

Development of the Concept of International Marketing in the Digital Economy

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ABSTRACT. The paper is devoted to the study of problems, contradictions and vectors of development of the concept of international marketing and its practical implementation in the digital economy, the need for harmonious integration of theoretical foundations and practical technologies of international and digital marketing. Priority attention is focused on the analysis of the process of forming approaches to the interpretation of the essence of digital marketing with a view to specifying its boundaries, functions, principles, methods and tools; the issue of relevance of existing models of "traditional marketing" in a developed digital environment, their effective compatibility with the constantly and dynamically improving "digital marketing" technologies; development and substantiation of the basic format of the international marketing mix of a company in the global digital environment and identification of strategically important areas of development. It is shown that today, despite a significant number of definitions, there is only the formation of clear approaches to understanding the essence of "digital" marketing, while the range of application of the term is constantly expanding, which "devalues" to some extent the "classical" marketing. At the same time, in the theoretical dimension, the author has identified a tendency to integrate digital (online) and non-digital (offline) technologies and channels, which has made it possible to define modern marketing as a harmonious set of online and offline technologies and tools that take into account sectoral and environmental aspects, the integrated use of which will ensure the necessary response of the target market (segment) to business offers.

It is proved that the models of "traditional" marketing are also relevant in the global digital environment, the potential for their harmonisation with digital technologies is demonstrated, and the priority marketing areas of application of the latter are identified in terms of their functional orientation. The objective necessity and practical feasibility of integrating international marketing activities with the unique capabilities of digital technologies are substantiated. The seven-component basic structure of the international marketing complex is proposed and the digital component of each is developed.

Given the presence in international economic activity of several types of marketing mixes (standardised, adapted/differentiated and combined), the article identifies a group of specific factors of adaptation to the conditions of target foreign markets due to the use of digital technologies: purely technological (prevailing payment systems and social networks, generation of wireless Internet, etc.) and communicative (peculiarities of content perception, digital

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literacy, etc.), which are crucial for such components of the digital marketing mix as “Promotion”, “Place”, “People”, “Process”, “Physical evidence”.

KEYWORDS: international marketing, digital marketing, concept, digitalisation of the world economy, traditional marketing, marketing mix, digital technologies, marketing mix, global market, global digital environment.

Introduction

In the context of the formation and intensive development of the digital economy, its new technologies are being introduced into all spheres of human life, including international marketing activities, at an ever-increasing pace, thereby adding new market and technological opportunities and increasing efficiency. With the further development of information and communication technologies, the behaviour of market participants, including consumers, is becoming increasingly technology-driven. Innovative technologies penetrate traditional (offline) marketing, increasing its capabilities and ensuring the formation and development of the so-called digital (online) marketing, which enhances, first of all, the communication capabilities of traditional marketing itself, on the one hand, and, on the other hand, provides marketing activities in e-business. The use of digital marketing in the global market allows companies to reach a large number of customers from different countries, create high global brand awareness, and establish relationships with business partners and consumers in a multinational environment.

The fundamental platform for the functioning and development of digital marketing is digital marketing technologies (MarTech), which are developed by IT specialists and used by marketers in their activities. In fact, the main purpose of MarTech is to automate marketing activities. They allow for the integration of marketing, technology and management and, on this basis, ensure effective interaction between companies and their customers in the digital environment and the achievement of their goals. MarTech is seen by practitioners as a key area for optimising marketing strategies in the face of continuous changes in consumer behaviour, preferences and expectations and the emergence of digital innovations.

The digital (electronic) environment of any company has no international borders, is more competitive than the traditional one, and, accordingly, is more difficult to create and maintain competitive advantages. The absence of borders between countries for interaction with business partners and consumers, the global scale of commodity markets, and new specific technological capabilities create global prospects for the development of marketing activities of companies. On the other hand, the existence of national specifics in the economy, socio-cultural sphere, legislative regulation

of foreign economic and marketing activities, and the level of technological development of countries require a differentiated approach to each specific foreign market. Additional factors of differentiation of international marketing activities of companies are currently becoming the state of digitalisation of the economy, national peculiarities of consumer behaviour in the digital environment, caused by both socio-cultural features and digital technical and technological literacy, personalised characteristics of representatives of customer communities, etc.

The conceptual foundations and methodology of international marketing have been thoroughly researched and presented in the scientific works of many foreign researchers, in particular, such as Assael G.³, Bartels R.⁴, Bitner M.⁵, Borden N.⁶, Kateora F.⁷, Kotler F.⁸, Kramer R.⁹, Levitt T.¹⁰, McCarthy E.¹¹, Terpstra V.¹², Hollensen S.¹³, etc. Among domestic scholars, the issues of international marketing were considered in the works of Kanishchenko O. L.¹⁴, Knyazeva T. V., Petrovska S. V.¹⁵, Kozub V. O.¹⁶, Kozak Y., Litovchenko I.¹⁷, Mazaraki A., Melnyk T.¹⁸, Purska I.¹⁹, Spivakovska T.²⁰, Taranych A.²¹, Chernomaz P.²², Stahl T.²³ and others. The fundamental provisions of the identification of international marketing relate to its essence, variety of forms and specificity of use in the global and multinational environment.

³ Assael H. Marketing: Principles & Strategy. The Dryden Press. 1990. 739 p.

⁴ Bartels R. Comparative Marketing: Wholesaling In Fifteen Countries. Hardcover. Literary. Licensing, LLC. 2012. 328 p.

⁵ Bitner, M. J. Servicecapes: The impact of Physical surrounding on Customer and Employees. Journal of Marketing. Vol.56. - 1992 (April). p.57-71

⁶ Borden, N. H., The Concept of the Marketing Mix, Journal of Advertising Research, June 1964, pp. 2-7.

⁷ Kateora P., Graham J., Gilly M. ISE International Marketing. 18th Edition McGraw-Hill Interamericana de España S.L. 2021. 1440 p.

⁸ Kotler P. Marketing Management, Millenium Edition. Tenth Edition. Pearson Custom Publishing. 2002. 719 p.

⁹ Kramer R. International Marketing. - Cincinnati: South-Western Publishing C.O., 1977. 651 p.

