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## The Use of Digital Marketing Technologies in the Commercial Activity to Increase Enterprises' Value in the COVID-19 Conditions

Svitlana Kovalchuk\*  
Olena Arefieva\*\*  
Anna Shevchenko\*\*\*  
Oleksandr Kononov\*\*\*\*  
Mykola Subachov\*\*\*\*\*

### ABSTRACT

Under the current conditions of the COVID-19 pandemic, the practice of providing goods and services, as well as their availability to consumers, remains relevant and requires further scientific research. The purpose of the article is to substantiate the conceptual basis of using digital marketing technologies in the commercial activities of enterprises to increase their value, competitiveness and ensure sustainability of development in the conditions of the COVID-19 pandemic. The methodological basis of the study of the use of digital marketing technologies in the commercial activities of enterprises in the conditions of the COVID-19 pandemic is a systematic approach and principles of digital marketing management, including: goal orientation, efficiency, functionality and complexity. The feasibility of the complex application of digital marketing tools in the commercial activities of the enterprise for the implementation of the marketing strategy in the conditions of the COVID-19 pandemic has been proven, including: contextual advertising, SEO and SEM promotion, banner advertising, advertising windows, television advertising, radio advertising, advertising in gaming, shopping and other applications, native advertising, SMS mailing, QR codes in offline mode, viral advertising, advertising in messengers, teaser advertising, retargeting. The advantages and disadvantages of using digital marketing in the commercial activity of the enterprise in the conditions of the COVID-19 pandemic are highlighted. The need to apply promising innovative implementations in the field of digital marketing has been proven, which should include: the use of online testing; implementation of voice search; use of chat bots; use of video marketing; use of interactive content.

KEY WORDS: Digital marketing, commercial activity, marketing, enterprise value, competitiveness, COVID-19 pandemic, digital technologies.

\* Professor, Head of the Department of Marketing and Management, Khmelnytskyi Cooperative Trade and Economic Institute, Ukraine. ORCID: <https://orcid.org/0000-0001-9535-8678>. E-mail: sveta\_marketing@ukr.net

\*\* Professor, Department of Air Transport Economics, National Aviation University, Ukraine. ORCID: <https://orcid.org/0000-0001-5157-9970>. E-mail: lena-2009-19@ukr.net

\*\*\* Associate Professor, Department of Marketing, National Aviation University, Ukraine. ORCID: <https://orcid.org/0000-0002-7246-6964>. E-mail: anna.v.shevchenko@gmail.com

\*\*\*\*Senior Lecturer, Department of Marketing and Trade Entrepreneurship, Ukrainian Engineering and Pedagogical Academy, Ukraine. ORCID: <https://orcid.org/0000-0001-8869-880X>. E-mail: a.i.kononov@ukr.net

\*\*\*\*\*PhD Student in Economics, Department of Marketing, Khmelnytskyi National University, Ukraine. ORCID: <https://orcid.org/0000-0002-8360-3725>. E-mail: kolyan\_fabler@ukr.net

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## El uso de tecnologías de marketing digital en la actividad comercial para aumentar el valor de las empresas en condiciones de COVID-19

### RESUMEN

En las condiciones actuales de la pandemia de COVID-19, la práctica de proporcionar bienes y servicios, así como su disponibilidad para los consumidores, sigue siendo relevante y requiere más investigación científica. El propósito del artículo es fundamentar la base conceptual del uso de tecnologías de marketing digital en las actividades comerciales de las empresas para aumentar su valor, competitividad y asegurar la sostenibilidad del desarrollo en las condiciones de la pandemia de COVID-19. La base metodológica del estudio del uso de tecnologías de marketing digital en las actividades comerciales de las empresas en las condiciones de la pandemia de COVID-19 es un enfoque sistemático y principios de gestión de marketing digital, que incluyen: orientación a objetivos, eficiencia, funcionalidad y complejidad. Se ha comprobado la viabilidad de la aplicación compleja de herramientas de marketing digital en las actividades comerciales de la empresa para la implementación de la estrategia de marketing en las condiciones de la pandemia de COVID-19, que incluyen: publicidad contextual, promoción SEO y SEM, publicidad en banner, ventanas publicitarias, publicidad en televisión, publicidad en radio, publicidad en juegos, compras y otras aplicaciones, publicidad nativa, envío de SMS, códigos QR en modo fuera de línea, publicidad viral, publicidad en mensajeros, publicidad teaser, retargeting. Se destacan las ventajas y desventajas de utilizar el marketing digital en la actividad comercial de la empresa en las condiciones de la pandemia del COVID-19. Se ha demostrado la necesidad de aplicar implementaciones innovadoras prometedoras en el campo del marketing digital, que deberían incluir: el uso de pruebas en línea; implementación de búsqueda por voz; uso de bots de chat; uso de video marketing; uso de contenido interactivo.

