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FEATURES OF THE CONSUMER INTERNET MARKETING SECTOR DEVELOPMENT IN UKRAINE

Introduction. Today in the global economy, the development of the virtual environment is gaining momentum. It enables to develop modern business dynamically, optimize its operational and marketing efficiency, and increase the degree of virtualization of enterprises. In view of this, there is a “transition” of an active consumers from the real life to the virtual, where they have more opportunities to meet their needs.

Review of recent publications. In the field of Internet marketing, researchers identify two important areas: e-commerce and customer service. In Ukraine these fields were studied by such scientists like: Bochko O., Borisova Y.O., Burlakov O.S., Gryshchenko O.F., Ilyashenko S.M., Kinash I.A., Neseva A.D., Shvydenko O.M. and others. Despite a large number of research works, the important scientific task is the formation of a single universal tool for doing business in the virtual space.

The purpose of the paper is to analyse the development of the consumer Internet marketing sector, as well as to analyse the share of Internet users in Ukraine and the growth rates of online sales.

Results of research. In present, with the growing popularity of the Internet, e-commerce is rapidly developing as well. The main reasons for such increase of demand for goods on the Internet are the spreading of 3G and the economic crisis. The first provided more Internet users, and the second made consumers more careful about the choice of goods.

The audience of television and the Internet is significantly different in terms of the age and the place of residence. The main TV audience is the people of senior age and the inhabitants of small settlements. Among the active Internet users, on the contrary, there are people who live in big cities under the age of 45 years. Among the people aged 15-29, the number of regular Internet users and viewers is the same. The number of Internet users who are 30-44 already exceeds the number of active viewers in this age category (Fig. 1).

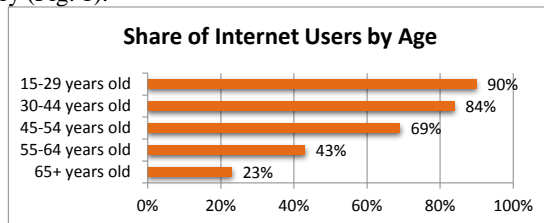


Fig. 1 Share of Internet users by age [2]

The number of Ukrainians who visit e-commerce sites every month has reached 12 million. Over the past two years, there has been a steady increase in both the number of online buyers and the number of orders in the e-commerce sector.

In addition, in 2015, Ukraine has possessed the first place according to the growth rate of online sales in Europe (Fig. 2). One of the reasons for such a rapid development was the growth in the number of purchases made from mobile devices – the share of such purchases has exceeded 25%.

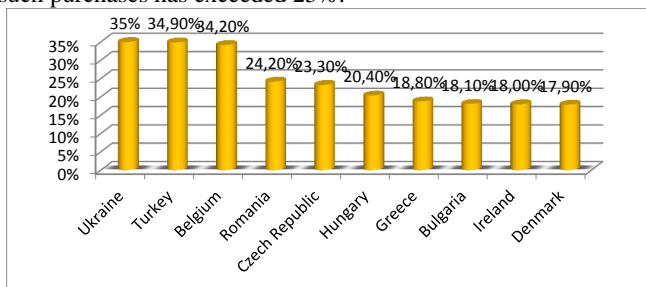


Fig. 2 The growth rates of online sales in European countries [1]

The main ways of sales promotion on the Internet are as follows [3]:

- Search engine optimization (SEO);
- Banner system;
- Contextual advertising;
- Social media marketing (SMM);
- Internet PR;
- Viral marketing;
- E-mail marketing.

Conclusion. In general, we can say that gradually the Internet is becoming one of the important tools for doing business.

The results of the study show that more Ukrainians are choosing the Internet to search, select and purchase goods. It is expected that in the nearest future the number of online consumers will continue to grow.

The use of the Internet in Ukraine today concerns almost all aspects of the marketing activities of many enterprises, and its role is constantly increasing. It is based on traditional marketing tools that make the network more effective, as well as provides new opportunities.

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FOREIGN ECONOMIC RELATIONS AND DEVELOPMENT PROSPECTS OF GERMANY

Introduction. The Federal Republic of Germany is the fourth largest economy in the world (after the USA, China and Japan). The economic system of modern Germany is a social market economy, which development began immediately after the end of the Second World War.

The modern model of the social market economy in Germany is a compromise between economic growth and a uniform distribution of wealth. The center of the system is the business activity of the state, which provides more or less equal distribution of social benefits to all members of society.

In terms of GDP, industrial output and the average GDP, Germany is among the top ten countries in the world. It has the second place in the world export after the US, although its economic potential is three times lower. In the European Union, Germany is an absolute leader in all fields.

The purpose of the paper is to examine the German's economy, its specificity and development, and to analyse its main problems.

Results of research. Foreign economic relations are one of the engines of the German's economy. They are implemented mainly within the EU. In 2015 the share of Germany in the total volume of world export and import ranges from 15% to 115% (the second place in the world). The volume of import is \$700 billion, export - \$655 billion. In this case, the commodity structure of export and import prevails and finished products predominate (Figure 1) [1].