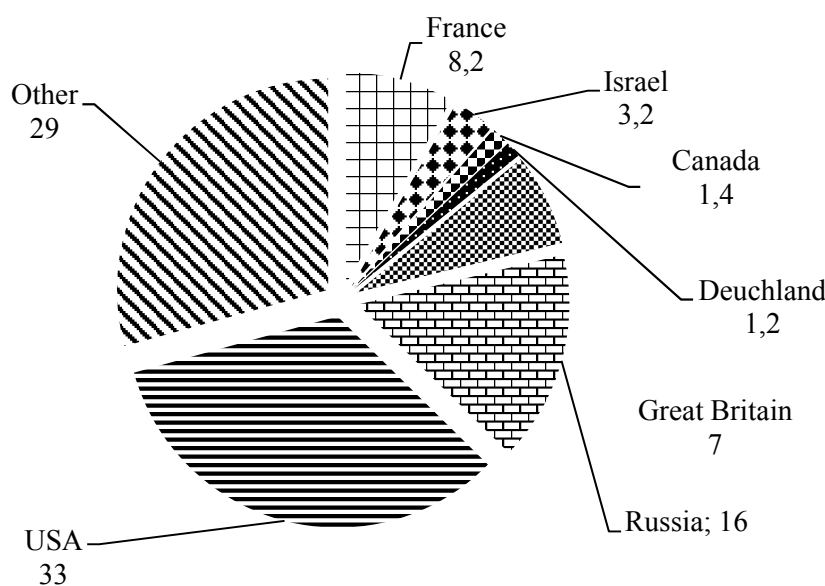
The Ukrainian e-commerce market is growing rapidly and a large study of the e-commerce market in Ukraine was conducted by foreign companies Soul Partners, Baker Tilly Ukraine and Aequo with the support of the USAID program "Competitive Economy of Ukraine", which presented a study of the e-commerce market in Ukraine in 2020. According to the results of the study, since the beginning of the Corona-virus pandemic, the market volume has grown by 41%. AIN.UA presented the most important and interesting indicators of changes that have taken place in recent years in our country [4; 6; 7].

Thus, the e-commerce market in 2020 became one of the most dynamically growing markets. From reached \$4 billion, which was 8.8% of the total volume of retail trade. At the same time, as noted in the study, it has grown almost 3 times over the past 5 years. In the

next five years, a 2-fold increase in commercial trade is forecast.

Among the main factors that influenced the growth of e-commerce in Ukraine, the following stand out: an increase in the level of Internet penetration in the household activities of the country's population and an increase in the number of smartphone users, restrictions caused by the coronavirus pandemic, as well as an increase in trust in payment systems [5, p. 23-24].

The volume of e-exports in 2020 amounted to \$ 450 million. The largest importer of Ukrainian goods is the United States, which accounts for 33% of total Ukrainian exports, and this puts the United States in first place among consumers of Ukrainian goods. Russia is in second place with 16%, and Great Britain is in third place with 7% (Fig. 2).



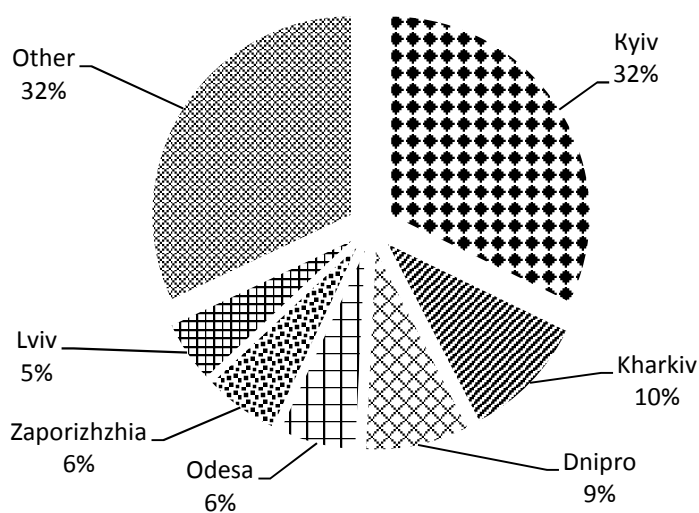
**Fig. 2. The structure of e-commerce in the section of the main countries of the world in 2020 in percentage**

Source: built by the authors based on data from the State Statistics Service of Ukraine.

E-export of Ukrainian goods is represented by sales of Ukrainian goods through international e-commerce platforms - Amazon and Etsy. However, 65% of the total amount of goods exported from Ukraine is handled by Ukrposhta.

The most significant in terms of volume and the most developed sectors of e-commerce in Ukraine are

electronics and clothing. On average, the clothing sector grew by 26% since 2016 and reached 291 million dollars in 2020. The share of e-commerce in clothing retail is 6.8%, and the average purchase receipt is 24-31 USD. Moreover, the city of Kyiv dominates the turnover of goods among other cities and it is 33% (Fig. 3).



**Fig. 3. The structure of e-commerce based on Internet marketing in the cities of Ukraine in 2020**

Source: built by the authors based on data from the State Statistics Service of Ukraine.

