

# A Study on the Digital Trend in Marketing and Advertising Activities

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**Abstract:** *New business opportunities are presented by the speed and scale of digitalization in the global information society of today. In addition, they present new marketing challenges for business owners and managers. Considering this reality, the motivation behind the review was to present the effect of digitalization on the showcasing action of the endeavor in the field of administrations by promoting the utilization of online deals by means of electronic conveyance channels, interpersonal organizations, and mobile applications. As evidence of this impact, a comparative method for estimating the parameters of the influence of digitalization on the company's marketing activity was proposed.*

*The dynamics of the digitalization of services were projected on the basis of the developed "tree of goals," and the prospects for the growth of this industry were outlined. For testing the proposed methodology, the rail route traveler transportation organization (JSC "Ukrzaliznytsia") was chosen as the object of the examination. The following research methods were used in the study: 1) data collection; 2) A SWOT analysis 3) systematization, similar, and underlying powerful examination; also (4) a specialist review. The number of recommendations regarding the development of digitalization of electronic ticket sales services and their accounting for businesses dealing with railway passenger transportation were proposed after revealing the impact of individual digitalization elements on the level of marketing activity.*

**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 onlineticketing administrations; determining the preferences of Ukrainian railway passengers regarding the methods of electronic ticket purchase; furthermore, assessment of the association of administrations for theregistration 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 insales 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 consumersto buy labor and products online through different web-based stages, portable applications, andsocial 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 ofdigitalization on deals action (parts of the objective of level 0), the change to the objectives of the firstand second levels of the specified "tree of objectives" was understood, specifically the decision of methodologicalapparatus 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 aftereffects 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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