¹⁰ Levitt T. The Globalisation of Markets / T. Levitt // Harvard Business Review. - 1983. - Vol. 61 (3). - P. 92-101.

¹¹ McCarty E.J. Basic Marketing: A Managerial Approach. Richard D. Irwin Inc. Homewood. Illinois. 1960. 769 p.

¹² Terpstra V., Sarathy R. International Marketing. Dryden Press, 2000 – 753 p.

¹³ Hollensen S. Global Marketing. 8th ed. Pearson. 2020. 808 p.

¹⁴ International marketing in the activities of Ukrainian enterprises. Kyiv : Znannya, 2007. 446 c

¹⁵ International marketing: a textbook / T. V. Knyazeva, Y. Kolbushkin, S. Petrovska, et al.

¹⁶ Shtal T. V., Kozub V. O., Nakhmetov A. N. Formation of the international marketing strategy of the company's entry into the foreign market BUSINESSINFORM. Ekonomika. Management and marketing. 2018. №1. C. 345-351.

¹⁷ International marketing. Textbook / edited by Y.G. Kozak, S. Smychko, I.L. Litovchenko. Kyiv. "Centre for Educational Literature. 2014. 294 c.

¹⁸ International marketing: a textbook / edited by A.A. Mazaraki, T.M. Melnyk – Kyiv: Kyiv National University of Trade and Economics, 2018. 448 p.

¹⁹ Purska IS, Malska MP, Zanko YS International marketing: a textbook. Kyiv: Znannya.2012. 285 c.

²⁰ Spivakovska, T. V. Formation of the international marketing strategy. Effective economy 2013. №2,

²¹ International marketing: a textbook for students of higher educational institutions / A. Taranych, V. Omelchenko, V. Kuznetsov, S. Gromenkova – 3rd edition, supplement – Vinnytsia: Vasyl' Stus DonNU, 2017. 279 p.

²² Chernomaz P.O. International marketing: a textbook. Kyiv: Akademvydav, 2010. 272 c.

²³ International marketing: a textbook / T.V. Shtal, I. Astakhova, V. Kozub – Kharkiv: KhNUE named after S. Kuznets, 2019. 275 p.

An analysis of existing scientific sources has shown that research on the conceptual foundations and development of international and digital marketing is carried out mainly independently, while in modern conditions there is a need to study the integration of digital technologies with the international marketing activities of companies. As F. Kotler aptly emphasised, "marketing must adapt to the changing nature of the buyer's journey in the digital economy"²⁴, and the same can be said about international marketing. Therefore, the purpose of the article is to determine the content and directions of evolution of international marketing under the influence of the introduction of digital technologies, in particular: to reveal the essence of the modern digitalised marketing concept and its features in international business.

The methodological basis of the study was formed by general scientific and special methods, in particular: historical and logical method (in the study of the formation of the concept of marketing complex), method of comparative analysis (when comparing approaches to the formation of the structure and content of the elements of the digital marketing complex, comparing the popularity of the terms "digital marketing" and "Internet marketing"), graphical method (to study the dynamics of the frequency of use of the terms "digital marketing" and "Internet marketing" in the world and Ukrainian information space), system-structural method (to structure the digital marketing complex and systematize the criteria for differentiating foreign markets in the digital environment).

Formation of approaches to the interpretation of the essence of digital marketing

With the development of digitalisation of the economy, the number of research and development activities devoted to marketing activities in the electronic, Internet or digital environment is growing. Since the introduction of the Internet into marketing activities, various terms have been used in scientific and professional literature to describe such activities, including: electronic marketing, Internet marketing, online marketing, digital marketing. Accordingly, the titles of scientific works in this area differ in the terminology used.

A significant contribution to the formation of the theoretical and methodological foundations of digital marketing was made by such foreign scholars as D. Chaffey (definition of digital marketing, its tools, strategies, research of differences from traditional marketing, etc.^{25, 26, 27}, A. Banerjee

²⁴ Kartajaya H., Kotler P., Setiawan I. Marketing 4.0: Moving from Traditional to Digital. Wiley. 2016. p. 208.

²⁵ Chaffey D. Definitions of Digital marketing vs Internet marketing vs Online marketing. 2016. <https://www.smartinsights.com/digital-marketing-strategy/online-marketing-mix/definitions-of-emarketing-vs-internet-vs-digital-marketing/>.

²⁶ Chaffey D. What is digital marketing? Tools and templates to define the scope of digital today. 12 Oct, 2021. <https://www.smartinsights.com/digital-marketing-strategy/what-is-digital-marketing/>.

²⁷ Chaffey D., Ellis-Chadwick F. Digital Marketing: Strategy, Implementation and practice. Sixth Edition. Pearson. 2016. 729 p

(study of trends in the development and practice of using e-marketing)²⁸, K. Wertheim (use of digital channels in modern marketing and digital marketing planning)²⁹, F. Kotler (new communication channels and mechanisms of interaction with customers, transition to multichannel marketing)³⁰, D. Hoffman, T. Novak (transformation of the marketing paradigm in the digital environment)³¹, K. Kalyanam, Sh. McIntyre (structure of the electronic marketing mix)³², G. Minculete, P. Olar (approaches to defining the modern concept of digital marketing)³³ and others.

Among the Ukrainian researchers of digital marketing, it is worth noting M.A. Oklander (development of theoretical and applied provisions of digital marketing)³⁴, Romanenko O.O. (difference between digital marketing and Internet marketing)³⁵, Savytska N.L. (marketing in social networks)³⁶, Serskykh N.S. (Internet marketing, e-commerce)³⁷, Romanenko L.F. (essence and tools of digital marketing)³⁸, Humenna O.V. (Internet and digital marketing in integrated marketing communications)³⁹, Zabashtanska T.V., Verbyvska L.V. (the essence of e-marketing, systematisation, definitions of digital marketing)⁴⁰, Shpaka N.O., Grabovych I.V., Sroka V. (comparison of the essence of Internet marketing and digital marketing)⁴¹, Bratko O.S.,

²⁸ Banerjee A., Modern Trends and Practices of E-Marketing: An Overview, OSR Journal of Business and Management (IOSR-JBM), Special Issue – AETM'16, pp. 16-21. <https://www.iosrjournals.org/iosr-jbm/papers/Conf.15010/Volume%201/3.%2016-21.pdf>

²⁹ Wertheim K. The Essential Guide to New Media & Digital Marketing John Wiley & Sons (Asia), 2008. p. 406

³⁰ Kotler F. Marketing 4.0. From Traditional to Digital / Philip Kotler, Herman Katarjaya, Ivan Setiawan: translated from English – K.: KM Books Publishing Group, 2018. 208 p.

