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## **Information marketing: the essence, characteristics, and trends of development**

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**Abstract:** Under conditions of fierce competition, when it is important for the manufacturer to acquaint the audience with the unique properties of a product or service, the importance of marketing significantly increases, and the modern realities of digitalization of all spheres of business lead to the fact that most promotional tools are somehow or other related to information technology. Therefore,

information marketing today forms the basis among other types of marketing and in recent years is gaining considerable popularity. Given the relevance of the topic, the purpose of the article is to determine the essence, trends, and features of information marketing for modern enterprises. In the course of the research general scientific and special scientific methods of research were used, the principles of objectivity, scientific concretization, and consistency were observed. For the reception of objective scientific result of research 23 scientific works on the chosen problematics where features of modern marketing tools application, in particular, information marketing have been considered have been analyzed. The selection of scientific literature was based on the selection of the most cited and relevant publications on the chosen topic. The selection of materials was made through the use of search platforms and research exchange sites Research Gate, Web Of Science. The results revealed that information marketing can be effectively used for both B2B and B2C segments because today the main part of communication is built through electronic communication and information exchange via the Internet, while the relevance of classic tools such as television advertising, postcards, etc., is gradually lost. Also, the peculiarities of the use of different types of information marketing are specified. In conclusions, it has been proved that for the majority of modern enterprises, the use of information marketing tools is critical as it allows them to maintain their market position and to advance in the direction of widening their audience. Moreover, the development of the list of used tools of information marketing will allow to form the prerequisites for the development of the enterprise.

**Keywords:** information marketing, marketing tools, social networks, internet, communication, marketing management.

## **Introduction**

The introduction of information marketing tools allows today's businesses to reach a larger audience than with classical marketing alone because in recent years most people's lives have become increasingly focused around social media and getting information from the Internet.

### *Research Problem*

The research problem is focused on defining the essence of information marketing, its features, and development trends. It is also necessary to focus on the peculiarities of the application of different tools of information marketing.

### *Research Focus*

In the process of realization of the research, the main focus of attention is focused on understanding the peculiarities of the use of information marketing tools and the specifics of their application by modern enterprises. The majority of enterprises can and should apply more than one instrument of information marketing as only their combination can give the most positive results for product promotion.

### *Research Aim and Research Questions*

The aim of the article is to determine the essence, trends, and features of information marketing for modern enterprises. In order to achieve the goal it is necessary to determine the basic characteristics of information marketing and to specify the tools with the definition of the peculiarities of their implementation.

## **Research Methodology**

### *General Background*

No modern market can exist without qualitatively planned and justified marketing. In the context of the modern development of information technology, the essence of information marketing is to achieve a practical result of information production and sales activities (in the form of profit, demand

for the result of intellectual activity). Based on the study of the tastes and needs of the consumer, all the activities of enterprises is reduced to an increase in sales of products to increase the market value of the business (Cham et al., 2022). In general, the effectiveness of marketing activities, in turn, lies in the effective promotion of the products or services produced, because all the income of the enterprise depends only on the consumers themselves. One of the main problems of entrepreneurs is the marketing of products (Arora & Sanni, 2019). Therefore, most businesses disappear, notwithstanding the competition. Knowing how to properly possess marketing information will help entrepreneur strengthen their position against their competitors. This means that information marketing is a set of skills to manage the economy's information to profitably market products, promote their brand and products, while providing useful information about the product or service to the consumer. Since the main task of enterprises is the ability to be competitive, as well as to increase the manufacture of products, which means making even more profit, one can identify the main objectives of information marketing, which aim to form a permanent information space for product promotion, as well as to develop product promotion channels using information. technologies.

In general, information marketing involves the rejection of quick but temporary achievements in favor of long-term, but more qualitative and effective (Prathapan et al., 2019). The effectiveness of enterprises' promotional activities largely depends on the availability of accurate and reliable information about the activities of the enterprise, the environment, market changes, etc. This information should be carefully examined and analyzed, as the result will be used to make decisions to make changes in the company's performance. Inaccuracies in the analysis can lead to errors, and they in turn - to the wrong work of the entire organization, a decrease in profits. That is why the planning of information marketing measures should be paid no less attention than the implementation of these measures.