**PALABRAS CLAVE:** marketing digital, actividad comercial, marketing, valor empresarial, competitividad, pandemia de COVID-19, tecnologías digitales.

### Introduction

The challenges of the COVID-19 pandemic have brought many unpredictable threats and risks in various areas of social development. One of the vectors of the problem was the management of enterprises in the conditions of the pandemic, including according to cost criteria. The global trend of digitization and its penetration into all spheres of life affect the consumer behavior of society. But, the driving force behind the rapid growth of e-commerce was the COVID-19 pandemic, which started the rapid growth of e-business, the use of digital technologies, and the improvement of the information culture of the community. The

COVID-19 pandemic, like any phenomenon, carries both negative and positive consequences. Thus, its impact on enterprises has become ambiguous, on the one hand it has led to an increase in bankruptcies, a decrease in business activity, and on the other hand, it has given an opportunity to reduce the costs of enterprises, to intensify the use of new digital business tools. The global challenges of the COVID-19 pandemic prompted enterprises to look for new opportunities for development, competitiveness and increasing their own value. Thus, enterprises began to produce new products and services, start new logistics channels, reformat cooperation with suppliers, enter new markets, etc. At the same time, marketing began to adapt to the conditions of the pandemic, which changes according to public requests, trying to find such niches, the use of which would make it possible not only to ensure the survival of enterprises in the difficult conditions of the COVID-19 pandemic, but also to ensure an increase in their market value. Entrepreneurs, realizing that the pandemic has affected the redistribution of the market, are trying to use various tools to ensure competitive positions and increase their value, one of such determining tools is digital marketing.

The purpose of the study is to substantiate the conceptual principles of using digital marketing technologies in the commercial activities of enterprises to increase their value, competitiveness and ensure sustainability of development in the conditions of the COVID-19 pandemic.

In order to achieve the set goal in the study, the authors were:

- the relevance of this study in the context of globalization challenges related to the COVID-19 pandemic has been proven;
- the methodological base of the research is singled out, which consists in the system approach and principles of digital marketing management, including: goal orientation, efficiency, functionality and complexity;
- the expediency of using digital marketing in the commercial activity of the enterprise in the conditions of the COVID-19 pandemic is substantiated, which can increase the value of enterprises on the market as a result of increasing sales on the market;
- digital marketing tools and possibilities of their use are highlighted;
- proved the advantages of digital marketing in the conditions of the COVID-19 pandemic, as well as the existing shortcomings and the need to apply promising innovative

implementations in digital marketing.

## 1. Literature Review

In the modern conditions of the development of digital technologies, the issue of the use of marketing tools in the field of e-commerce is becoming more and more relevant, especially in the conditions of the COVID-19 pandemic.

The basis of the scientists' article (Zhang Y. et al., 2023) is the study of the impact of geoenergy resources on the promotion of sustainable digital marketing models. The authors believe that the proposed algorithm has good performance, which will enable the digital marketing model to achieve sustainable digital marketing.

According to the authors (Ying L. et al., 2023), interaction with consumers and M-technologies is one of the most important aspects of the digital marketing environment. As a conclusion, the scientists note that perceived value has a positive effect on expected productivity, expected duration of efforts, self-efficacy, subjective norm, attitude and intention to adopt M-technology, which should be paid attention to by managers when developing a marketing strategy for older consumers.