³¹ Hoffman D., Novak T. P. A New Marketing Paradigm for Electronic Commerce. The Information Society. April 1998. https://www.researchgate.net/publication/2510843_A_New_Marketing_Paradigm_for_Electronic_Commerce.

³² Kalyanam K., McIntyre Sh. The E-Marketing Mix: A Contribution of the E-Tailing Wars. Journal of the Academy of Marketing Science, 30(4): 2002. p.487-499.

³³ Minculete G., Olar P. Approaches to the modern concept of digital marketing. International conference knowledge-based organisation 2018. Vol. XXIV. № 2. P.63-69.

³⁴ Oklander M.A., Oklander T.O., Yashkina O.I. Digital marketing – a model of marketing of the XXI century: monograph [and others]; edited by Doctor of Economics, Professor Oklander M.A. – Odesa: Astroprint, 2017. 292 c.

³⁵ Specific differences between digital marketing and Internet marketing. Economic Bulletin of the National Technical University of Ukraine "Kyiv Polytechnic Institute". 2015.- № 12. PP. 362-371. – URL: http://nbuv.gov.ua/UJRN/evntukpi_2015_12_54.

³⁶ Savytska N.L. Marketing in social networks: strategies and tools in the B2C market. Marketing and digital technologies. T.1, №1, 2017. C.20-33.

³⁷ The concept of 4P in Internet marketing. Economic studies. 2018. №3(21). C.49-52.

³⁸ Romanenko L.F. Digital marketing: essence and development trends. Scientific Notes of Lviv University of Business and Law, 2019. V.23, p. 80-84. URL: <https://nzlulp.org.ua/index.php/journal/article/view/>.

³⁹ Modern tools of digital marketing in the system of integrated marketing communications. Scientific notes of NaUKMA. Economic Sciences. 2016. Vol.1, imp.1. p.48-53.

⁴⁰ Zabashtanska T.V., Verbyvska L.V. The essence of E-marketing and its role in the development of the enterprise. Mathematical methods, models and information technologies in economics. Issue 35. 2019. C.529-535.

⁴¹ Digital and Internet marketing: correlation of concepts. Bulletin of the National University "D'viv Polytechnic. Series "Problems of Economics and Management". 2022. №1 (9). C.143-156.

Salamon I.R. (use of digital technologies to promote products in international markets)⁴² etc.

In recent years, digital marketing has become the most commonly used term in both international and Ukrainian academic literature. As noted by Dave Chaffee, author of five books on digital marketing, co-founder and content director of the Smart Insights website, author of many digital marketing training programmes⁴³, there is no significant difference between these concepts. However, semantically, the term "digital marketing" is more complete and more adequately reflects today's technological trends in the development of marketing activities, covering other means, techniques, platforms, etc. besides the Internet. In addition, the global community of scholars and practitioners prefers this term, which is confirmed by the dynamics of the level of popularity of "digital marketing" search queries as opposed to "internet marketing" in Google (Fig. 1).

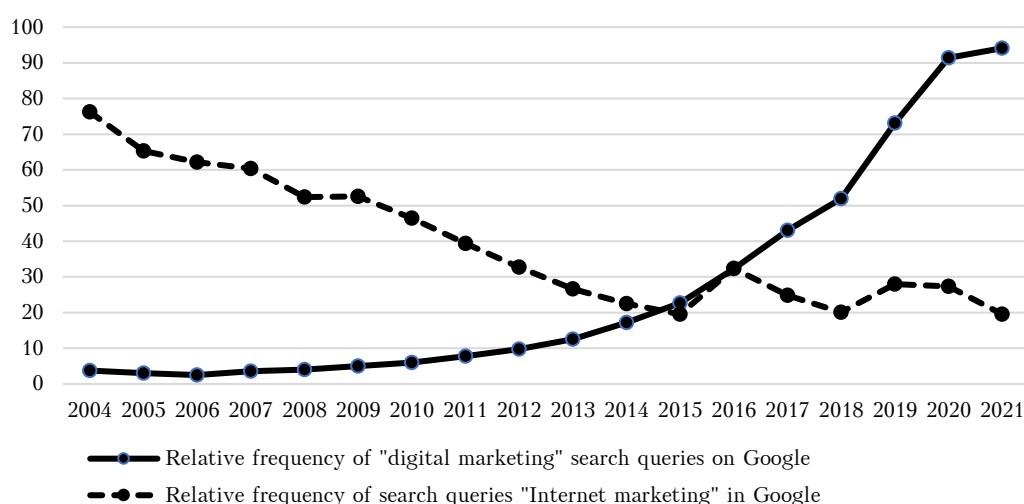


Fig. 1. Average annual relative frequency of search queries "digital marketing" and "Internet marketing" in Google in the world in general in 2004–2021

Source: based on data from⁴⁴.

⁴² Bratko O.S., Salamon I.R. The use of digital technologies for product promotion in international markets. Electronic scientific professional edition "Effective Economy". 2022. №5. URL: http://www.economy.nayka.com.ua/pdf/5_2022/82.pdf.

⁴³ Chaffey D. Definitions of Digital marketing vs Internet marketing vs Online marketing. 2016. <https://www.smartinsights.com/digital-marketing-strategy/online-marketing-mix/definitions-of-emarketing-vs-internet-vs-digital-marketing/>.

⁴⁴ Google's web application "Google Trends" upon request (<https://trends.google.com/trends>)

In the Ukrainian segment of the Internet until 2012, the average annual frequencies of search queries for "digital marketing" and "Internet marketing" were insignificant (at the level of 0.5-1.5) and almost identical. For similar terms in the Ukrainian language ("digital marketing", "Internet marketing"), Google Trends provides fragmentary, incomplete information and does not allow to identify trends due to the lack of necessary information. Since 2012, the frequency of search queries for "digital marketing" has shown a positive upward trend, especially after 2017 (Fig. 2).