#### *Sample / Participants / Group*

In accordance with the purpose of the study, the object is the modern tools of digital marketing and the peculiarities of its application in practice by modern companies. Many companies today define digital marketing as the main direction of product promotion, and companies abandon the classical marketing because of its low efficiency in modern society and high costs.

#### *Data Analysis*

In the process of research theoretical, and analytical, research materials of leading scientists who focus on the problems of use and development of information marketing in the modern conditions of development of companies were used. The selection of literary sources for the study was carried out through the use of search platforms and research exchange sites Research Gate, Web Of Science. The processing of scientific literature consisted in identifying the main trends and views of scientists on the specifics of the use of digital marketing, the main tools that it includes, and the problems that may arise in the application of digital marketing.

#### **Literature Review/Theoretical Overview**

The review of scientific literature conducted in the preparation of the study suggests that modern marketing is an economic science, and information marketing is seen as a subsidiary discipline of it. However, information marketing attracts more and more attention of scientists and is increasingly defined as an individual science and a separate direction of research (Grewal et al., 2020).

Information marketing is certainly important for the formation and implementation of enterprise strategy (Olson et al., 2021) because it is possible to achieve a positive result, among other things, financially with the help of information technology. In general, the object of information marketing is the information field of the business environment within the chosen system of the economy (world or national economy) (Chen & Wang, 2019). The subject of information marketing should be called different types of information (political, economic, social, etc.) and its properties that determine the

possibility of using each particular type of information in the promotion of goods, works, services (Petrescu et al., 2021). In other words, the subject (which is typical for the economic branches of knowledge) is closely connected with the relations on the information formed in the channels of marketing communications, which can be used by different enterprises (Wu et al., 2019).

The basic method of information marketing should be defined as a set of ways of cognition, the study of the main directions and channels of promotion of the finished product in the market (Ramazonovma, 2022). So, the methodology of information marketing comes down to: monitoring the market in particular (Dey et al., 2019), monitoring the business environment in general (Lipsmeier et al., 2020), establishing and supporting feedback in marketing communication channels (Petrescu et al., 2020).

Techniques for implementing information marketing are extremely multidimensional, so scholars identify a wide variety of approaches, some of which are traditional, that is, the most convenient and familiar to most businesses, but modern approaches of information marketing, which form its basis, are more comprehensive and diverse:

1) The information for the organization of sales management (information is necessary for the existence of the company as a sales entity);

2) The information management for sales realization (information is necessary to maintain the sales process);

3) The information management for sales intensification (information is necessary for sales growth) (Steinhoff et al., 2021).

A separate tool for information marketing, which is increasingly being considered by scholars, is social networks, which are now used not only for communication but also in order to obtain information about goods and services (Iankova et al., 2019; Li et al., 2021).

Social networks constitute a powerful competition to other means of consumer product promotion and form a separate area of social media marketing, and their active use forms the basis for the development of e-commerce, also actively considered by researchers today (Ida et al., 2020; Morra et al., 2018). However, this way of product promotion is typical for the B2C segment, while B2B is more focused on thematic sites, online meetings, banner advertising on specialized sites, etc. (Zhang et al., 2018).

In general, the main idea of any marketing, including informational marketing, is the need to build the right communication with the consumer of the goods, focused on the constant awareness of the target audience about the specifics of the development of product positions or innovation in the functioning of the company (Vyshnivska, 2021). Therefore, it should be realized that most of the modern tools of information marketing should have a systemic nature and constantly warm up the interest of the audience to the product.

With the considerable attention of scientists to the problem of digital marketing tools unresolved is the question of choosing the optimal set of tools for the company, taking into account the specifics of its activities and focusing on whether it works in the B2C or B2B segment.

## **Research Results**

In the current literature (Jaas, 2022), information marketing is commonly understood as a complete set of knowledge and skills aimed at managing information flows to effectively market goods and services.

To ensure the effectiveness of a particular company's information marketing system, three types of tasks should be focused on, namely:

The tasks of planning marketing activities;

The tasks of managing information marketing tools;

conceptual tasks of development of the information marketing system.

The planning tasks include the use of marketing tools that are coordinated with each other (marketing core), which are also called “marketing mix”. As part of the task of information marketing management, indicators are set for performance: the definition of qualitative and quantitative entrepreneurial goals. The establishment of qualitative enterprise goals in the image of the corporate ideal is indicative of its purpose, that is, it reflects the long-term goals that the company seeks to achieve (Shahid et al., 2022).

