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THE INFLUENCE OF DIGITAL MARKETING ON TRADITIONAL SALES CHANNELS OF BUSINESSES

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ВПЛИВ DIGITAL-МАРКЕТИНГУ НА ТРАДИЦІЙНІ КАНАЛИ ПРОДАЖІВ ПІДПРИЄМСТВА

Теоретичні моделі маркетингу зазнають значних змін під впливом цифрової трансформації. Зокрема, за допомогою цифрових інструментів створюються платформи багатоваріантної взаємодії, персоналізації, постійного контакту з клієнтами, що дозволяють здійснювати покупки "в один клік" та отримувати персоналізовані пропозиції. Окремі акаунти в соціальних мережах, вебсайти, а також мобільні додатки стають потужним інструментом для просування товарів і послуг та досягнення цільової аудиторії. Відбувається швидка інтеграція та злиття онлайн- і офлайн-каналів продажів, що стає тригером змін підходів до просування товарів і послуг. Ці процеси спільно формують гібридні шляхи доставки товарів і послуг до клієнта, які в рівній мірі використовують як традиційні маркетингові інструменти, так і сучасні цифрові технології. Метою статті є визначення загальних особливостей впливу digital-маркетингу на традиційні канали продажів. За результатами дослідження констатовано, що цифрова трансформація радикально змінює ландшафт доставки товарів і послуг до споживачів, а digital-маркетинг спрямовує цей процес змін. Завдяки поєднанню різних тактик просування послуг, товарів та взаємодії з клієнтами в цифровому середовищі може бути сформована мережа взаємопов'язаних маршрутів, за якими потенційні покупці можуть потрапити в компанію, щоб придбати товари та послуги, що їх цікавлять. Доведено, що основні канали продажів під впливом digital-маркетингу

еволюціонували в різні (за охопленням) екосистеми, які характеризуються здатністю до масштабування, омніканальністю, персоналізацією та інтеграцією даних. Властивості окреслених екосистем створюють фундамент для їхнього функціонування як мереж, що нагадують живий організм, де кожен елемент доповнює та коригує інші, дозволяючи створювати єдиний цифровий досвід клієнта, адаптований до його індивідуальних потреб. Супутні канали продажів, інтегровані в ці екосистеми, перетворюються на потужні інструменти для залучення клієнтів. Вони надають користувачам можливість детально досліджувати продукцію та послуги, а операторам — ефективно презентувати свої пропозиції. Ключовою особливістю сучасних каналів продажів є їхня мережевість.

Theoretical marketing models are undergoing significant changes due to digital transformation. In particular, digital tools are used to create platforms for multi-variant customer interaction, message personalization, and continuous customer engagement, enabling one-click purchases and personalized offers. Individual accounts on social media platforms, websites, and mobile applications have become powerful tools for promoting products and services and reaching target audiences. There is a rapid integration and convergence of online and offline sales channels, triggering changes in approaches to promoting goods and services. These processes collectively form hybrid customer journeys that leverage traditional marketing tools and modern digital technologies. The article aims to determine the general characteristics of the impact of digital marketing on conventional sales channels. The research findings confirm that digital transformation is radically changing the landscape of delivering goods and services to consumers, and digital marketing is driving this outlined process of change. In particular, by combining various tactics for promoting products, services, and customer interactions in the digital environment, a network of interconnected routes can be formed through which potential customers can reach the company to purchase the goods and services they are interested in. It has been proven that the primary sales channels through digital marketing have evolved into diverse ecosystems characterized by their ability to scale, be omnichannel, personalized, and data-integrated. The properties of these outlined ecosystems provide the foundation for their functioning as networks that resemble a living organism, where each element complements and adjusts the others, allowing for the creation of a unified, customer-centric digital experience tailored to individual needs. Sales channels, integrated into sales channel ecosystems, transcend simple interactivity. They enable users to explore products and services in depth, while empowering operators to present their offerings effectively. A key characteristic of modern sales channels is their interconnected nature.

Key words: digital transformation; sales channel ecosystems; networking; goods and services; social media; marketplaces.

Ключові слова: цифрова трансформації; екосистеми каналів продажів; мережевість; товари та послуги; соціальні мережі; маркетплейси.

