

A Study on the Impact of Digital Approaches in the Field of Marketing and Advertising

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Abstract: *New business amazing open doors are introduced by the speed and size of digitalization in the worldwide data society of today. Also, they present new advertising difficulties for entrepreneurs and supervisors. Taking into account this reality, the inspiration driving the survey was to present the impact of digitalization on the displaying activity of the undertaking in the field of organizations by promoting the usage of online arrangements through electronic movement channels, relational associations, and mobile applications. As proof of this effect, a relative strategy for assessing the boundaries of the impact of digitalization on the organization's promoting movement was proposed.*

The elements of the digitalization of administrations were extended based on the created "tree of objectives," and the possibilities for the development of this industry were illustrated. For testing the proposed methodology, the rail course voyager transportation association (JSC "Ukrzaliznytsia") was chosen as the object of the assessment. The accompanying exploration techniques were utilized in the review: 1) information assortment; 2) A SWOT investigation 3) systematization, comparable, and fundamental strong assessment; likewise (4) an expert survey. The quantity of suggestions in regards to the improvement of digitalization of electronic ticket deals administrations and their representing organizations managing rail line traveler transportation were proposed subsequent to uncovering the effect of individual digitalization components fair and square of promoting movement.

Keywords: digitalization; marketing efforts; management; digital tickets; "Ukrzaliznytsia," a joint stock company; channels for electronic distribution; introduction to sales activity.

I. INTRODUCTION

The global information society and current innovative capabilities contribute to the digital transformation of nations, industries, and businesses as a whole. Economic expansion and increased product and service competitiveness are the results of digitization. The speed with which you respond to the most important trends in digital transformation is a significant competitive advantage given the significant scale and pace of these transformations today. In like manner practice, one of the most successful tools of data and correspondence advancements decides digitalization. Because consumers prefer brands and businesses that quickly master the use of digital channels, digitizing marketing is required as the information society, smart economy, and globalization processes develop.

The challenges of modern globalization contribute to the rapid implementation of the most recent innovative digital world capabilities and the activity of railway transportation, which is the country's leading road transport industry. JSC "Ukrzaliznytsia" which was one of the first companies that effectively digitized its work, was chosen to test the proposed philosophy. It specifically refers to the digitization of electronic ticket sales. Rivalry in the market of transport services requires endeavors to acquaint new methodologies with the arrangement of value online ticket deals administration

II. LITERATURE REVIEW

The term "digitalization" has come into utilization since the center of the last 100 years. According to the Oxford English Dictionary it means that organizations, industries, countries, and so on can use digital or computer technology. Castells is aware that this idea is one of the characteristics of the modern era in the new economy, society, and culture brought about by digitalization. Different creators, for example, Brennen and Kreiss [7], call attention to that

digitalization has been referred to as organizing numerous different areas of public activity around computerized correspondences and media infrastructure.

The development of contemporary businesses necessitates digitalization.

It was primarily designed to simplify and accelerate work with large data sets, automate enterprise operations, and establish external communications. However, putting an organization's digital business model into action faces a number of significant challenges. These include a lack of a digitalization strategy, a low level of staff expertise in this field, a fear of change, a lack of funding, a lack of critical thinking, and the requirements of Internet customers. Modern businesses are unable to utilize all of digitalization's potentials and directions simultaneously. They typically only use specific technologies, which has a negative impact on the growth of the business and reduces its competitive advantages.

As consumers place an increasing value on their time, they require immediate feedback, well-designed information resources, online chats, and individualized service. Customers' expectations for service delivery speed and quality are rapidly increasing.

III. MATERIALS AND METHODS

The research methodology included tools that made it possible to evaluate and determine the impact of digitalization on the enterprise's marketing activities, as follows:

methods of systematization—to summarize the theoretical progress scientists have made in developing the concepts of "digitalization of services for the sale of electronic tickets"

benchmarking—to carry out an in-depth and dynamic investigation into the use of electronic travel documents across a variety of sales channels and online services, specifically to ascertain the rate of growth in the number of tickets purchased for trains; based on the results of the retrospective analysis for the years 2011–2018, linear

regression analysis—for the construction of predictive models of specific weights of electronic travel documents in their total number for 2019–2020; methodology of a system analysis for selecting the research methodological apparatus in the comparative system for evaluating the impact of digitalization on JSC "Ukrzaliznytsia's" marketing activities;

The purpose of a SWOT analysis is to determine the primary benefits and potential drawbacks of digitalizing services for the sale and accounting of electronic travel documents; utilizing the master strategy studied to distinguish travelers' familiarity with online ticketing administrations; determining the preferences of Ukrainian railway passengers regarding the methods of electronic ticket purchase; furthermore, assessment of the association of administrations for the registration and installment of a ticket.