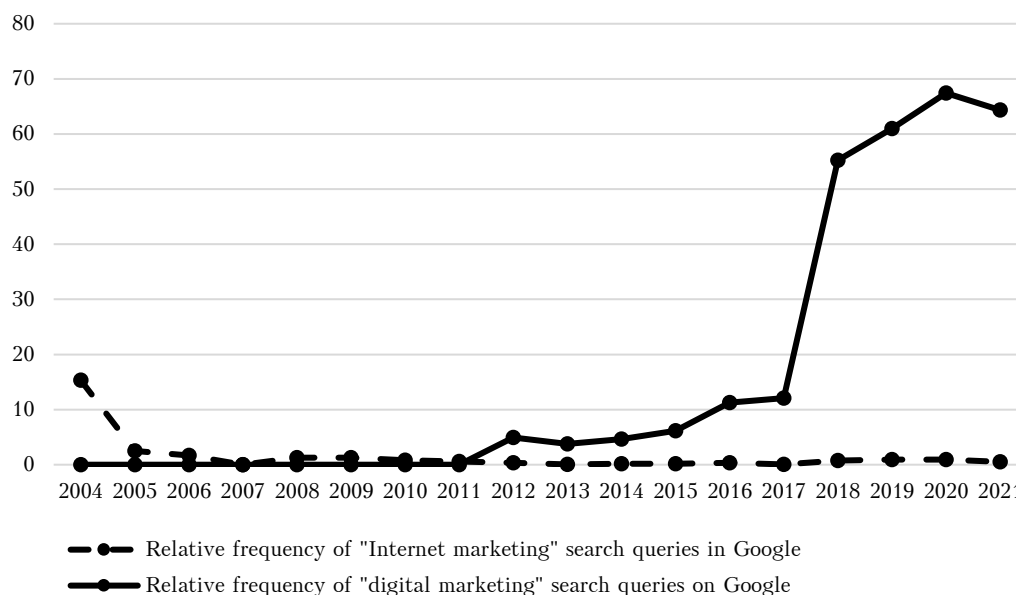


Figure 2. Average annual relative frequency of search queries "digital marketing" and "Internet marketing" in Google for the Ukrainian Internet segment in 2004–2021

Source: based on data from⁴⁵.

Despite the fact that digital marketing as a type of activity has existed for decades, its conceptual definition is still a matter of debate – from the complete rejection of the need to use the term "digital marketing" because today any marketing activity is impossible without the use of digital technologies to the separation of digital marketing as a specific type of marketing activity.

⁴⁵ Google's web application "Google Trends" upon request (<https://trends.google.com/trends>).

In our opinion, authors of conceptual definitions of digital marketing can be divided into two groups. Thus, the representatives of the first group define digital marketing through the system of digital marketing communications used to promote products and the company itself through the Internet and other electronic networks in the digital environment. In particular, the Indian researchers Gupta P., Dahiya P., Gupta A. define digital marketing as the promotion of a business, organisation or brand through channels such as the Internet, mobile devices, television and radio in addition to the use of creative online advertising, video, podcasts and other methods of message delivery⁴⁶. Internet marketing plays a key role, becoming the core of any marketing strategy that is implemented in the digital environment.

Representatives of another group consider the concept of digital marketing more broadly, including other technologies and types of marketing activities. For example, the CISCO group of experts defines digital marketing as all business activities that are carried out via the Internet to identify, attract, win and create loyal customers⁴⁷.

According to K. Wertheim, digital marketing is a new stage in the evolution of marketing, when the vast majority or all of a company's marketing is implemented through the use of targeted digital channels that should ensure the establishment and maintenance of a constant two-way personalised dialogue with each consumer⁴⁸.

Dave Chaffee gave a general definition of digital marketing back in 2005 as the achievement of marketing goals through the use of digital technologies and tools⁴⁹. However, based on the content and purpose of marketing activities and the desire of companies to achieve the highest results, he rejects the possibility of achieving high results by working only in the digital environment. In his opinion, marketing should cover all customer touch points by integrating digital (online) and non-digital (offline) channels. Only such an integrated, omnichannel approach to modern marketing can ensure the best results. Similar opinions are expressed by other scholars and practitioners. For example, Kotler notes that in the digital economy, it is not enough to use only digital tools. It is omnichannel marketing that ensures coordinated actions of the company in all possible online and offline channels

⁴⁶ Gupta P., Ms. Dahiya P., Gupta A. Understanding Ecosystem of Digital marketing special reference to RJ Media and advertising. International Journal of Engineering Research & Technology (IJERT), NCIETM. 2017. Conference Proceedings Vol.5, Issue 11. <https://www.ijert.org/research/understanding-ecosystem-of-digital-marketing-special-reference-to-rj-media-and-advertising-IJERTCONV5IS11030.pdf>.

⁴⁷ Banerjee A. Modern Trends and Practices of E-Marketing: An Overview, OSR Journal of Business and Management (IOSR-JBM), Special Issue – AETM'16, pp. 16-21.

⁴⁸ Wertheim K. The Essential Guide to New Media & Digital Marketing. John Wiley & Sons (Asia). 2008. p. 406.

⁴⁹ Chaffey D. What is digital marketing? Tools and templates to define the scope of digital today. 12 Oct, 2021. <https://www.smartinsights.com/digital-marketing-strategy/what-is-digital-marketing/>.

to create conditions for the formation of customer readiness to make a purchase⁵⁰.

Thus, modern marketing should be viewed as a harmonious set of online and offline tools, the integrated use of which will ensure the necessary market response to business proposals.

The dilemma of relevance of traditional marketing models in the global digital environment

Neil Borden, one of the world's recognised marketing classics, identified the essence of marketing with the concept of "Marketing Mix", including various tools that a company can use to influence the market to achieve its business goals⁵¹. More than 60 years ago, E.J. McCarthy defined the Marketing Mix as a set of controlled variables that a company combines to satisfy its target audience, and having systematised these variables, he formulated the concept of "4Ps" (Product, Price, Place, Promotion). This set of marketing tools (marketing mix) forms the conceptual basis for structuring marketing decisions in accordance with the desires and needs of consumers^{52, 53}. With the development of the service sector in 1992. M. Bitner proposed to add three more elements to the "4P" complex – "3P" (People, Process, Physical evidence). Thus, the marketing mix "7P" was formed⁵⁴.