PROBLEM STATEMENT

Theoretical models of marketing are undergoing significant changes due to its digital transformation. On the one hand, the concepts of integrated marketing communications are gaining new meaning. In particular, digital tools are utilized to build platforms for engaging with customers through personalized messaging and maintaining continuous communication, facilitating one-click purchases and customized promotions. Additionally, individual social media accounts, websites, and mobile applications are becoming powerful tools for promoting products and services and reaching the target audience. On the other hand, the rapid integration and merging of online and offline sales channels is becoming a trigger for changes in approaches to promoting products and services. These processes

collectively shape hybrid pathways for delivering products and services to customers, utilizing both traditional marketing tools and modern digital technologies equally. Given this relevance, studying the impact of digital technologies and the internet on the conventional realm of product and service promotion is both timely and pertinent.

THE ANALYSIS OF RECENT RESEARCHES AND PUBLICATIONS

The topic of digital marketing is actively explored in the scientific literature due to the rapid development of e-commerce. Scholars such as O.M. Vytvytska, S.H. Suvorova, A.V. Koryuhin, O.Z. Uholkova and D.V. Yatsyuk have analyzed the general concepts of digital marketing and its impact on traditional sales communications.

Table 1. Characteristics of primary and supplementary sales channels

Primary sales channels	Supplementary sales channels
Wide audience reach Multifunctionality Strategic importance High degree of integration	Specialized functions Complement primary channels May be deasonal or situational Higher degree of adaptation

Source: formulated by the author based on [1—3; 5—6].

At the same time, digital technologies are radically changing all aspects of sales. According to research by O.Yu. Belikova, I.P. Fomichenko, and V.O. Shashko, traditional distribution channels, which previously relied on direct or indirect customer interactions, are gradually transforming into complex ecosystems that integrate various digital channels.

Thus, studying the impact of digital marketing on traditional sales channels is a crucial task for businesses aiming to adapt to new market conditions.

Goal setting (formulation of goals of the article). The article aims to identify the general features of the impact of digital marketing on traditional sales channels.

The paper main body with full reasoning of academic results. Digital marketing, through its inherent tools and their connection to a wide range of digital communications, is radically transforming the sales landscape.

Understanding a sales channel as the path from producer to consumer, the impact of digital marketing is

aimed at expanding and diversifying the nature of communications, which have their specificities for both primary and supplementary distribution pathways (key features of which are outlined in Table 1).

Primary channels (retail and wholesale trade, direct sales) have evolved through digital marketing into distinct channel ecosystems with varying audience reach. The key characteristics of these ecosystems are scalability, omnichannel capabilities, personalization, and data integration.

The study emphasizes the emergence of the sales channels ecosystem as a complex network of interconnected elements, ensuring continuous interaction between the customer and the brand at various stages of their journey. It is not merely a sum of individual channels (such as physical stores, online shops, etc. [6]) but rather a living organism where each element complements and enhances the others, allowing for the creation of a unified digital customer experience tailored to individual needs [2—3].

Supplementary sales channels (such as catalog sales and telemarketing) have undergone transformations aimed at integrating them into the ecosystems of primary sales channels.

Overall, sales trends are realized through personalization (interpreted as creating a unique experience for each customer [3]), omnichannel (combining online and offline channels [1]), mobility (optimizing websites and apps for mobile devices), data and analytics (using data for decision-making and process optimization [5—6]), and

Table 2. Characteristics of integrated sales channel functioning in the retail ecosystem

Ecosystem elements	Characteristics of ecosystem elements	Features of integrated sales channel functioning in the ecosystem	Key aspects of integrated sales channel functioning
Supermarkets, boutiques, and specialty stores (which partially function as pickup points)	Physical sales points with a wide range of products or a narrow specialization. Allows customers to experience the products and receive sales consultations.	Ordering a product online with subsequent pickup in-store. Creating a unified customer experience through the integration of online and offline promotions. Engaging customers with multimedia content and additional product information.	Combining customer data from various channels to create a unified profile. Tracking customer behavior at all stages of interaction with the brand. Using marketing automation to personalize communication with customers. Efficiently organizing product delivery regardless of where the order was place.
E-commerce websites and marketplaces	Online platforms for selling goods and services. Offer a wide selection of products, convenient search functionality, and streamlined order processing.	Creating personalized recommendations based on the customer's purchase history. Allowing purchases at any time and from any location. Creating content that encourages customers to share their purchases.	
Social media	Platforms for communication and information exchange. Uses for brand promotion, customer interaction, community building.	Attracting new audiences and increasing the loyalty of existing customers.	
Mobile apps	Ensuring continuous contact with customers.	One-click purchases and receive personalized offers.	

Source: formulated by the author based on [2—3; 6].