The authors (Gao J. et al., 2023) investigated the significant impact of the COVID-19 pandemic on the business processes and performance of micro, small and medium-sized enterprises worldwide. According to scientists, entrepreneurs have been forced to adopt and implement numerous strategies to sustain their businesses, and their financial and sustainability performance has been impacted by the adoption of e-commerce platforms and digital marketing strategies. The authors are convinced that the results of their research will be useful for business leaders in terms of proving the need for digital commerce and digital marketing in the context of the COVID-19 pandemic.

Within the scope of research (Popelo O. et al., 2021; Tulchynska S. et al., 2021; Abramova A. et al., 2021), the development of the digital economy and its impact on changing forms of employment and the labor market were investigated, innovative, investment strategic guidelines were analyzed with the aim of increasing the competitiveness of enterprises, and the example of Eastern European countries in the ecosystem of VAT administration in the electronic system was considered. commerce

The authors (Li S. et al., 2023) investigated that with the conditions of the digital economy era, the relationship between consumers and brands is changing, and therefore the

marketing method, especially the brand management paradigm, also needs to adapt to the changes. Scholars argue that brand orientation has sparked a heated debate about the dominant paradigm of market orientation and a new revolution in brand management.

Within the scope of the article (Jia D. et al., 2023), the authors investigated that currently the marketing methods adopted by many enterprises are very traditional, which create problems related to poor real-time information, low degree of informatization, asymmetry of information and closed marketing data. The authors propose to use digital economic tools for the scientific management of the enterprise's marketing as a solution to the mentioned problems.

The practical significance of the article (Korucuk S. et al., 2022) lies in the study of the integration of ecological approaches and digital marketing strategies for information and communication technologies. The authors have developed ways of practical and applied solution to the problem related to the selection of indicators for ecological approaches and digital marketing strategies for ICT in the logistics sector.

The result of the authors' research (Kholiavko N. et al., 2021; Ivanova N. et al., 2022) was an analysis of the adaptability of universities to the conditions of the digital economy and the training of relevant specialists, as well as the formation of a marketing strategy for the adaptation of small businesses to quarantine restrictions.

The purpose of the scientists' article (Yasar O. et al., 2022) is to investigate how the company's marketing process and brand loyalty were affected before and during the pandemic. The authors are convinced that in order to increase competitiveness in the digital world, it is necessary to monitor and direct their digital customers, brands must define their marketing strategies.

The results of the study (Tudor C., 2022) prove that since the outbreak of COVID-19, customers increasingly rely on e-commerce and multimedia content, it has become extremely important for companies to digitize their business methods and models. The author is convinced that COVID-19 has highlighted the popularity of e-commerce and new business models, disrupting normal business activities.

It has been studied (Pajić V. et al., 2023) that e-commerce provides consumers with access to a wide range of goods on the world market, quick and convenient selection, purchase, ordering and payment of goods. The authors developed a new hybrid approach for



evaluating sustainable 4PLs to provide adequate support for product delivery decision-making in e-commerce, based on the fuzzy full consistency method, evidence theory, rule-based transformation, and weighted aggregate product evaluation methods.

It has been proven that business organizations have enormous potential to expand their customer base by offering e-commerce services, especially in the era of the COVID-19 pandemic. The authors (Saeed S., 2023) conducted an empirical study of e-commerce customers to gain insight into their mindsets regarding the use of e-commerce applications.

Despite numerous studies in the field of marketing and e-commerce, the issue of using digital marketing technologies in the commercial activities of enterprises in order to increase their value in the conditions of COVID-19 requires further research and analysis.

## 2. Methodology

The methodological basis of the study is a systematic approach, since digital marketing is a set of interacting and interconnected elements that, thanks to the implementation of the marketing strategy at the enterprise in the conditions of the COVID-19 pandemic, ensure the achievement of the enterprise's goals, increase its competitiveness and value in the market. The system approach makes it possible to consider marketing as one of the subsystems of the enterprise, which, in turn, is also considered as an open system of a higher order.