Quantitative entrepreneurial goals of information marketing, depending on which business system is considered, contain indicators of the enterprise itself and indicators of the market. In general terms, quantitative information marketing goals can be divided into (Cambier & Poncin, 2020):

1. Results targets (profit on turnover, profitability, cash income).
2. Balance sheet indicators (share of equity and loan capital, contributions to expenses).
3. Productivity characteristics (turnover of one employee, size of output, one employee).
4. Output goals by turnover (production output as a % of turnover, research and development costs as a % of turnover).
5. Bringing out goals by market (partial participation in the market, quantitative growth).

In general, the mechanism of the information marketing system is based on the following components (Liu et al., 2019; Petrescu et al., 2020):

- 1) Marketing analysis: analysis of the marketing environment, analysis of market opportunities, market segmentation, and product positioning;
- 2) Marketing synthesis: defining the goal of marketing management;
- 3) Strategic marketing: development of marketing strategies;
- 4) Operational marketing: development of a set of actions of information marketing and formation of the list of applied tools of information marketing;
- 5) control of marketing activities efficiency.

The hierarchy of the purposes of information marketing is shown in fig. 1. Proceeding from the figure, it is necessary to accentuate that actions of information marketing are subordinated to the main purposes of the company or the organization so that planning of marketing actions and determination of channels of promotion of products should be carried out taking into account changes in tactical and strategic purposes of business. In figure 1, information marketing is considered separately from classical marketing because it can be quite considered an independent direction of companies' development, and also information marketing today is so developed that its principles of construction and features of application differ essentially from classical marketing.

**Figure 1**

*Hierarchy of information marketing goals*

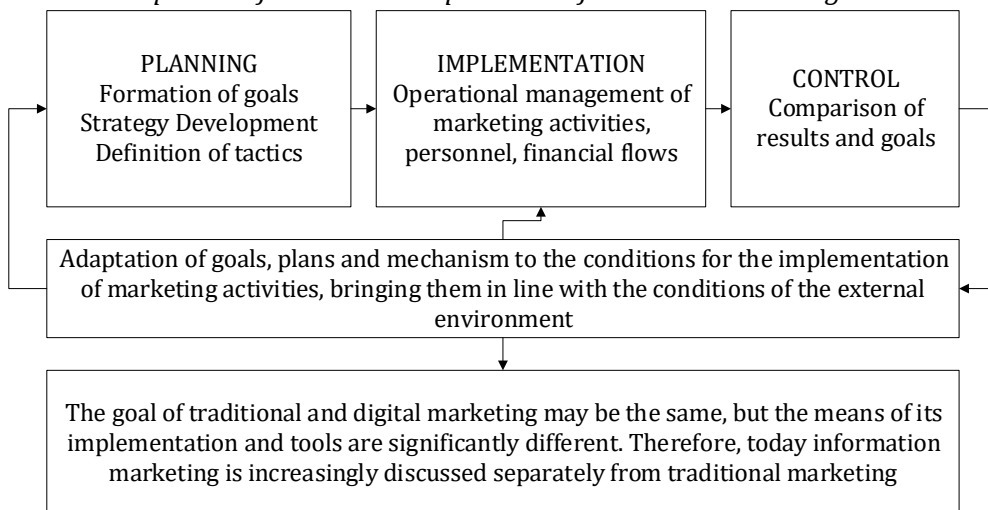


*Authors' development*

As it is proved that information marketing is subordinated to the general system of development of the company and its information purposes, so for effective functioning of information marketing it is necessary to coordinate its tools with the strategy of the company, at that all three stages should be applied: planning, implementation, and control of results, which will provide efficiency of actions realized (fig. 2).