However, to this day, the classic marketing mix "4Ps" remains relevant, despite numerous theoretical and applied proposals for transforming its content and structure. As noted in the monograph "Digital Marketing – A model of marketing of the XXI century" edited by M.A. Oklander, the theory of the marketing mix is its scientific basis, and the components of the mix itself are inherent in the market environment as tools for creating and satisfying demand. The complex and harmonious use of these tools is the content of marketing activity⁵⁵. F. Kotler considers the marketing mix as a classic set of tools that clearly defines what and how to offer to consumers.

⁵⁰ Kartajaya H., Kotler P., Setiawan I. Marketing 4.0: Moving from Traditional to Digital. Wiley. 2016. p. 208.

⁵¹ Borden N.H. The Concept of the Marketing Mix, Journal of Advertising Research, June 1964, pp. 2-7.

⁵² McCarty E.J. Basic Marketing: A Managerial Approach. Richard D. Irwin Inc. Homewood. Illinois. 1960. 769 p. <https://babel.hathitrust.org/cgi/pt?id=inu.30000041584743&view=1up&seq=785>.

⁵³ Perreault W.D., McCarty E.J. Basic Marketing: A Global-Managerial Approach. McGraw-Hill/ Irwin. 2002. 14th ed. 848 p..

⁵⁴ Bitner, M. J. Servicecapes: The impact of Physical surrounding on Customer and Employees. Journal of Marketing. Vol.56. – 1992 (April). p.57-71

⁵⁵ Oklander M.A., Oklander T.O., Yashkina O.I. Digital marketing – a model of marketing of the XXI century: monograph [M.A.Oklander, T.O.Oklander, O.I.Yashkina and others]; edited by Doctor of Economics, Professor M.A.Oklander – Odesa: Astroprint, 2017. 292 c.

Currently, the marketing mix includes a variety of tools for influencing consumers and society, which are used by the company as a whole to achieve business goals. The opinions of scholars and practitioners on the composition of the modern marketing mix in the digital economy also vary and range from a complete denial of the relevance of the traditional 4Ps marketing mix in the digital environment, and instead the use of purely digital tools, systems and technologies to promote products, to the proposal to create an integrated marketing mix containing both traditional components (4Ps, 7Ps) and components driven by the digital environment.

The supporters of the first position are D. Hoffman and T. Novak, who insist on the need for a radical revision of the existing marketing paradigm for the digital environment, while offering approaches to the transformation of certain aspects of marketing activities (communications, pricing and segmentation). The main argument in favour of the reconstruction of the marketing paradigm is the specificity of the Internet environment, which leads to new opportunities and different behaviour of market participants from the traditional one⁵⁶. In their opinion, traditional business marketing communications aimed at consumers are losing their monopoly influence on target markets. New technological capabilities are turning consumers into active subjects of interaction with both manufacturing companies and other consumers. Thanks to digital technologies, consumers have the opportunity to participate in the creation of goods, express their opinions, which can be quickly heard by other market participants, and thus influence the marketing and performance of the company.

Proponents of the traditional structure of the marketing mix argue that it is easy and useful to use the marketing mix model as a basis for developing an organisational structure, marketing plans and strategies, measuring results and allocating financial resources for marketing activities, comparative analysis, etc. The marketing mix clearly systemises and directs marketing activities and remains an effective set of practical tools for achieving certain business goals. Currently, there are various proposals for approaches to the formation of a modern marketing mix.

Modern marketing is not a simple sum of traditional (offline) and digital (online) marketing tools, but a complex integration, interweaving and harmonisation of them. Moreover, the extent to which digital technologies are used in marketing depends on the nature of the product that the company produces and/or sells (digital, physical) and the extent to which e-commerce technology is used in the company's business activities. There is no fundamental difference between the approaches to forming a marketing mix

⁵⁶ Hoffman D., Novak T. P. A New Marketing Paradigm for Electronic Commerce. The Information Society. April 1998. https://www.researchgate.net/publication/2510843_A_New_Marketing_Paradigm_for_Electronic_Commerce.

for the sale of physical (tangible) and digital products, since both can be sold both online (using e-commerce technology) and offline through traditional (non-digital) sales channels. However, the use of e-commerce technology implies marketing activities in the digital environment and, accordingly, the development of a digital marketing mix.

A significant part of specialists and scientists in the formation of the digital marketing complex prefers classical approaches based on the concept of "4P" or "7P", modifying them in accordance with the conditions of the digital environment and taking into account the growing importance of servicing potential customers who either seek information about the goods they need, or make a purchase, or need advice on the problems of buying and using the purchased goods, etc. In this context, it is advisable to consider two concepts, namely, the concept of D. Chaffee and F. Ellis-Chadwick, who propose to use the "7P" model (structure) with appropriate modifications of the content of the elements of the complex⁵⁷, and the well-known concept of "4P+P² C S²²" as a mixture of traditional marketing ("4P") and elements of marketing of trade services in the digital environment, described by Kalyanam K. and McIntyre Sh.⁵⁸.

Chaffee D. and Ellis-Chadwick F. propose to use the 7P model (structure), which consists of traditional 4Ps (Product, Price, Place, Promotion), the elements of which determine the subject of sale, its price, sales channels and promotion tools with certain additions caused by activities in the digital environment, and 3Ps (People, Process, Physical evidence) directly related to servicing potential customers in the digital environment. Based on the general scheme of the 7Ps complex, the authors modify each component of the complex by adding new elements. Thus, the subcomponent "Product", in addition to traditional elements (assortment, quality, brand name, characteristics, packaging, etc.) and reinforcement elements in the form of pre- and post-sales service, etc., should include, for example, information and visual presentation of the product on the seller's website or other online platform where the product is offered.

In addition to the traditional elements of pricing (based on costs, demand, competition, discounts, etc.), the Price subcomponent contains new approaches to pricing, including dynamic pricing, where the price can change in real time depending on the type of customer or market situation, testing-based pricing, auction pricing, modification of the price structure, etc.