The main principles of digital marketing management are:

- goal orientation, which involves the coordination of marketing and company goals, their focus on solving existing problems and achieving the planned results of the company's development by satisfying the needs of consumers;
- efficiency, which involves a focus on the constant search and implementation of measures to increase the efficiency of the enterprise's production and sales activities and the enterprise's sales using digital marketing tools, as well as taking into account the ratio of costs and the effect obtained from planned marketing measures;
- functionality, which involves orientation to a certain concept of enterprise management and the construction of a marketing concept, a clear definition of vertical and horizontal connections, as well as the functions of marketing activity;
- complexity, which involves the application of a set of digital marketing measures to achieve the effectiveness of the marketing strategy and obtain a synergistic effect.

Therefore, demand orientation, taking into account the changes caused by the COVID-19 pandemic, requires compliance with the principles of managing the marketing activities of enterprises and the application of an innovative approach to decision-making regarding the implementation of digital marketing tools.

### 3. Results

The outlined relevance of this study in the conditions of the COVID-19 pandemic proves the need to communicate with partners and clients using digital technologies. In society, the number of people using the Internet is constantly increasing, the COVID-19 pandemic has accelerated this trend. This, in turn, necessitates the introduction of digital marketing technologies. Digital marketing is marketing that makes it possible to promote goods and services using digital technologies at various stages of interaction with the consumer.

Digital marketing has a wider range of tools than Internet marketing, as it uses not only the Internet, but also offline tools, for example, such as smart gadgets, POS terminals, etc. Digital marketing can be, and as the COVID-19 pandemic has proven, must be used in all areas of business, as it provides the opportunity to use all methods, means and actions to expand the customer audience by drawing the attention of potential customers to the company, business project, brand, services or products.

The involvement of tools depends on the specifics of the enterprise's activities, its goals and the enterprise's marketing company. Digital marketing makes it possible to use different tools at the same time and thus increases the effectiveness of marketing activities, which in turn have a positive effect on the effectiveness of the company's activities and its value. The set of digital marketing tools depends on the goals of the marketing strategy, the characteristics of the product or service, the life cycle of the product, the characteristics of the target audience and the financial capabilities of the enterprise.

Among the tools of digital marketing in the commercial activity of the enterprise, for the implementation of the marketing strategy in the conditions of the COVID-19 pandemic, it is necessary to use (Fig. 1):

- contextual advertising, is the placement of advertising on thematic sites in the form of text, graphic, media, video advertising objects or in the form of links. Also, with contextual advertising, it is possible to choose the geography of displaying pages;



- SEO and SEM promotion, this type of advertising promotion is suitable for almost any business for any commercial activity, since the promotion of the site is carried out in all search engines and gives the opportunity to increase the number of site visitors and potential customers, respectively. The goal of SEO and SEM promotion is to raise the advertiser's site in the search for thematic requests of potential customers, which is followed by search optimization;

- banner advertising, provides promotion of a product or service with the help of graphic banners on the pages of thematic resources, the feature is that the advertiser can place such advertising not only on its own resources. In essence, a banner ad is an ad that can attract potential buyers to the company's website;

- advertising windows, acting as a tool of digital marketing as a means of online advertising, involves the display of pop-up advertising in the foreground of the visual interface of thematic platforms;

- television advertising, provides for the possibility of showing advertising on TV, in this case, the maximum coverage of the audience of different ages, articles, preferences, wealth, etc. is obtained;

- radio advertising, like television advertising, is one of the advertising means that provides a wide audience coverage;

- advertising in gaming, shopping and other applications is gaining popularity with the development of digitalization and the increase in the number of people using various applications as a result of the COVID-19 pandemic;

- native advertising, this type of advertising is called natural, because it is not identified as direct advertising aimed at the user and does not cause irritation and rejection in the audience. Native advertising involves certain publications on third-party resources of so-called "natural" resources in the form of certain reviews, expert studies, analytical conclusions that encourage the purchase of a certain product or service;

- SMS mailing, which involves direct mailing of advertising messages from certain enterprises to subscribers of cellular operators;

- QR codes in offline mode, such tools are used to motivate users to install various programs on their gadgets and use other, including new digital products;

- viral advertising, involves the creation of such often provocative multimedia content,

which would not only interest users, but also encourage its distribution in the network through own blogs, social networks, etc.;

- advertising in messengers, today at least one of the popular applications is installed in the gadgets of potential buyers, which they regularly use, it becomes a platform for placing advertisements;

- teaser advertising, a type of advertising message that contains intriguing and encouraging elements that arouse the interest of users and click on this page;

- retargeting, a peculiar function of reminding users about a product or service for those users who previously showed interest in this product, i.e. re-engagement of the audience.