**Figure 2**

*The sequence of actions to implement information marketing in the activities of the company*



*Author' development*

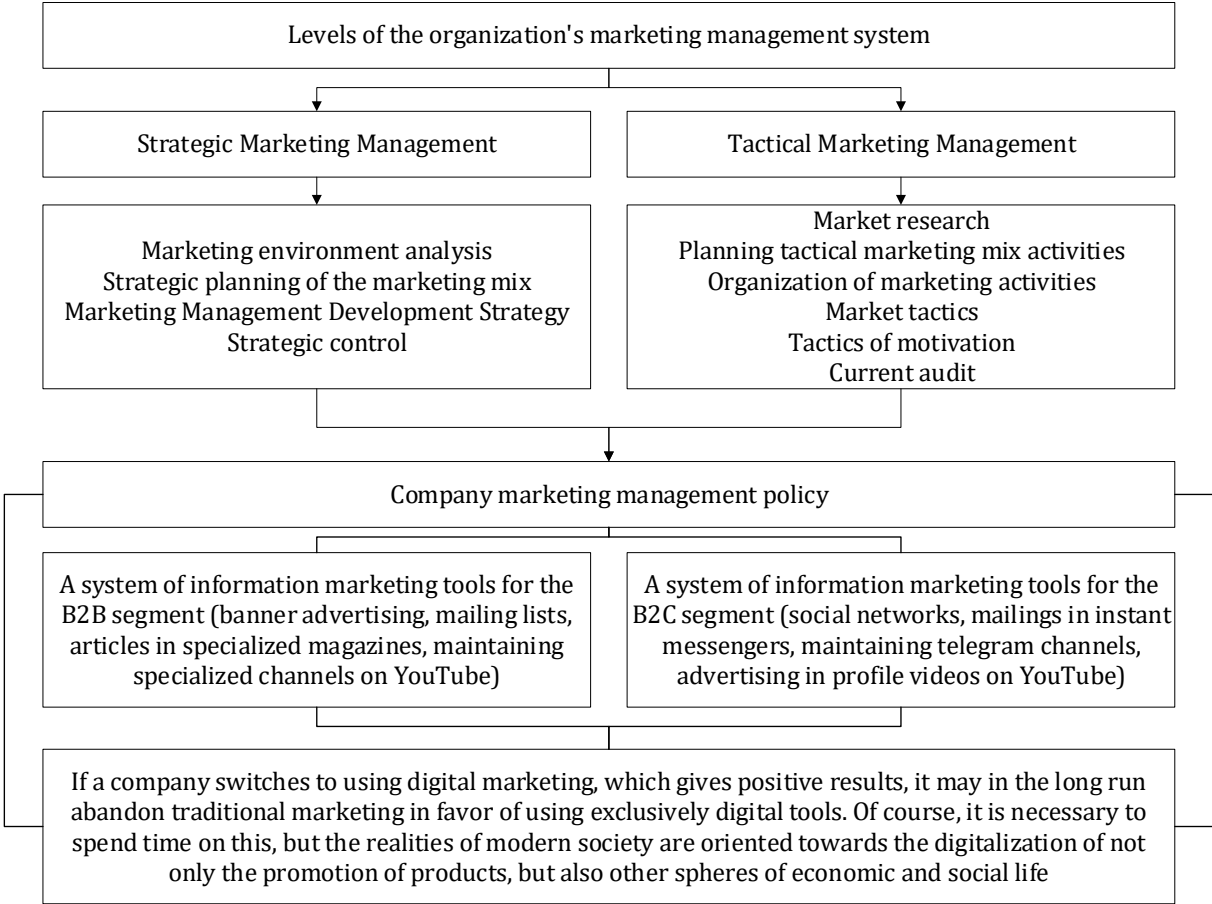
At the same time, it is necessary to take into account in what market the company works, B2B or B2C, because for these segments the strategy may be significantly different because at the heart of marketing understands of what customers need and what they value. A company's long-term success depends on understanding customer needs. It then finds ways to add value through different approaches. B2B work involves targeting other types of business. It involves supplying goods or services to other companies. The physical products that companies sell to other companies are "manufactured products." Industrial products can include raw materials for companies making plastic products, yarn for use in the textile trade. Consequently, information marketing channels should also focus on informing other businesses about the products or services available. In the B2C marketing segment, businesses focus on consumers of products. The term refers to individuals who buy goods and use services. This may include everyday goods such as food, beverages, and toiletries or durable goods such as: cars, televisions, refrigerators, and other household goods - durable goods. Consequently, the means

of marketing such products through information channels should also take into account the specifics of the goods. Thus, irrespective of what segment (B2B or B2C) the company works, the strategy of its development and development of information marketing will be developed approximately on the same scenario which provides application of procedures of marketing management to form the policy of marketing management of the enterprise which in turn becomes a basis at the development of tools of information marketing - fig.3.