It is significant that the authors fully identify the "Place" subcomponent with the seller's Website and its functionality. In fact, a company's sales channels can be a set of online platforms that offer the

⁵⁷ Chaffey D., Ellis-Chadwick F. *Digital Marketing: Strategy, Implementation and practice*. Sixth Edition. Pearson. 2016. 729 p.

⁵⁸ Kalyanam K., McIntyre Sh. The E-Marketing Mix: A Contribution of the E-Tailing Wars. *Journal of the Academy of Marketing Science*, 30(4): 2002. p.487-499.

company's products in the digital environment, including the websites of the manufacturing company, resellers, affiliated partners, relevant pages on social media, etc.

As for the subcomponent "Promotion", it consists of numerous different online communications (Internet advertising, e-mail newsletters, social media marketing, messenger communications, online P&R technologies, viral marketing, etc.) and incentives (e-coupons, online promotions to increase customer loyalty, etc.).

The components of the subcomponents People, Process, Physical evidence in the digital environment play a role similar to that of the offline environment, but since the provision of services during the selection of goods, their purchase and after-sales service is carried out on a particular online platform, the elements of these subcomponents have their own specifics. In general, these components of the marketing mix, by increasing the value of the product being sold, influence consumer loyalty and the likelihood of his recommendation for product selection and service on the chosen online platform. As a rule, a company offers its product not only on its own online platform, but also uses resellers and other business partners.

The online platforms where a company's product is offered for sale are the "touch points" to potential customers through the respective Websites in the digital environment, which can be accessed from various devices (desktop computers, mobile phones and tablets) or through mobile applications and social media pages. Despite the growing popularity of social media, companies' websites are still the main channels of communication with potential customers who are looking to make a purchase.

The "People" subcomponent provides assistance to a potential buyer in its information service by communicating with employees involved in providing the information required by the buyer. An interactive dialogue between the buyer and the company's representative can be ensured by means of communication via Internet technologies, mobile and landline telephone communications, online chats, email responses, etc.

The Process subcomponent technologically provides procedures related to providing the necessary information to the customer, sales and after-sales services provided by online platforms (including the seller's website), ordering goods and paying for them, providing the customer with answers to frequently asked questions, feedback from those who have already purchased the company's product, etc.

Subcomponent "Physical evidence" contains "tangible evidence", which in the digital context involves the formation of an effective customer experience before, during and after the purchase of a company's product through an online platform based on emotional and rational factors. It is the

characteristics of the online platform (functionality, simplicity, ease of use and navigation, content quality, accessibility, speed, performance, good structure, etc.) that enhance the company's image and play an important role in building and retaining a loyal customer.

Kalyanam K. and McIntyre Sh. consider the model "4P+P² C S²² " as a mixture of traditional marketing ("4P") and elements of marketing of trade services in the digital environment. The abbreviation P² (Personalisation, Privacy) stands for personalisation and privacy, C² (Customer Service, Community) for customer service and community, and S² (Security, Site Design) for security and site design. Moreover, the authors of the concept consider personalisation, privacy and security to be separate elements of the marketing mix, but they are considered to be the technological basis for the integration of the other elements of the marketing mix. That is, in fact, the elements of the complex are the traditional elements of the "4Ps" with the addition of elements of customer service (Customer Service), creation and support of the community (Community) and website design (Site Design).

There is a certain similarity between the conceptual approaches of the "7Ps" by Chaffee D. and Ellis-Chadwick F. and the "4Ps+P² C S²²" Kalyanam and McIntyre Sh. in defining the digital marketing mix. Both of these approaches are based on the traditional 4Ps model, adding elements related to sales and customer service in the digital environment. Moreover, the elements of "People, Process, Physical evidence" in the "7Ps" complex are implemented directly with the help of the company's website tools, although the website itself is not included in the complex. Kalyanam K. and McIntyre S. structure the marketing mix in more detail and single out as one of the elements the design of the seller's website, which is both a communication tool and a sales channel, and serves as a platform for implementing such elements of the mix as customer service, creating and maintaining a community, and ensuring personalisation.

Kalyanam K. and McIntyre S. include the elements of personalisation, security and privacy in the general formula of the marketing mix, but note their general, integrating role in ensuring the implementation of the marketing mix in the digital environment. Chaffey D. and Ellis-Chadwick F. do not include personalisation, community building, security and privacy as elements of the marketing mix, but at the same time note the importance and necessity of their provision in marketing activities in the digital environment.

There is no doubt that personalisation, security and privacy are extremely important components of a company's marketing activities in the digital environment, which must be provided for and ensured by technology. However, based on the nature and purpose of the elements of the marketing mix as tools for influencing consumers, their inclusion in the marketing mix

is not appropriate. These are functions and properties that should be inherent in any marketing activity in the digital environment. At the same time, they can be used in the company's communication policy as information support in countries with a low level of development and imperfect digital technologies.

Objective integration: international marketing mix in the digital environment and the specifics of its development

Integration of approaches of D. Chaffey and F. Ellis-Chadwick and K. Kalyanam and Sh. McIntyre to the formation of the marketing complex allowed to form the structure of the marketing complex in the digital environment (Fig. 1).

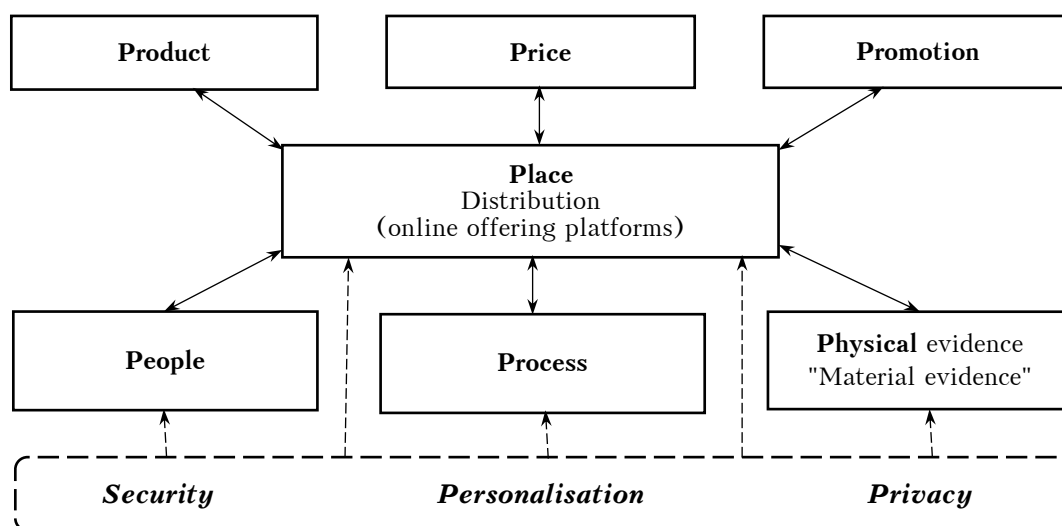


Figure 1. Structure of the marketing mix in the digital environment

Source: developed on the basis of^{59, 60}.