It should be noted that this is not a complete list of digital marketing tools. It can be affiliate digital marketing, that is, promotion of advertising through partners, for a certain reward for each engaged buyer. Elements of digital marketing can also be applied to traditional types of advertising, for example, on postcards in newspapers, magazines, QR codes can be placed to go into the digital space.

In turn, digital marketing tools require the use of various advertising promotion resources. These resources include:

- paid resources that require financial costs for the advertiser - these are sites, digital banners, contextual advertising;

- own resources, in the form of platforms used by enterprises, for example, a page in a social network;

- developed resources, these are the so-called secondary resources that the enterprise receives as a result of its own marketing activities, for example, as a result of the spread of viral advertising by users.

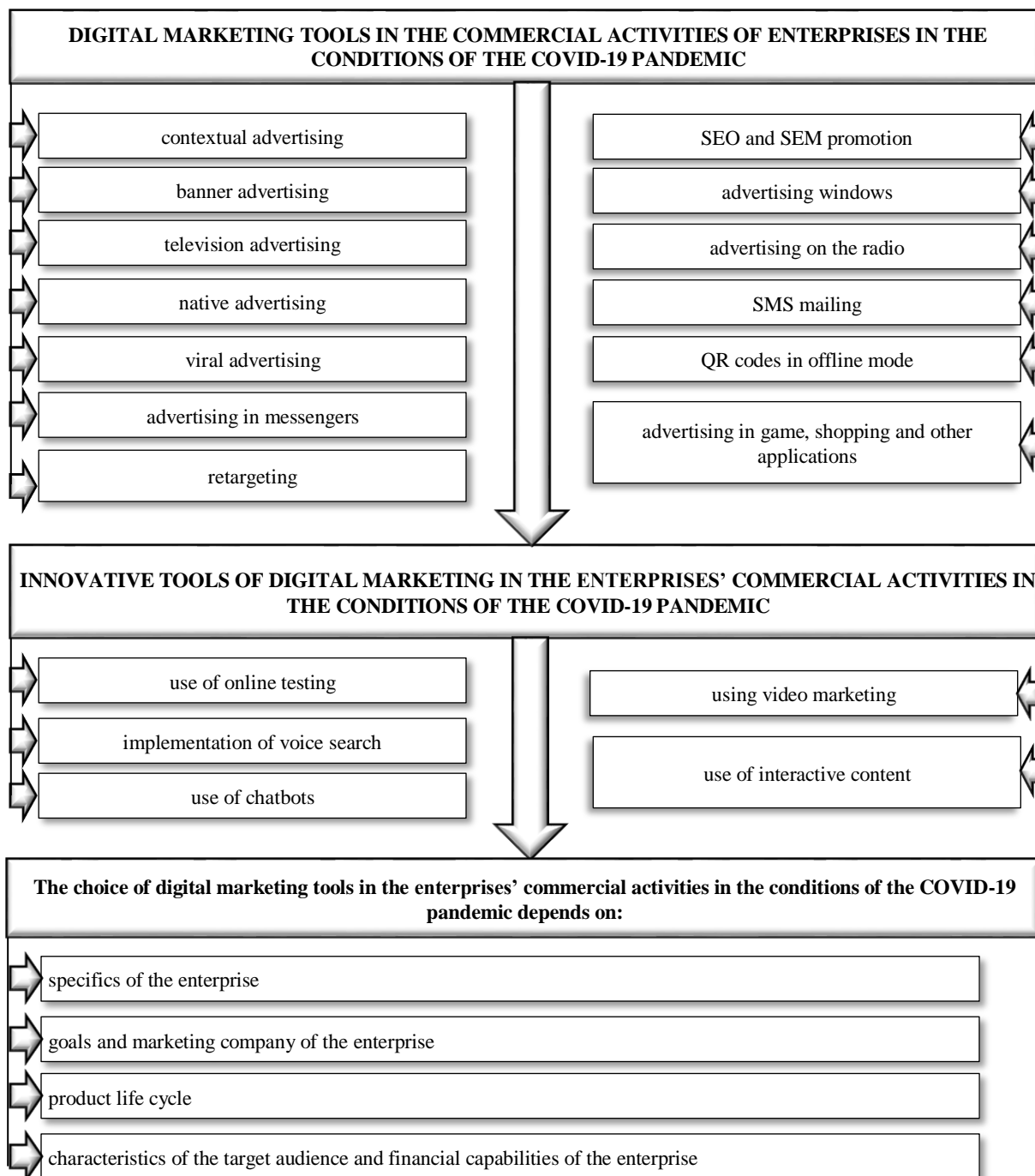
It should be noted that the outlined digital marketing tools are best used in a complex manner, depending on the specifics of goods and services, the location of the enterprise, the market segment, and the specific characteristics of buyers.

