

Електронне наукове фахове видання "Ефективна економіка" включено до переліку наукових фахових видань України з питань економіки (Наказ Міністерства освіти і науки України від 29.12.2014 № 1528)

Ефективна ЕКОНОМІКА



Дніпровський державний аграрно-економічний університет



Видавництво ТОВ «ДКС-центр»

1 0 0 0 0 0 0 1

UDK 339.138 : 339.5

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EUROPEAN DIGITAL MARKETING MANAGEMENT TRENDS

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ЄВРОПЕЙСЬКІ ТЕНДЕНЦІЇ У СФЕРІ УПРАВЛІННЯ ЦИФРОВИМ МАРКЕТИНГОМ

The article describes the trends of e-commerce of the Europe, built on the results of monitoring of websites of following countries: Germany, France, Italy, Spain, Sweden, Belgium, Finland, Denmark, Hungary, Switzerland, Bulgaria, Poland, Great Britain, Austria, Czech Republic, Portugal, Greece, Netherlands. It contains the results of monitoring of the most popular internet shops, accumulating the most often used methods of payment and delivery, competitive advantages, that are used in Europe. According to the most spread competitive advantages the map of consumer sensitivity was built. The article can be useful for Ukrainian enterprises, entering the European market in the form of internet shop or using instruments of digital marketing management.

У статті розглянуті тенденції розвитку електронної комерції в Європі за результатами моніторингу сайтів наступних країн: Німеччини, Франції, Італії, Іспанії, Швеції, Бельгії, Фінляндії, Данії, Угорщини, Швейцарії, Болгарії, Польщі, Великобританії, Австрії, Чехії, Португалії, Греції, Нідерландів. Стаття містить результати моніторингу найбільш популярних інтернет-магазинів, аналізу популярних методів оплати і доставки, конкурентних переваг, які використовуються в Європі. Відповідно до найбільш поширених конкурентних переваг була побудована карта чутливості споживача. Стаття може бути корисна для українських підприємств, що розглядають розширення бізнесу за рахунок європейського ринку у вигляді інтернет-магазину або за допомогою інструментів цифрового маркетингу.

Keywords: *digital marketing, e-commerce of Europe, payment methods, delivery methods, marketing management.*

Ключові слова: *цифровий маркетинг, електронна комерція Європи, способи оплати, способи доставки, маркетинговий менеджмент.*

Setting the problem.

Often digital marketing is associated with digital promotion tools, without considering all other elements of marketing mix product, price and place. But the conversion rate of the project depends on the digital product, it's benefits, usability and competitiveness. Understanding of product in digital marketing includes not only physical items, but digital platform, that attract consumers and collect traffic.

The analysis of recent research and publications.

Development of digital marketing included several stages:

1. Display advertising;
2. Search engine optimization;
3. Paid search;
4. Web Analytics and cookie;
5. Sharing and social media;
6. Mobile marketing;
7. E-mail marketing. [1]

These stages are digital marketing instruments at the same time. Different companies used only some of them, but big companies use them in complex. The most actual problem is choosing from wide range of digital marketing instruments and combining them into holistic effective complex of digital marketing. So modern stage of digital marketing development may be called the stage of digital marketing management or project management.

Europe - one of the largest e-commerce markets in the world. It became the platform of global e-commerce development. A lot of researches are focused on discovering which channels marketers rated as delivering the greatest ROI, this being the most critical metric for most marketing departments, and key to justifying further spend. Email marketing performed the best, with 76% saying it delivered medium to high cost effectiveness. Similar to last years survey, email was followed by SEO as the next most cost effective technique (72%). Interestingly, whilst AdWords came third in our survey last year, it has slipped to being the fourth most effective channel, as organic social media has risen to be perceived as moderately to highly effective by 68% of marketers. [5] E-commerce is about 2.2% of total European GDP, which provides 645,000 retail sites through the implementation of 3.7 billion transactions each year, creating about 2 million new jobs for Europeans. [2]

For marketers in Ukraine main difficulty in dealing with the European market is the legal framework. The complexity in terms of learning the e-commerce legislation, but at the same time the reason why the Ukrainian marketers are so popular in the West. Loyal tax environment in Ukraine and the low salaries of highly skilled marketers increase the interest from the side of some of European companies, which see benefits in the Ukrainian outsourcing.