The experience of the H&M online store in Ukraine is interesting, in terms of traffic, it is in the top 10 among sites used by Ukrainians. Among domestic market placers in Ukraine are Rozetka, Prom, Allo, Bigl and Epicentr, and the most popular monetization model is sales commission [8-10].

Large cities of Ukraine definitely play an important role in the development of e-commerce, because it is there that large trading companies, both domestic and foreign, are scattered, which significantly affects the structure of our trade. Kyiv is becoming the center of e-commerce development, and this primacy is explained

by the formation of Internet companies, which mostly work in the markets of world leaders in Europe and America. However, other cities also demonstrate good dynamics of commercial relations with foreign companies. There is a great hope that Internet marketing will encourage other, less potential cities of the country to join the complex, but very promising areas of development of electronic commercial relations with trading companies of the world.

**Conclusions and perspectives of further research.** The conducted research established that the role of Internet marketing is constantly growing and its influence on the entire system of economic relations in Ukraine is gaining dynamism. This dynamic is especially noticeable in the field of e-commerce, which has been growing rapidly in recent times and is becoming the breakthrough field, or as famous economists call it, the "growth point" of the modern Ukrainian economy.

Prospective areas of further research are:

– systematization of proposals for the use of new forms of Internet marketing, methods and means of implementation and strengthening of the commercial process of restructuring both domestic and foreign trade, which depend on the state and characteristics of the activities of business entities in high-tech risk systems of various levels, forms of their management, current objective legislative requirements, the specifics of the organizational and legal structure of ownership of

investment institutes in the field of IT technologies, the current state of the market environment in which commercial business entities operate;

– to improve the methodical approach to the application of Internet marketing, aimed at the introduction of monitoring of commercial trade, with the aim of evaluating the effectiveness of the management system of the process of restructuring commercial relations in trade based on strengthening, strengthening the information base and clarifying the set of evaluation indicators that allow determining basic guidelines, tools and levers that affect the mechanism of Internet marketing, which acts as the main regulator of the e-commercialization process both at the level of individual business entities and in the entire economic complex of the country.

The structure of e-commerce in Ukraine is quite promising for its development, encouraging entrepreneurs to transfer their business to the Internet, because it is in this environment that great opportunities open up. As shown by studies conducted by well-known Western companies targeting our market, it attracts large investments in the economy of Ukraine and contributes to the growth of the standard of living of the country's population. Therefore, the next direction of Internet marketing research is its role in the formation of investment resources for the development of the economic potential of Ukraine.

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### **Колодинський С. Б., Гуцалюк О. М., Крамський С. О., Захарченко О. В. Інтернет-маркетинг та структурні зрушення e-commerce в Україні**

**Актуальність.** У статті розкривається сутність інтернет-маркетингу, як універсального науково-методологічного засобу та складної системи інформаційних технологій які вкрай необхідні для функціонування сучасних суб'єктів господарювання на різних за своєю структурою та динамікою розвитку ринках. Структура господарства України знаходиться під впливом складних світогосподарських зв'язків і виникає гостра проблема застосувати універсальні інформаційні технології для визначення напрямків розвитку країни, включення її в складну систему торгівельних відносин на світових ринках, витримати конкуренцію зі світовими торгівельними компаніями. За таких складних умов, як внутрішніх, так і зовнішніх, різко зростає роль інтернет-маркетингу у посиленні в першу чергу торгівельної взаємодії між регіонами країни для подальшого виходу вітчизняних товаровиробників на світові ринки.

**Мета та завдання.** Метою статті є визначення головних складових впливу інтернет-маркетингу на сучасні комерційні процеси в національній економіці та встановлення структурних зрушень в галузі торгівлі різноманітними товарами на національному ринку України. Електронна комерція набуває широкого поширення у світі та стає наріжним камінням у формуванні світогосподарських зв'язків між країнами світу до яких просувається і Україна. Однак ряд труднощів на цьому шляху стають перешкодою щодо комерціалізації господарських стосунків між вітчизняними підприємствами та передовими країнами світу.

**Матеріали та методи.** Всі теоретичні висновки і результати статті ґрунтуються на наукових методах дослідження процесів цифровізації економічних відносин, які базувалися на положеннях класичної економічної теорії, сучасних новітніх теоріях розвитку науково-технічного прогресу. Методологія дослідження ґрунтується на принципах системного підходу до аналізу сутності інтернет-маркетингу та процесу реструктуризації торгівельних відносин за допомогою інтернету, аналізу ролі та місця електронної комерційної діяльності у сучасних національних економічних системах, що є системами трансформаційними та структурно деформованими на засадах інтернет-технологій. У ході дослідження використовувалися логічні, емпіричні методи пізнання механізмів та форм управління електронною комерцією, а також методи порівняльного, факторного, ситуаційного, економіко-статистичного аналізу, прогнозування процесу реструктуризації, графоаналітичних та алгоритмічних методів відображення отриманих результатів дослідження, програмні методи та сучасні інформаційно-комп'ютерні технології. Пріоритети у використанні того чи іншого методу визначалися поставленими завданнями і метою наукового дослідження.