The use of digital marketing tools enables enterprises to achieve not only marketing goals, but also the enterprise as a whole by increasing sales volumes. The advantages of using digital marketing in the conditions of the COVID-19 pandemic include (Fig. 2):

- the possibility of tracking and obtaining new information about potential consumers of

goods and services and changes in their preferences and consumer attitudes;

Figure 1. The use of digital marketing in the enterprises' commercial activities in the conditions of the COVID-19 pandemic



Source: developed by the authors

- formation of a new "digital profile" of the consumer and his purchasing behavior for the development of new marketing strategies;

- increasing the effectiveness of monitoring and analysis of competitors due to the use of digital marketing tools during the study of sites, interactivity, publications in social networks;

- increasing the effectiveness of the promotion of goods and services with a higher level of conversion due to the growing demand for online goods and services during the COVID-19 pandemic;

- substantiates the development of new goods and services taking into account new clicks that appeared as a result of the COVID-19 pandemic, taking into account digital technologies;

- formation of a flexible price policy for goods and services based on the processing of a large amount of information regarding the offers of goods and services on the Internet using payment technologies thanks to Internet services;

- reduction of the chain between the supplier and the client and the time required for servicing the sale of products or services;

- reduction of costs for the sale of products while maintaining or improving the quality of this process due to the rejection of intermediaries in the sale;

- finding and expanding the company's target audience as a result of its quick sorting according to the necessary parameters in accordance with the characteristics of the seller's services, the specifics of goods or services;

- increasing sales productivity and competitiveness of the enterprise due to the ability to stay in direct contact with its customers, which increases the quality of customer service and increases trust between the seller and the buyer, which allows for the formation of a permanent audience.