IV. RESULTS

The following are the primary components of digitalization: cost structure, consumer segments, income sources, sales channels, relationships with customers, key partnerships, types of resources, activities, business processes, and other factors. Digitalization of business processes necessitates defining and evaluating the primary goals and objectives, determining the primary advantages of digitalizing business processes, selecting and implementing digital technologies, evaluating the digital solution's efficacy, and making any necessary adjustments. The actual research enabled the identification and systematization of the primary factors of the impact of digitalization on business processes, including the company's sales activity: boosting the company's and its products' competitiveness in domestic and international markets; increment in sales of labor and products; sped up all business procedures; fostering effective production, economic, financial, logistical, information, and marketing strategies; rational use of the resources that are available; coverage and quick processing of large data sets; boosting customer awareness of the company's products and services; enhancing economic security what's more, the chance for consumers to buy labor and products online through different web-based stages, portable applications, and social networks.

The general goal's achievement was influenced by a variety of economic and informational conditions and restrictions. Subsequent to figuring out the issue and defining the framework and elements of the climate, as well as the primary objectives and targets of the exploration for deciding the boundaries of the influence of digitalization on deals action (parts of the objective of level 0), the change to the objectives of the first and second levels of the specified "tree of

objectives" was understood, specifically the decision of methodological apparatus for research and methodical investigation of the influence of digitalization on deals movement. The development of information support to solve the problem of determining the influence of digitalization on sales activity was a necessary stage of this research to analyze the retrospective period and identify the main trends in its development, as well as the correlation of indicators that characterize these trends.

V. DISCUSSION

A review of the literature sources on the problem presented in this paper made it possible to conclude that there was a lack of theoretical and practical study of the impact of digitalization on the marketing activities of businesses providing services in the field of passenger transportation. This, in turn, limited comparative analysis of previous periods and the ability to draw appropriate conclusions about the efficacy of such impacts based on these findings. The exploration made it conceivable to assess the effect of digitalization on showcasing exercises from a commonsense perspective. This, thusly, gave justification for confirming our speculation with respect to such an impact. The proposed technique for deciding the boundaries of the effect of the digitalization on the deals action of the venture, which addressed a layered framework in regards to the influence of the digitalization on the business movement of the undertaking, made it conceivable to complete such an assessment from the phase of the deciding the boundaries of influence of the digitalization on the deals activity of JSC "Ukrzaliznytsia" (level 0) to the phase of deciding such boundaries at the eighth level. In particular, the application of the expert method to the creation of a complex model of evaluating the digitalization of sales activity was part of the fifth stage.

Additionally, the number of Internet users continued to rise, both in urban and rural areas, and they were already sufficiently aware of this service, so the number of passengers who had used it before continued to rise. As a result, passengers' loyalty to the electronic booking and payment system for travel documents has not diminished over the past year. The purposes behind the expansion in loyalty were prone to be the improvement of the innovation of the current strategy and the decrease of the cost of Internet providers to the detriment of a more modest measure of commission, contrasted and confirming and buying a ticket through the ticket office, and dropping the charge for utilizing the "e-ticket" service when confirming a movement report through the official site of the venture

VI. CONCLUSION

As indicated by the after effects of the examination on the issue of digitalization of marketing activity of a venture:

(1) The transformation and improvement of the use of digital technologies to develop and expand the business process channels related to the sale and accounting of electronic travel documents of the enterprise through various online services and media channels was defined as a categorical and conceptual apparatus known as "digitalization of electronic rail ticket sales services."

(2) A comparative system for evaluating the impact of digitization on the enterprise's marketing activity was proposed as a method for determining the parameters of the impact of digitization on sales activity. The JSC "Ukrzaliznytsia" served as an example of its practical application. In particular, the dynamic and strategic perspectives for railroad enterprises demonstrated the effects of such an impact on the example of the sale of electronic transport documents. Innovative sales channels that emerged as a result of digitalization processes received special attention. The differentiation of deals channels through the execution of various online IT administrations was illustrated, which assists ventures with expanding their client base by growing the possible crowd of shoppers (counting outside nations), and lessening the cost of giving and printing tickets and time to buy them

Specifically, the accompanying suggestions are offered for working on the digitalization of administrations for the offer of electronic travel archives and their accounting in an undertaking: to foster their procedures and strategies to consider the elements of development of digitalization advances with ensuing application in the development of business models; to guarantee consistent checking of requests and interest for the most requested courses of passengers; to compile and examine statistics regarding the number of electronic tickets distributed via a variety of online services and distribution channels; to recruit experts (SMM managers); to actively promote mobile applications of the company website on social media platforms like Instagram and Facebook; to attract additional specialists for the offer of

electronic tickets to grow their organization; what's more, to promote online ticket deals administrations through versatile applications and informal organizations.

The degree of improvement of digitalization in the country all in all and of every undertaking, in particular, makes it difficult to guarantee quick digitalization rates at the large scale, meso-, and miniature levels, which are the examination restrictions. Additionally, the research on this issue can only be applied to other businesses because it necessitates the creation of an information base that includes precise and trustworthy statistical data.

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