One of the advantages of the application of informational marketing by itself is that it allows tracing the data on the consumption of separate buyers and to connect different market actions and all complex of marketing with these data, to analyze the reaction of the concrete buyer on these actions taking into account his social-demographic characteristics and, thus, in order to increase the efficiency of marketing actions, more fully satisfying the existing needs of the market. As a result of this approach, communications, and promotion become the only information flow for the company. At the same time, it becomes much easier to collect and process such information, as information technologies allow the formation of databases which can be used for marketing purposes. In this connection, there is a reorientation of business entities to a result-oriented management system where the activities of marketers are determined not by the number of implemented activities, but by the achievement of socially significant results or certain market and financial positions measured by target indicators. Often a significant part of these indicators is external (not controlled at all) to the enterprise (e.g., market share). This means that in addition to the planned program activities (target programs) aimed at achieving certain target values of indicators, these same indicators are influenced by factors beyond the control of enterprises and organizations.

**Figure 3**

*Defining the role of marketing management in the system of formation of marketing policy and determining the optimal tools of information marketing*



*Author' development*



The assessment of the effectiveness of the marketing activity essentially depends on the conditions of business functioning and the available potential, it also should be determined in the process of planning of concrete tools of information marketing for product promotion. The system of information marketing in the B2C market is more personalized and interpersonal. The nature, quantity, and cost of advertising tools depend on internal funding, so the choice of promotional communications tools is quite large. The main task of a company in B2C and B2B promotion is to show how a product or service can improve the quality of life of each particular customer or improve the functioning of the business. In this context, it is advisable to proceed to the systematization of information marketing tools that can be applied to both the B2C and B2B segment - table 1.

**Table 1**

*Systematization of information marketing tools that can be used for both B2C and B2B segments*

Tool name	Description	Pros	Cons	B2C and B2B applications
Corporate website	a full-featured, effective website with complete information about the organization, the list of products and services. The site may have elements of hidden advertising	attractiveness for the customer; detailed information about services and products; opportunity to receive feedback	it is necessary to find a reason to attract consumers to the site	B2C and B2B
Advertising in the media on the Internet	prevails advertising on the pages of information resources on the Internet, embedded advertising in videos of famous bloggers, the use of personalities Influencers	appeal to the target audience; instant visibility of the advertisement; reach a wide audience; manageability; versatility	relatively low effectiveness of advertising on some sites; skeptical attitude of the population to advertising; the budget is somewhat higher than in the search engine promotion through the Internet	B2C and B2B
Social networks	a set of activities aimed at attracting customers from social media: blogs, forums, social networks, chat rooms, etc.	direct contact with clients and potential clients; the "word of mouth" effect; possibility of hidden advertising	limited ages; high labor intensity; the need to constantly update content to maintain attention	B2C
Media advertising	These are advertising messages in the form of static or animated images (banners) placed on the pages of websites to promote services	affects the emotions; well remembered; reaches a large audience	significant budgets; low direct conversion of visitors to the company's customers	B2C and B2B



Maintaining a YouTube channel	a set of marketing activities aimed at promoting the service by maintaining thematic channels on YouTube	reach a wide range of clients; small budgets; the ability to use visual information for a better perception of advertising	limited audience; the need to find ways to attract attention to the channel at the stage of its launch and development	B2C
Maintaining thematic, advisory sites in telegrams or other social networks	advertising and informational function through telegram channels and thematic chats	the ability to generate quality content; coverage of a wide audience; low cost of the tool	age restrictions in promotion; the need to constantly update content	B2C

As a result, it should be noted that in order to achieve the maximum efficiency in the application of various tools of information marketing it is necessary to use elements of promotion depending on the specific situation and budget for promotional activities, determined most often by the principle of current needs, rather than taking into account the strategic objectives of the company development. For example, if the company plans to conduct short-term promotional activities, it will be enough to use the corporate website or advertising in social networks. But if long-term activities are planned for the implementation of a particular technical project or the introduction of a new one, then the most effective in this situation will be the use of a set of different tools of information marketing to reach the largest audience.

## Discussion

The realities of our time require modern enterprises to take into account modern trends in the digitalization of the economy and provide that for quality management of marketing activities it is necessary to use modern information technology, among which is not only the promotion of products via the Internet but also the analysis of marketing information. The question of information analysis is debatable in the aspect of who exactly should deal with this issue and whether the evaluation of marketing information belongs to the range of responsibilities of the marketing department.

