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THE MAIN TRENDS IN E-COMMERCE

The current approaches that need to be applied for an effective online dialogue with customers require the involvement of managers of companies to continuous flow of information about trends in marketing development, training of personnel, technical side, and rapid response to customer requests.

In 2017, the turnover of physical goods and services in the e-commerce sector of Ukraine grew by 30 % and amounted to UAH 50 billion. The most popular products are clothing, footwear, household appliances and books. According to [1], by the end of 2018, the total sales of online stores around the world could reach \$ 2 trillion (6 % grow).

The main tendencies that are noticeable and have a significant impact on the development of e-commerce are substantiated, in particular:

- well-organized communication helps to keep customers and attract new ones. Nowadays more relevant are personalized offers, including technical parameters in this case. Data-driven marketing means situa-

tions when a company can quickly respond to new data, think about real customer wishes, and change its advertising campaign [2]. PR-communication means communication with different contact groups and an integrated approach to the formation of both — corporate communication and advertising in general. For example, targeting the Z-generation requires companies to take into account: using their smartphones more often than other devices; prolonged and frequent stay in social networks; content preference visual information and video [3]. The role of feedback continues to play a significant role, 55 % of customers claiming that customer feedback affects their purchasing decisions. Almost 40 % of people in stores read on-line reviews before buying a product or service [4]. Feedback from opinion leaders in Instagram is quite successful. Interestingly, facebook has introduced the option — users should determine the sources that are trustworthy;

- skilled professionals of online marketing who are capable of learning and sustainable development, obviously, contribute to better online services. In 2017 the the quota of vacancies in internet marketing was 21 % of the total number of marketing proposals;

- development of IT tools for successful sales and service. Also CRM-systems and delivery time are important. Nova Poshta has restarted the service Local Express (day-to-day delivery) in Kyiv and plans to reach large cities later; also extends the digital delivery and the opportunity to get contactless service in the postmates. Logistics and customer service in remote regions of major cities require large investments [5];

- marketing development, in particular:

- 1) multi-channel sales (online and offline) are widespread;

- 2) e-mail is a leader in business communication (more than 215 billion emails are sent daily);

- 3) further development of messengers. Companies that want to evolve should invest resources and time in communicating by messages, not just using chat bots;

- 4) google algorithms — search engines can more accurately understand the context of the content, and therefore the impact of the key phrases in the content will decrease [3];

- 5) further development of SEO, including voice SEO [3];

- 6) video development. For example, facebook better reflects on directly downloaded video. More often video offers — this is a complex video, with the introduction of AR and VR. Video products that are presented in 360 format are particularly interesting for customers. In December 2017, according to research of Factum Group Ukraine, 74 % of Ukrainian Internet users viewed this resource.

An interesting option is the live broadcast (this is also a way to attract subscribers, potential customers). Group videochats are also expected to be developed. Facebook is about to expand Spaces in 2018. Now Stories in Instagram are quite popular [3, 4];

- service improvement in general. By getting the feedback company can personalize the offer — not only the product itself, but also delivery and payment. According to the data [6] almost 40 % of world users do not complete the purchase, if it is necessary to register or repeat certain transactions, 97 % of online purchases from mobile remain in the baskets unpaid because of the awkward interface. In Ukraine, the quota of purchases from mobile devices is increasing (more than 30 %), while in some large online stores m-commerce reaches 60 %. The problem of introducing credit cards is partially solved by using the Masterpass (digital wallets platform), which is already used by more than 2000 sellers in Ukraine [6].

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