The content of the elements of the marketing mix in the digital environment is presented in Table 1.

⁵⁹ Chaffey D., Ellis-Chadwick F. Digital Marketing: Strategy, Implementation and practice. Sixth Edition. Pearson. 2016. 729 p.

⁶⁰ Kalyanam K., McIntyre Sh. The E-Marketing Mix: A Contribution of the E-Tailing Wars. Journal of the Academy of Marketing Science, 30(4): 2002. p.487-499.

Table 1

**CONTENT OF THE ELEMENTS OF THE DIGITAL MARKETING MIX
(FOR PHYSICAL AND DIGITAL PRODUCTS)**

	Traditional (physical) products	Digital products
Place Distribution (sales channels)	online platforms (Manufacturer's website, online intermediary websites, partner websites, electronic trading platforms)	
Logistics (delivery method)	– post office, courier, logistics company	– for a file in digital format – electronic communication channels; – for a file recorded on physical media – post office, courier, logistics company
Product	range, properties, trademark, quality, warranty, related services	range, functionality, format, memory capacity, ease of use, relevance (required update frequency), playback quality, manufacturer
Price	<ul style="list-style-type: none"> - competitive pricing; - dynamic pricing (depending on real-time demand); - differentiated prices (personalised); - auction pricing 	
Promotion	<ul style="list-style-type: none"> - interactive interaction between the seller and the buyer (Website, website navigation, search engine marketing (SEM), search engine optimisation (SEO), contextual advertising, etc.) - digital communication tools: Internet advertising, e-mail marketing, messaging via messengers, social media marketing (SMM), content marketing, influencer marketing, mobile marketing (including mobile applications), entertainment marketing (YouTube films, games), online conferences, webinars, review and rating sites, etc; - Consumer feedback and opinions on products and activities on the Internet and social media, - Sales promotion measures (coupons, contests, promotions, discounts, etc.) 	
People	the company's employees using digital customer service technologies, in particular, ensure interactive dialogue with the customer through communication means (Internet technologies, mobile, landline telephone communications, online chats, email responses, etc.), personalisation, confidentiality and security for the customer	
Process	<ul style="list-style-type: none"> - communication procedures related to the provision of information, sales and after-sales service implemented on online platforms (provision of product information and/or product demonstration videos, interface for ordering and paying for the purchase, order tracking, answering frequently asked questions, the ability to read reviews from those who have already purchased the company's product, community support, etc); - ensuring personalisation, confidentiality and security for the client 	
"Physical evidence" "Material evidence"	<ul style="list-style-type: none"> - functionality of online platforms (information, marketing, ordering, payment, community building and support, order tracking, feedback, etc.); - characteristics of online platforms (design, accessibility for customers, ease of information retrieval and navigation, quality of content, speed, performance, good structure, etc.); - ensuring personalisation, confidentiality and security for the client 	

Source: Developed with the use of⁶¹, ⁶².

⁶¹ Chaffey D., Ellis-Chadwick F. Digital Marketing: Strategy, Implementation and practice. Sixth Edition. Pearson. 2016. 729 p.

⁶² Kalyanam K., McIntyre Sh. The E-Marketing Mix: A Contribution of the E-Tailing Wars. Journal of the Academy of Marketing Science, 30(4): 2002. p.487-499.

A wide range of digital technologies (MarTech), which is constantly expanding and updating, significantly facilitates and accelerates the work of marketers, creating growing opportunities for the implementation of digital marketing. Currently, experts identify the following main areas of MarTech use in digital marketing activities^{63, 64}:

- creation and maintenance of a corporate database (information on customers, products and sales, business analytics);
- creating and maintaining online platforms with a clear and comfortable interface for customers;
- website promotion technologies (SEO optimisation, SEM);
- brand promotion technologies (online advertising, social media advertising, PR)
- evaluating the effectiveness of advertising campaigns;
- content management (textual content, video, multimedia content, applications, etc.);
- technological platforms, CRM systems, interaction with social networks;
- monitoring social media (contacts with brands, competitors' behaviour, trends in the sector, sentiment analysis, etc.);
- e-mail marketing, SMS marketing, etc.

In international marketing, due to the economic, socio-cultural, technological, political and legal diversity of countries, there is a need to adapt all or part of the elements of the marketing complex to the specifics of the markets of the countries. Depending on the degree of adaptation in international marketing, the following types of international marketing complexes are distinguished⁶⁵:

- standardised – all elements of the marketing mix are the same for different countries of the world, provided that the market segments in those countries are the same;
- differentiated – several marketing packages are developed, each element of which is tailored to the specifics of different countries and their particular market segments;
- combined – some elements of the marketing mix can be standardised for segments of a certain set of countries that are similar in some respects, while the other part is adapted to the specifics of these segments.

To determine the need and degree of differentiation of elements of the international marketing mix in the digital environment, the factors of the

⁶³ Bratko O.S., Salamon I.R. The use of digital technologies for product promotion in international markets. Electronic scientific professional edition "Effective Economy". 2022. №5. URL: http://www.economy.nayka.com.ua/pdf/5_2022/82.pdf.

⁶⁴ *Comprehensive solutions to complex marketing tasks*. Martech-system of marketing automation. URL: <https://avada-media.ua/ua/services/martech/>.

