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PROBLEMS OF APPLICATION OF E-MARKETING AT ENTERPRISES OF UKRAINE

The aim of work is determination of problems of application of e-marketing that enterprises and businessmen of Ukraine face, as well as advantages of e-marketing.

Advantages of e-marketing are:

1. Low charges on advancement and sale;

2. Possibility of the rapid access to new markets and expansion of existent markets;

3. Enormous breadth of scope and exactness of influence on a target audience;

4. Simplicity of account of motion of commodity;

5. Speed of access to the market of any country of the world or region;

6. Possibilities of easy conduct of the market researches;

7. Increase of level of consumers services by the grant of maximally complete information about commodities and service 24/7;

8. Comfort and speed of realization of purchase for a consumer, which positively influences the repeated purchases;

9. Possibility of access of consumer to information of enterprise

from any place without any additional charges;

10. Prevention of unconscientiousness.

The problems in application of e-marketing at the enterprises of Ukraine are: problems of enterprise (absence of skilled specialists on e-marketing, absence of modern strategic vision of doing business for the leaders of domestic enterprises etc.), institutional problems (low tax discipline of enterprises, lack of development of legislative rules that regulate relations at the electronic market etc.), social problems (mistrust of consumers to acquisition of commodities through electronic resources, low level of integration of population to the Internet in rural locality etc.), national problems (low level of welfare of population etc.), global problems (ignorance of rules of conduct of foreign business etc.).

Application of e-marketing at enterprises will allow not only intensifying marketing efforts but also fixing right to customer feedback on permanent basis.