Table 3. Characteristics of integrated sales channel functioning in the wholesale trade ecosystem

Ecosystem elements	Characteristics of ecosystem elements	Features of integrated sales channel functioning in the ecosystem	Key aspects of integrated sales channel functioning
Wholesale warehouses	Large warehouses that consolidate a wide range of products from various manufacturers. They provide physical storage and distribution of goods.	Integration with online platforms to ensure fast delivery. Use of Warehouse Management Systems (WMS) to optimize operations. Integration with manufacturers' systems to ensure data accuracy regarding product availability.	Centralization of inventory, optimization of logistics costs, and ensuring product availability for a broad range of customers. Use of sensors to monitor inventory levels, storage conditions, and delivery of goods. Application of AI for demand forecasting, route optimization, and personalization of recommendations. Ensuring transparency and security of transactions.
Specialized storage facilities	Warehouses that focus on specific product categories. Provide deep expertise in their niche.	Providing additional services such as packaging, labeling, and cargo consolidation. Close collaboration with manufacturers to ensure exclusive supply conditions. Participation in specialized online platforms.	
Exclusive and selective distributors	Companies with exclusive rights to sell specific products in a particular territory or selectively chosen by the manufacturer.	Understanding the specific needs of clients and providing them with individualized offers. Providing marketing support for the manufacturer's products in their territory. Collecting and analyzing sales data to optimize operations.	
B2B marketplaces	Online platforms that connect a large number of sellers and buyers. Provide convenient search, price comparison, and transaction facilitation.	Automation of data exchange between the marketplace and enterprise management systems. Providing personalized recommendations based on the customer's purchase history. Ensuring convenient access to the marketplace from mobile devices.	
Social media	Communication and information exchange platforms. Used for brand building, customer engagement, and finding new partners.	Creating communities for sharing experiences and solving problems. Generating valuable content to attract and retain an audience.	

Source: formulated by the author based on [1; 3—4].

artificial intelligence (automating routine tasks, personalizing recommendations, and chatbots [6]).

These trends open up new opportunities for business growth. They encourage companies to continually seek innovative solutions, which not only expand the functionality of traditional channels but also significantly enhance their effectiveness and the quality of customer interactions.

Analyzing contemporary retail channels, we see that they have evolved into hybrid systems that combine online and offline components. These are no longer just touchpoints with customers but ecosystems where physical stores, online shops, marketplaces, and social media interact. The customer has the option to view a product in-store and order it online for home delivery or use other convenient services such as in-store pickup or reservation. Such integration of channels allows companies to create a personalized experience for each customer and enhance loyalty.

Depending on the nature of the business, various channel types of ecosystems are formed, integrating physical channels (supermarkets, boutiques, specialty stores [2—3]) and online channels (e-commerce websites, marketplaces, social media, mobile apps [2]) according to the specifics outlined in Table 2.

According to the content of integrated sales channels functioning within the retail ecosystem, their primary characteristics are that they [6]:

- Engage customers with multimedia content and provide additional product information through augmented reality and virtual reality.

- Allow customers to compare prices, read reviews, purchases online, and receive personalized offers.

- Adapt to the needs of customers and sellers through the use of sensors, analytics, and artificial intelligence to create intelligent stores. Specifically, AI to automates many processes, such as order processing, demand forecasting, and recommendation personalization.

Table 4. Characteristics of integrated sales channel functioning in the direct sales ecosystem

Ecosystem elements	Characteristics of ecosystem elements	Features of integrated sales channel functioning in the ecosystem	Key aspects of integrated sales channel functioning
Company representatives	Direct contact with the customer, personalized approach, product demonstration.	Attracting customers from social media to personal meetings, using mobile apps for order placement, and collecting feedback to improve service.	Personalization, building long-term relationships, and collecting customer data. Increasing brand awareness, attracting new audiences, and lead generation. Convenience for customers, improving conversion rates, and gathering analytics. Boosting sales volume and reducing marketing expenses.
Social media accounts	Personal platforms for customer interaction, brand building, and targeted advertising on Facebook, Instagram, and TikTok.	Creating content, organizing contests, live streaming, and using chat-bots for automated responses to inquiries.	
Websites and mobile apps	Online platforms for product presentation, order processing, and information retrieval.	Integration with social media, content personalization, and online consultations.	
Marketplaces	Platforms for selling products and services.	Expanding sales geography, accessing new audiences, and automating sales processes.	
Offline and online events	Presentations, webinars, seminars, and workshops.	Combining online and offline channels to attract customers and enhance brand trust.	

Source: formulated by the author based on [1; 4—5].