⁶⁵ Tsygankova T.M. International marketing: theoretical models and business technologies: Monograph. Kyiv: KNEU. 2004. 400 p..

traditional marketing environment (economic, political and legal, natural and climatic, socio-cultural, technological, etc.) and specific factors caused by the use of digital technologies, in particular, purely technological (prevailing payment systems and social networks, generation of wireless Internet, etc.) and socio-cultural factors related to the specifics of communications in the multinational digital environment, are taken into account. These factors become decisive for making decisions on the degree of differentiation of some elements of the digital marketing mix ("Promotion", "Place", "People", "Process", "Physical evidence") related to communications with customers in a multinational marketing environment.

The "Place" element of the marketing mix, which is implemented through online platforms (a website and/or social media pages of a manufacturing company or its trading partners) that offer the company's products, is not only an extremely important tool for international marketing in the digital environment, but also plays an important role in customer communications, which are implemented through the "People", "Process", and "Physical evidence" elements.

Working in the digital multinational space requires the company to internationalise its online platforms, i.e. to create conditions for effective servicing of customers from different countries of the world by adapting to their specific requirements, namely, to maximise the adaptation of all components of the Website and/or social media pages to the comfortable and understandable perception of content by customers from different countries and to successfully perform the necessary operations related to the familiarisation or purchase of the company's products. At the same time, confidentiality, security and the ability to meet personal needs of each client must be ensured.

In digital marketing, the process of adapting a Website to a different linguistic and cultural context is called "localisation"⁶⁶. Localisation of the Website does not mean simple translation of the content into the language of a potential client, but a comprehensive adaptation of all its components to the specifics of perception by a client from a particular country, in particular, it means translation of the content into a language with due regard for linguistic features, creation of visual and sound images in accordance with the cultural context of the country, taking into account the level of technological literacy of the country's population and the ability to use payment systems that mainly operate in this country (region), use of relevant

⁶⁶ *Sandrini P.* Website Localisation and Translation. MuTra 2005 – Challenges of Multidimensional Translation: Conference Proceedings. EU-High-Level Scientific Conference Series (131-138).

Despite the fact that English is most often used as a language of international communication and is spoken by about 17% of the world's population, customers prefer to receive product information and use other content on online platforms in their native language. For example, according to a study conducted by CSA Research (Common Sense Advisory) in cooperation with Kantar World Panel in 2020, which covered about 9,000 people from 29 countries in different regions of the world, 40% of respondents have never made a purchase on a website that did not have content in their native language, and 65% of respondents prefer websites that have information in their native language.

Currently, the predominant languages offered to potential customers by international companies' websites are English, Spanish, Chinese, German and Russian. In terms of the number of native speakers, the top five are Chinese (more than 1.3 billion people), English (approximately 600 million), Hindi (more than 490 million), and Spanish (427 million). For example, Apple has localised its website in 128 languages, and Sony has localised its website in 144 languages. On average, the website of one international company is supported in 33 languages⁶⁷. The more languages a company offers on its Website, the wider the audience of visitors to that Website will be, and the more meaningful and understandable the content (description of the company and its competitive advantages, product presentation, instructions, payment and delivery terms, customer reviews, etc.), the higher the company's sales will be. Of course, each company should choose the number of languages for its website that is appropriate for its international strategy.

A fully standardised international marketing complex and the use of a global marketing strategy in international e-business are possible for universal segments existing in several or many countries of the world, provided that they are similar in terms of traditional factors of the marketing environment (economic, legislative, natural, social, etc.) and have the same characteristics of the cultural and, in particular, linguistic environment (language, content perception, value system, etc.), similar levels of digital technology development

The use of a differentiated marketing mix in international e-business, on the one hand, increases the number of loyal customers and, accordingly, potential buyers, but, on the other hand, requires significant additional costs associated with the adaptation of content and other e-business components for each foreign market segment.

The most appropriate approach in a multinational environment is a combined approach. Based on the identification of similar language segments

⁶⁷ *Language settings*. How content localisation affects sales and customer loyalty. 16 July 2021. <https://vctr.media/ua/movni-nalashtuvannya-yak-lokalizaciya-kontentu-vplyvaye-na-prodazhi-ta-loyalnist-kliientiv-73727/>

in different countries, make certain adaptations to other elements of the marketing mix.

Conclusions

The conceptual basis of international marketing activities in the digital environment is a set of marketing tools that a company uses to exert online influence on foreign markets to achieve its business goals. Traditionally, experts and scholars call this set of tools a marketing mix. There is currently no consensus on the composition of this complex for working in the digital environment. However, both experts and scholars agree on key conceptual positions. The basis of the complex is a set of "4Ps" (Product, Price, Place, Promotion) with the addition of elements related to customer service in the process of getting acquainted with the product and the company, making a purchase, after-sales use of the product, etc. The authors use different approaches to define the latter elements. Either it is an approach borrowed from service marketing, where the elements related to customer service are symbolically called "3Ps" (People, Process, Physical evidence), or it is a set of elements that characterise trading services in the digital environment, including customer service, community building, website design, personalisation, security, privacy, etc. The specific content of these or other elements of the digital marketing mix is entirely determined by the capabilities of digital technologies and the visions of the authors of the respective approaches.

Better systematisation and functionality of marketing tools is achieved through the use of the 7Ps concept, which allows adding elements to the 4Ps elements traditionally inherent in the marketing mix that clearly distinguish operations related to customer service (information service, transaction, payments, community organisation, personalisation, etc.). Moreover, confidentiality and security should be inherent in any operation in the process of digital marketing activities of any company.

The practical implementation of digital marketing components is ensured by MarTech technologies that automate marketing functions and tools, facilitate and accelerate marketing processes, provide company management with analytical information based on continuous database updating and relevant decision-making, continuous and effective interaction of companies with customers in the digital environment, creation of personalised offers and efficient customer information services, secure and confidential transaction conditions etc.

The degree of differentiation of the components of the international marketing complex in e-business is higher compared to traditional business due to the significant influence of factors of the socio-cultural (language,

content creation, peculiarities of communication with customers, etc.) and technological (generation of wireless Internet, payment systems and social networks used, technological literacy of the population) environment of every country.

The use of a global marketing strategy in international e-business, based on a standardised international marketing mix, is possible for universal segments present in the markets of different countries. However, given the great diversity of cultures and degrees of technological development of countries in the multinational global marketing environment, the effectiveness of a global marketing strategy will be determined by the size of existing universal segments in the global market.

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