**Результати.** Проведене дослідження відобразило складність та трудність процесів розповсюдження цифрових технологій в економічному середовищі українських підприємств. Цифровізація як технологія, що характерна для сучасних високотехнологічних підприємств торкається усіх сфер їх діяльності, особливо сфери комерціалізації результатів діяльності підприємств. Реалізація виробленого та запропонованого для вжитку продукту охоплює велику кількість українських підприємств і вони потребують розвитку інтернет-маркетингу, який дає суттєві переваги підприємствам на ринках. До таких переваг відносяться процеси створення постійних груп споживачів, формування фокус-груп споживачів, зменшувати витрати на просування товарів до споживачів, застосовувати рекламу, як інструмент формування потреб та надає багато інших переваг, про які вказано у статті. Важливим результатом проведеного дослідження став аналіз стану та напрямків розвитку інтернет-маркетингу в сучасній українській економіці. В статті вказані основні напрямки формування електронної комерції та вплив на цей процес інтернет-маркетингу.

**Висновки.** Результатом статті є оцінка економічної ефективності інтернет-маркетингу на сучасному етапі структурної деформації e-комерції в Україні. Зростання обсягів та динаміка електронної торгівлі свідчить про вагомість такого виду діяльності для українських підприємств та посилює світогосподарські зв'язки підприємств нашої країни з комерційними підприємствами передових країн світу.

*Ключові слова:* інтернет-маркетинг, електронна комерція, структурна деформація торгівлі, динаміка e-комерції в Україні, оцінка економічної ефективності інтернет-маркетингу.

**Kolodynskyi S., Hutsaliuk O., Kramskyi S., Zakharchenko O. Internet Marketing and Structural Changes e-Commerce in Ukraine**

**Abstract.** The article reveals the essence of Internet marketing as a universal scientific and methodological tool and a complex system of information technologies, which are extremely necessary for the functioning of modern business entities in markets with different structures and dynamics of development. The structure of Ukraine's economy is under the influence of complex global economic relations, and there is an acute problem of applying universal information technologies to determine the direction of the country's development, its inclusion in a complex system of trade relations on world markets, and to withstand competition with global trading companies. Under such difficult conditions, both internal and external, the role of Internet marketing in strengthening, first of all, trade interaction between the regions of the country for the further exit of domestic product manufacturers to world markets is growing sharply.

**Purpose and tasks.** The purpose of the article is to determine the main components of the influence of Internet marketing on modern commercial processes in the national economy and to establish structural changes in the field of trade in various goods on the national market of Ukraine. Electronic commerce is gaining widespread use in the world and is becoming a cornerstone in the formation of global economic ties between the countries of the world, to which Ukraine is also advancing. However, a number of difficulties on this path become an obstacle to the commercialization of economic relations between domestic enterprises and advanced countries of the world.

**Materials and methods.** All theoretical conclusions and results of the article are based on the scientific methods of researching the processes of digitalization of economic opportunities, which were based on the provisions of classical economic theory, modern theories of the development of scientific and technological progress. The research methodology is based on the principles of a systematic approach to the analysis of the essence of Internet marketing and the process of restructuring trade relations using the Internet, analysis of the role and place of electronic commercial activity in modern national economic systems, which are transformative and structurally deformed systems based on Internet technologies. In the course of the study, logical, empirical methods of learning the mechanisms and forms of e-commerce management were used, as well as methods of comparative, factorial, situational, economic and statistical analysis, forecasting of the restructuring process, grapho-analytical and algorithmic methods of displaying the obtained research results, software methods and modern information and computer technologies. Priorities in the use of this or that method were determined by the tasks and the purpose of scientific research.

**The results.** The conducted research reflected the complexity and difficulty of the processes of spreading digital technologies in the economic environment of Ukrainian enterprises. Digitization as a technology characteristic of modern high-tech enterprises affects all spheres of their activity, especially the sphere of commercialization of the results of enterprise activity. The implementation of the product produced and offered for use covers a large number of Ukrainian enterprises and they need the development of Internet marketing, which gives significant advantages to enterprises in the markets. Such advantages include the processes of creating permanent groups of consumers, forming focus groups of consumers, reducing the costs of promoting goods to consumers, using advertising as a tool for forming needs and providing many other advantages, which are indicated in the article. An important result of the conducted research was the analysis of the state and directions of Internet marketing development in the modern Ukrainian economy. The article indicates the main directions of the formation of electronic commerce and the influence of Internet marketing on this process.

**Conclusions.** The result of the article is an assessment of the economic efficiency of Internet marketing at the current stage of the structural deformation of e-commerce in Ukraine. The increase in the volume and dynamics of electronic trade shows the importance of this type of activity for Ukrainian enterprises and strengthens the global economic ties between the enterprises of our country and the commercial enterprises of the leading countries of the world.

**Keywords:** Internet marketing, electronic commerce, structural deformation of trade, dynamics of e-commerce in Ukraine, assessment of the economic efficiency of Internet marketing.

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