Many sources claim that the European market is in a state of stagnation that all the market niches are occupied. Therefore, the growth of the company's performance in the European market often is possible using highly performance competitive advantages and the growth is possible because of competitors' recession.

Setting the objective.

Managing digital budgets, marketers must consider the efficiency of any of them. The efficiency of digital promotion depends on the level of development of the project, it's competitive benefits, that determine the conversion rate of each of the digital channels. European e-commerce is one of the most developed areas of digital marketing, so it became the objective of these research to predict the factors of growth and development of e-commerce in Ukraine.

The main material of research.

Europe has an annual turnover of 363.1 billion euros at the amount of population 816 million inhabitants. Of these, 565 million people use the Internet and 32% of the population are considered to be active online consumers who spend an average of € 1,376 per year for online shopping. Britain, France and Germany are leading European e-commerce. In 2015, they accounted for over 60% of all the transactions online in Eurasia. With a turnover of 157.1 billion euros, the UK leads on indicators on e-commerce B2C market, but in terms of the number of online shoppers, leading Germany - 51.6 million customers in the Internet, compared with 43.4 million customers in the UK. [3]

Let's consider the difficulties, that could face each company entering the European market.

High level of competition. A large number of online stores and free trade between countries of the European Union have led to strengthening the position of e-shops in terms of price and non-price competitiveness. Consider the most popular competitive advantage in Europe:

1. Low price. Depending on the average level of income in the country varies the sensitivity of Internet users to the price. (Image 1)

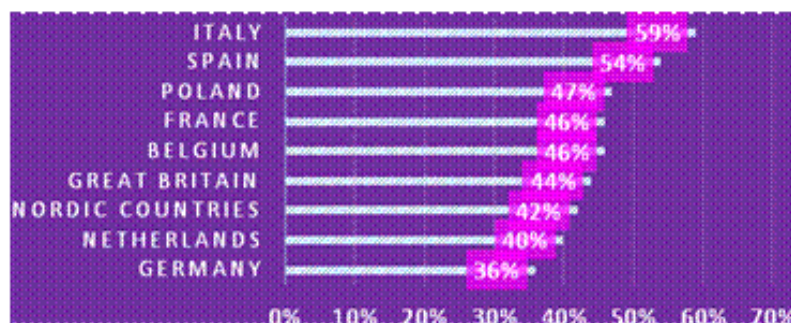


Image 1. The percentage of users who prefer the lowest price levels [3]

2. Delivery speed. The speed of delivery for Europe varies depending on the product, the availability of warehouse space at the company, the country's specific of geographical location. Europeans are willing to wait ordered goods, contrary to stereotypes, from 1-2 days to 1-2 weeks. (Image 2)

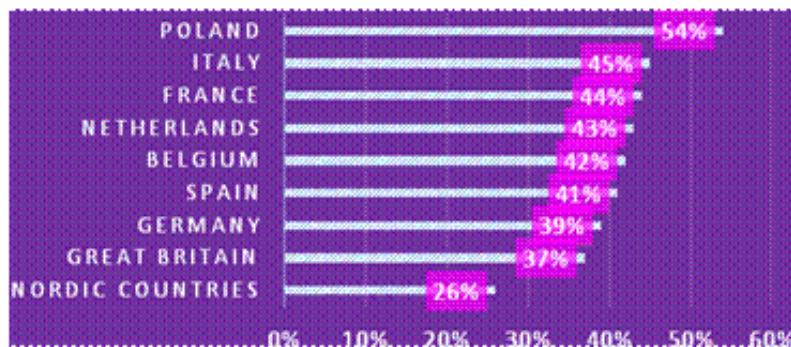


Image 2. The percentage of users who prefer websites with a faster delivery [3]

3. Secure payment and item return policy. For the Europeans is very important guarantee of security. Therefore, they always pay attention to the conditions of return of the goods if he does not like them or will not meet the expectations. The minimum term of return of goods is 14 days. Sometimes companies offer free goods return option within 30 days or more as a competitive advantage. Also popular service Safe order. This service is provided to users for a fee (3-6 euros) and makes it possible to return the product and get your money within 90-200 days. (Image 3)