Modern examples of contemporary sales channels include Amazon, Alibaba, and Rozetka. For these companies, physical channels (which partially function as pickup points [2—3]), e-commerce websites, and social media help increase store traffic and average transaction value.

When examining modern wholesale sales channels, it is important to note that they are no longer merely tightly integrated with online environments as pathways through which goods move from the manufacturer to the wholesaler. These are large ecosystems that integrate wholesale warehouses, specialized storage facilities, distributors, B2B marketplaces, and social media, according to the specifics outlined in Table 3.

According to the content of integrated sales channel functioning in the wholesale trade ecosystem, their main characteristics are that they [3-4]:

- Are integrated with online platforms to interact with wholesale clients, simplifying the ordering and delivery process.

- Support access to large online marketplaces to expand the customer base.

- Utilize customer data to create personalized commercial offers.

Modern examples of contemporary sales channels include Amazon Business, Global Sources, and Chem-Connect. For these platforms, digital tools for B2B sales, automation of the order processing, and personalized offers for wholesale clients significantly simplify the procurement processes for buyers and enhance efficiency for sellers, helping them access new markets.

When examining direct sales, it is important to note that they are no longer merely about selling goods or

services "door-to-door" (bypassing traditional intermediaries such as retail stores) [1]. These are local ecosystems that are typically integrated into larger retail or wholesale sales ecosystems. These ecosystems combine company representatives with supporting elements such as social media accounts, websites, mobile apps, marketplaces, and platforms for offline and online events, according to the specifics outlined in Table 4.

Direct sales typically use multiple channels simultaneously, creating an omnichannel experience for customers.

According to the content of integrated sales channels functioning in the direct sales ecosystem, their main characteristics are [1; 4]:

- Integrated with social platforms used for presenting products or services and interacting with potential customers.

- Integrated with platforms for hosting online events to demonstrate products or services and answer questions.

- Integrated with company representatives' apps, which facilitate the sales process.

Apple a prominent company example, utilizes various direct sales channels to achieve its business goals. Their strategy is based on creating a unique user experience and maintaining a close connection between online and offline channels [1].

It has been established that primary sales channels through digital marketing have evolved into various ecosystems characterized by scalability, omnichannel capabilities, personalization, and data integration. The properties of these ecosystems create a foundation for their operation as networks that function as living

organisms, where each element complements and adjusts the others, allowing for the creation of a unified digital customer experience tailored to individual needs [6].

Auxiliary sales channels, through their integration into ecosystems, extend beyond mere interactivity [4]. They enable users to explore products and services in depth, while empowering operators to present their offerings effectively. For example, traditional catalog sales have evolved into online catalog platforms, combining the benefits of print catalogs (visual presentation) with the capabilities of the digital world (interactivity, personalization). Telemarketing has also evolved: modern call centers use automated dialing systems and CRM to offer a personalized approach to each customer, allowing for targeted calls and customized offers.

A key feature of modern sales channels is their networked nature. This creates an environment for interaction, sharing of experiences, and recommendations, which significantly influences consumer decisions. The networked nature of sales channels allows for:

— Comprehensive Personalization of Offers. Companies can create customized proposals based on customer data.

— Increased Engagement: Interactive elements and the ability to interact enhance customer interest.

CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER EXPLORATION IN THIS DIRECTION

The research findings confirm that digital transformation is radically changing the landscape of delivering products and services to consumers, with digital marketing steering this process of change. In particular, by combining various promotion tactics, products, and customer interactions in the digital environment, a network of interconnected pathways can be created through which potential buyers can reach the company to purchase the products and services they are interested in. The authors draw the following systematic conclusions:

1. It has been demonstrated that primary sales channels, through digital marketing, have evolved into ecosystems with varying scopes, characterized by scalability, omnichannel capabilities, personalization, and data integration. The properties of these ecosystems create the foundation for their operation as networks, functioning like a living organism where each element complements and adjusts to others, enabling the creation of a cohesive digital customer experience tailored to individual needs.

2. Contemporary auxiliary sales channels, thanks to their integration into ecosystems, go beyond mere interactivity. They enable users to explore products and services in depth, while empowering operators to present their offerings effectively.

3. A key feature of modern sales channels is their networked nature. This creates an environment for interaction, and sharing experiences and recommendations, which consumer decisions significantly influence. Given the conclusions outlined above, future research perspectives are directed toward analyzing the potential of the metaverse as a new sales channel and its impact on traditional channels.

Given the conclusions outlined above, future research perspectives are directed towards analyzing the potential of the metaverse as a new sales channel and its impact on traditional channels.

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