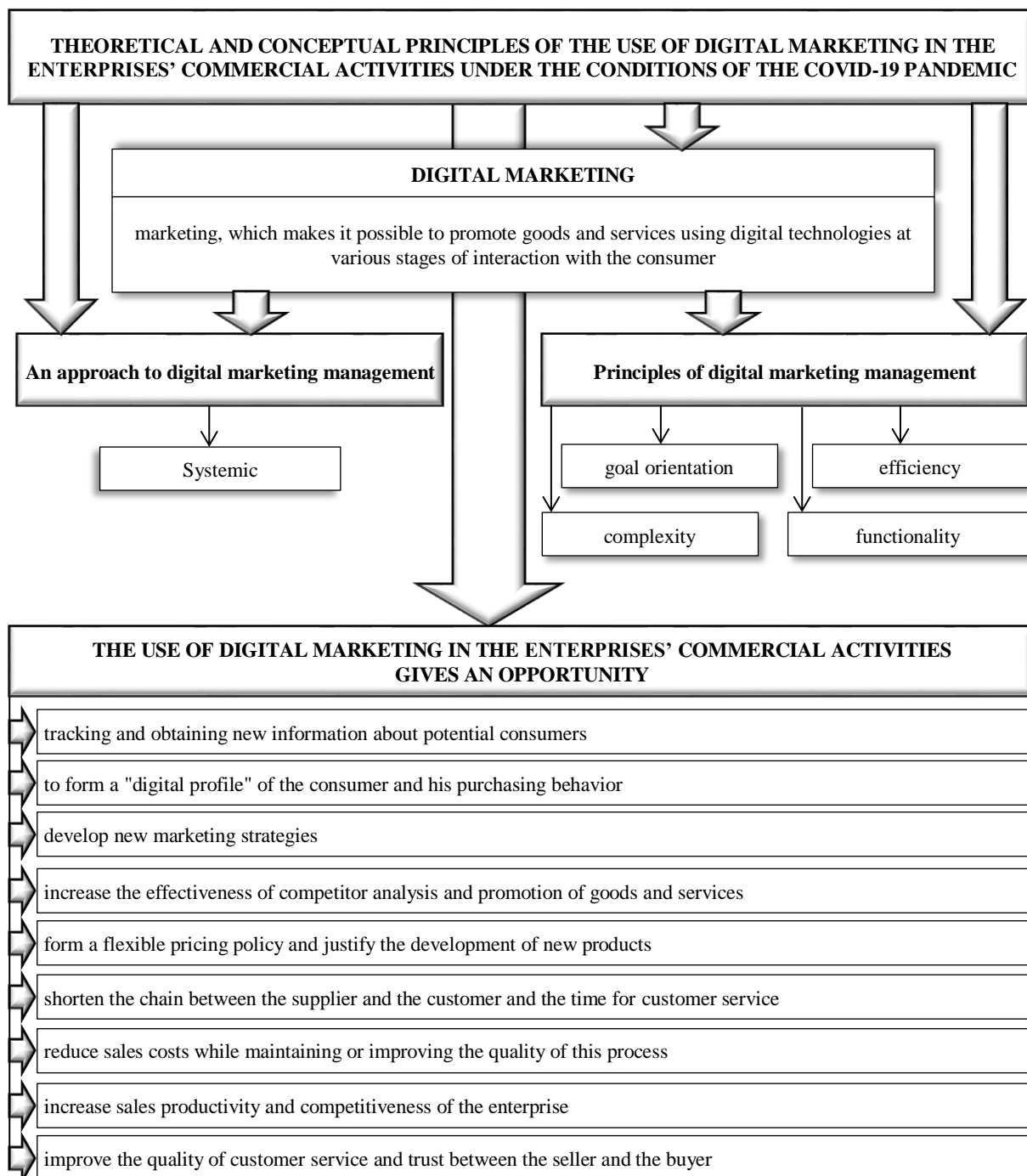
Rapid global changes affect the constant development of digital technologies and open up new opportunities, including for their use in digital marketing.

Today, in addition to the need to implement digital marketing tools in the commercial activity of the enterprise in the conditions of the COVID-19 pandemic, there is a need to apply promising innovative implementations, namely:

- the use of online testing, i.e. the introduction of a try-on option during online sales, for this, augmented reality technologies are used, thanks to which the buyer has the opportunity to examine the product, try it on, test the service, etc., and only then make a

decision to purchase it. Practice has proven that the introduction of such an option during online sales reduces the return of goods by 40%, and 61% of buyers choose a purchase with the option of testing in case of alternative offers;

Figure 2. Theoretical and conceptual principles of using digital marketing in the enterprises' commercial activities in the conditions of the COVID-19 pandemic



Source: constructed by the authors

- implementation of voice search, which makes it possible to sell products and services without using the screen. Currently, voice technology is used in Apple AirPods, Amazon Echo, Google Home, Siri, Cortana, etc.;

- the use of chatbots, their use makes it possible to optimize and simplify communications with the user acting as a potential client, in addition, chatbots can be used to spread information about news, product changes, promotions, etc.;

- the use of video marketing, today, according to specialists, the video material occupies more than 80% of Internet traffic, which determines the development of video advertising and its placement on the Internet as a digital marketing tool;

- the use of interactive content that encourages users to take a certain action, the main focus of such content on mobile devices, which makes it possible to use online testing.

Thus, it can be noted that the processes of digitalization of social development activate the processes of innovative implementations, including digital marketing tools.