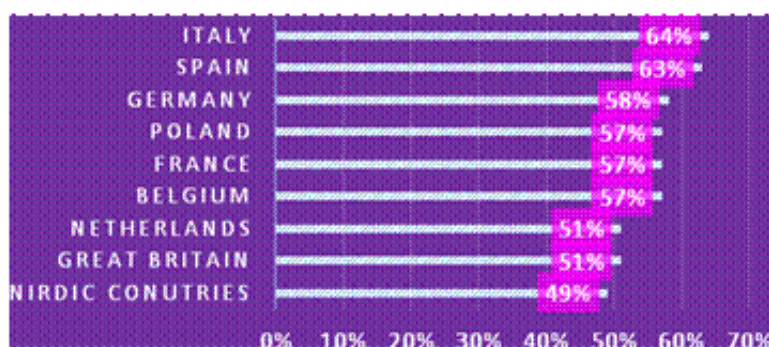


Image 3. The percentage of people who are guided by conditions of return and exchange of goods during purchase [3]

The security of payment and shopping as a whole is considered one of the most important features to make a decision of a purchase. So that the main part of online shops prefer to get an independent certificates of secure shopping.

According to the sensitivity of the user to the price, terms of delivery and return of goods policy a map of users' sensitivity to the benefits of an online store was built.

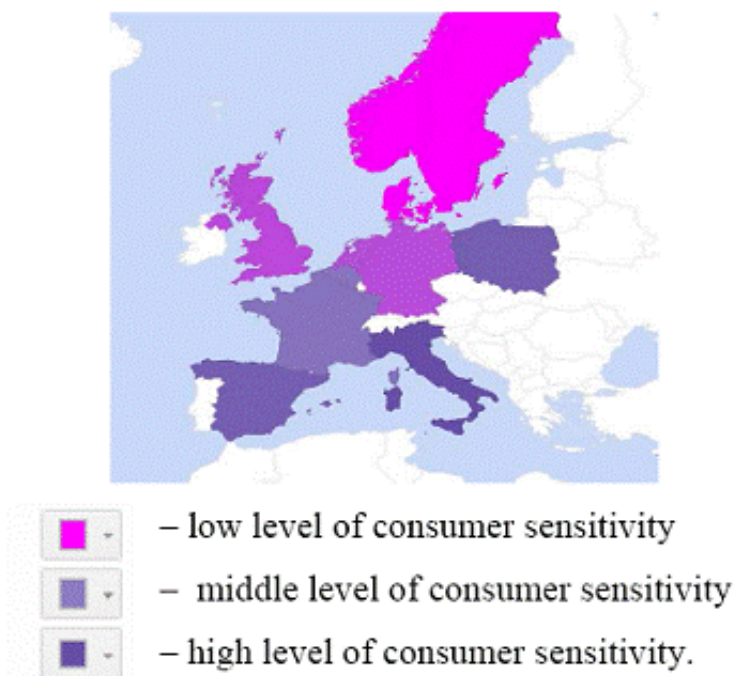


Image 4. Map of consumer sensitivity

It indirectly indicates the level of competition in the field of e-commerce.

The most demanding in terms of Internet shopping are buyers from Italy and Poland, the least demanding - the inhabitants of Norway, Sweden and Denmark.

The next specific character of European e-commerce is a variety of payment and delivery methods. Online shops of European countries were checked to determine the most spread methods of payment and delivery. Sufficient difficulty in the course of development of markets is a variety of payment methods and shipping.

Table 1 lists the most popular payment methods in European countries.

Table 1.
Payment methods that support online shopping in Europe

Country	Methods of payment	Methods of shipment
Germany	PayPal	DPD
	PayPal Express	DHL
	Credit cards (Visa, MasterCard, American Express)	UPS
	Invoice	Hermes
	Sofort	GLS
	Bank Transfer	
	C.O.D.	
	Giropay	
	Klarna	
	Amazonpayments	
	Lastschrift	
France	PayLib	TNT
	PayPal	Relay
	Credit cards	Colis prive
	Bank transfer	Relais colis
	Be2bill	Livraison Belgique
	CarteBleue (credit-deposit card)	Home delivery
	Carte Aurore	Same day express
	Cofinoga	Click and Collect
	E.bleue	
	Solo	
	Delta	
	Discover (Credit card)	
Spain	C.O.D.	Correos express
	Credit Cards	Azkar
	Pago directo	KIALA
	EURO 6000	SEUR
	PayPal	
	Bank Transfer (BBVA, bankinter, Banco Santander, Sabadell, Bankia, Banco popular)	
	Serviredo	
	Deposit Cards	
Italy	Cartasi	BRT
	PayPal	
	Postepay	
	Bank Transfer	
	Sofort	
	Credit Cards	
	C.O.D.	