In addition, scientists are faced with the issue for further development, the need to respect the protection of information and, in general, the research issues of moral and ethical aspects of consumer privacy in the context of the use of personal information to develop targeted advertising or personalized means of product promotion. Moreover, the perspective of the digital marketing toolkit development will increasingly focus on choosing the best and weighted tool for product promotion through digital communication.

According to the authors, it is the marketing service in the company that should analyze marketing information and on its basis form a plan of action to promote the finished product. On the basis of scientific literature processing, the following trends in the use of different types of data in connection with the development of marketing information sources can be observed:

data on sales volumes and product sales channels. As a rule, sales data comes from a single accounting system. But for large enterprises or holding companies, containing in their structure several business units, the consolidation of information on sales requires certain efforts and more complex approaches to the processing of such information.

competitor monitoring data, which usually involves collecting price lists, monitoring retail outlets where competitors' products are presented, monitoring advertising in social networks, and

tracking trends. Monitoring can be carried out either in-house or by external information agencies or outsourced marketers.

consumer monitoring data, including regular surveys on product quality and advertising perception, assessment of the company's promotional activities.

monitoring data of sales channels and promotion Enterprises are increasingly using sales channels of products exactly through the Internet, which allows using such promotion as a valuable source of information. Because in this case, it is easier to trace, through which channel has arrived the order for production and what instrument of information marketing has worked more effectively in a certain period of time.

statistical information and publications in Internet resources. As a rule, in all enterprises managers and analysts regularly review articles about the market in which they work. But by no means always do they use these materials in their work. The reason is that there is no process of information accumulation and systematization. If articles are placed in a database and linked to the objects discussed in these articles (product areas, customers, competitors, etc.), all the necessary information will be available at the request of any employee of the information marketing department and plan activities to promote products much more effectively.

It is necessary to realize that each source of information not only creates opportunities for the development of the marketing policy of the company but also forms certain challenges of the use of this or that source of information. The systematization of these opportunities and challenges is given in Table 2.

**Table 2**

*The systematization of these opportunities and challenges of using different types of information to form a company's digital marketing system*

Source of information	Opportunity	Challenge
Data on sales volumes and sales channels	Ability to adjust the range according to the existing demand and demands of the audience	It should be borne in mind that demand can be influenced and shaped if you build the right system to promote products
Competitor monitoring data	Allows you to adopt the experience of competitors and take advantage of their weaknesses.	One should not pay much attention to the experience of competitors, so as not to lose one's individuality
Customer monitoring data	Ability to be proactive and anticipate audience demand	It is necessary to trust only absolutely verified sources of information
Monitoring data on sales and promotion channels	Enables you to plan your sales activities by taking into account the optimum channel for promoting your products.	It is necessary to maintain the diversification of channels of sales and promotion of products in order not to lose the interest of the audience in certain segments.
Statistical information and publications in Internet resources	In-depth analysis of statistical information and its proper processing allows you to foresee market trends and understand the prospects for its further development.	Information should be checked for reliability and correctness of the interpretation

Thus, based on the analysis of information sources for the construction of a digital marketing system, one see that there are many of these sources and companies face the challenge of rational and correct use of these sources of information to obtain the most effective results.

In general, when assessing the state of awareness of products and services through information marketing, there should be a balance between processing the maximum amount of information and minimizing the expenditure of time and material resources and such analysis. So, information marketing is aimed at the effective use of modern digital tools for product promotion, but without a significant increase in the cost of market environment analysis.

### Conclusions and Implications

1. By results of research essence of information marketing which consists in the formation of a full complex of knowledge and the skills directed on the management of information streams for effective promotion of the goods and services in the market is established. Thus, this type of marketing is based on the analysis of information flows in the Internet for the understanding of optimum channels of promotion of goods and services.
2. The modern science of product promotion offers a large list of information marketing tools which can be used in combination to maximize the effect of its application and obtain stable attention to the products over a long period of time.
3. For companies operating in the B2B and B2C segment, the set of information marketing tools can and should be different, since not only the audience is different, but also the ways to attract attention.
4. Modern realities of communication over the Internet form the prerequisites for the promotion of products through social networks, messengers, and thematic video platforms.
5. In general, it is proved that for the effective promotion of products by means of information marketing it is necessary to combine different tools and take into account the business development strategy for the long term.

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