The implementation of digital marketing in the conditions of the COVID-19 pandemic for the commercial activity of enterprises has a positive effect, but at the same time, like any process, it also has certain disadvantages, among which we can highlight

- relatively high cost when working with a mass audience, against the background of low cost when working with a narrow segment of consumers;

- low rate of reaching the audience of older age categories, although it should be noted that every year the number of people using the Internet is steadily increasing;

- technological limitations, today digital marketing tools continue to actively develop, which overcomes existing technological limitations;

- the difficulty of digital marketing planning, since, in the event that digital marketing has not been used before, it is quite difficult to estimate the costs and effectiveness of its measures in the conditions of the COVID-19 pandemic, since there are high risks of unpredictability of customer behavior;

- e-commerce turnover is rather small, but according to all experts' forecasts, the electronic market is growing every year and in the near future it will work at the same level as the physical market.

#### 4. Discussion

We support the opinion of scientists (Al Hamli S.S. et al., 2023) that the COVID-19



pandemic significantly changed the behavior of consumers in most countries of the world, and played a decisive role in the growth of commercial activity on the Internet. We consider it relevant to conduct research to examine the factors affecting online shopping in the context of COVID-19, which will help e-commerce companies to better meet consumer demands by adjusting their marketing strategies, especially during a crisis.

Of interest is a study by the authors (Lee G. et al., 2023) that presents a video e-commerce search dataset (VERD) that uses video from a user perspective. The authors present a test and additional experiments to demonstrate the need for independent product-based video search research.

A scientific work (Teng Z. et al., 2023) on the analysis of the impact of sustainable development of logistics on e-commerce deserves attention. According to scientists, this can serve as a starting point for the sustainable development of logistics and e-commerce in the near future.

We consider the work of scientists (Delianidi M. et al., 2023) relevant, who propose two methods of session-based recommendations for anonymous browsing in the general structure of e-commerce. The authors present the data using a graph where items are related to sessions and to each other based on order of appearance or co-occurrence.

The idea of the authors (Zhao J. et al., 2023), who created a recommendation system for a new field of research: social commerce, which combines rich information about social network users and products on an e-commerce platform, can be used from a practical point of view. Social networking has been found to influence e-commerce, so social commerce can be implemented.

We consider research (Vitsentzatou E. et al., 2022) useful for the development of the food industry, which is based on the study of the transformation of the marketing mix in the food and beverage supply chain due to the emergence of digital marketing. The authors identified critical success factors for the digital transformation of the food and beverage supply chain.

Timely in the context of the covid-19 pandemic is a study (Bermeo-Giraldo M.C. et al., 2022) aimed at identifying the factors that influence the use of digital marketing by SMEs during COVID-19. The authors proposed five factors that influence the use of digital tools. Researchers have researched that the most used digital marketing strategies are Instagram

and Facebook content and websites.

## Conclusion

As a result of the study, the feasibility of using digital marketing technologies in the commercial activities of enterprises in the conditions of the COVID-19 pandemic was proven, which makes it possible to increase the competitiveness of enterprises and their value on the market. Social development and globalization trends prove the effectiveness and further spread of sales of goods and services using digital technologies, this requires enterprises not only to implement digital marketing tools, but also to constantly update them taking into account the innovative trends of this segment. Digital marketing involves the implementation of all types of interaction between the enterprise and the consumer using Internet resources.

The scientific novelty of this research consists in substantiating the conceptual foundations of the use of digital marketing technologies in the commercial activity of the enterprise in the conditions of the COVID-19 pandemic, which is based on a systemic approach, compliance with the principles of goal orientation, efficiency, functionality and complexity, and also involves the use of various digital marketing tools and promising innovative implementations, which ensures that the enterprise achieves its development goals, competitiveness and increases its value on the market.

The use of digital marketing in the commercial activities of the enterprise provides an opportunity to increase the value of the enterprise due to the ability to generate cash flows due to the expansion of sales volumes.

In the conditions of the COVID-19 pandemic, it creates additional advantages for the company's activities, as it makes it possible to obtain quick and objective information about changes in the market, the characteristics of the audience that are potential customers, the direction of new trends in customer preferences, causes the emergence of new markets and creates the need for new goods and services. At its core, digital marketing is broader than e-commerce, as it includes SEO promotion, email marketing, and more.

Further research in the area of digital marketing technology use requires the question of intensifying the involvement of consumers using targeted feedback channels to take into account the needs and requests of consumers in the conditions of the COVID-19 pandemic, which will contribute to increasing the efficiency of enterprises.

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