	Diners club	
	Deposit Cards	
	Aura	
Sweden	Bank Transfer (Nordea, SEB, Handelsbanken, Swedbank, SHB)	DB Schenker Logistics
	PayPal	Posten AB
	Credit Cards	Fedex
	Invoice	
	Trustly	
	Klarna	
Denmark	Bank Transfer (Nordea, DanskeBank)	Post Danmark
	PayPal	GLS PakkeShop
	Credit cards	DB Schenker Logistics
	Klarna	
	Invoice	
	Be2bill	
	Diners club	
	JCB	
	Payex	
Norway	Invoice	posten
	PayPal	DPD
	Credit Cards	
	Klarna	
	Bank Transfer (Danskebank, Sparebank)	
	Bankaxess	
	Nets technology	
	EWIRE	
	DNB	
	TERRA	
Netherland	Afterpay	Postnl
	Ideal	
	Paypal	
	Credit Cards	
	Klarna	
	Overschrijving	
	Acceptgiro	
	Betalen contant	
	Buckaroo-payments	
Great Britain	Bank Transfer	DHL
	PayPal	UPS
	Credit Cards	GLS
	Deposit Cards	
	Delta	
	Diners club	
	EuroCard	
	Solo	
	Sage pay	

Austria	EPS	
	PayPal	
	Credit Cards	
	Klarna	
	Sofortüberweisung	
	Bank Transfer	
	Invoice	
Switzerland	Bank Transfer	Pos finance
	Sofort	
	Postfinance	
	Credit Cards	
	Paypal	
	Invoice	
	Athleticum	
	Jumbo	
	MyOne	
	Dinners	
	Eurocard	
Finland	Paytrail	
	Bank Transfer	
	Credit Cards	
	PayPal	
	Klarna	
	C.O.D.	
	S-Pankki	
	Jousto	
	Handelsbanken	
	Aktia	
	Diners	
	JCB	
	Danskebank	
	POP Pankki	
	Lahitapiola	
	OP	
	Nordea	
Portugal	Bank Transfer	
	Paypal	
	Credit Cards	
	Easypay	
	C.O.D.	
	Netcaixa online	
	Red compra	
	Web pay plus	
	Diners	
	Magna	
	Skrill	

	Dinero Mail	
Bulgaria	C.O.D.	DHL
	Paypal	UPS
	Credit Cards	GLS
	Easypay	
	Bank Transfer	
	Borika	
	Webmoney	
	<u>ePay.bg</u>	
	EUROLINE	
	TBICredit	
	Delta	
	MJy Rewards	
	Webmoney	
Czech Republic	C.O.D.	DHL
	Paypal	GLS
	Credit Cards	UPS
	Bank Transfer	
	JCB	
	PPL	
	GoPay	
	Payment SMS	
	GP webpay	
	m-Platba	
	Mobito	
	CardPay	
	AMEX	
Greece	eWallet	DHL
	PayPal	UPS
	Bank Transfer	GLS
	Credit Cards	
	C.O.D.	
	Bitcoin	
	EUROLINE	
	diners	
	PaysafeCard	
Hungary	Budapest bank	DHL
	PayPal	UPS
	Credit cards	GLS
	First data	
	Magyar Posta belfold	
Romania	Pay U	
	paypal	
	Credit Cards	
	PCI	
	C.O.D.	
	Star BT	

	Bonus card	
	Bank transfer	
	Avantaj	
	Mobilpay	
Poland	C.O.D.	GLS
	PayPal	UPS
	Credit Cards	DHL
	Przelewy	
	Банковский перевод	
	Dotpay	
	Diners	
	Payment by installments	
	PayU	

Conclusions and further research.

Digital marketing management is strongly connected with project management. Knowledge of project, understanding the digital product, wide range of shipment and payment methods are key factors of growing conversion rates. Further research of consumer demand must be connected with the research of independent certification of online shops and the influence of trusted icons on the conversion rate.

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Стаття надійшла до редакції 09.01.2017 р.



Вропу

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