

# Marketing tools for the digitalization of trade

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**Abstract.** The Digital Revolution had a significant impact on the sphere of circulation in general, and on trade in particular. The use of online marketing communication tools allows vendors to target their offers and select information or marketing messages based on the individual interests and behavior of consumers. Analyze the impact of digitalization on the marketing activities of trading companies. As a result, the author's approach to the digitalization of trading companies has been developed. This involves the construction and adaptation of the marketing structure in trading companies, which depends on the range of consumer values. The direction for further scientific research by the authors involves studying the impact of marketing tools on the digital processes of trading companies. **Keywords:** digitalization, trade, innovation, consumer, quality, marketing

## 1 Introduction

The importance of Information Technology (IT) for trade is significant. The informatization of the economy has contributed value chain, as customer satisfaction has come to the fore. The latest and most dynamic marketing communication tools are digital channels, which enable greater interaction and the individualization of trading activities. Omnichannel, mobile commerce or mobile payments are becoming the top priorities for IT in commerce. With their assistance, trade responds to new consumer behavior, which is becoming more information integrated. Process large amounts of information aimed at systematizing nomenclature has contributed to the quality content of trade offers. The development of the European Article Number (EAN) system and the decision to use barcodes in the identification system created the conditions for the application of process and project approaches in trade, and their further integration.

Driven by the widespread availability of orders and the opportunity to obtain specific information on various items during online trade, consumers are increasingly focused on obtaining additional qualified information and individual advice. Marketing messages in the online environment are personalized and trading companies can track both the time the consumer spends on the site and their activity.

The use of websites, developed microsites, web pages and the clustering of web pages enables data to be collected on customer activity and provides an interface to specific goods and services, which is typical for online trading. The implementation of the purchase process

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is characterized by a chain of sequential operations. This may be combined with mobile applications, depending on the technical equipment of the store or customers. The digital infrastructure of the point of sale (POS) is dependent client application.

However, the use of various types of Internet marketing communications has indicated marketing problems. These include potential buyers who are able to block most of the advertising messages. To market entities, such messages may seem more effective than they really are, particularly in cases where clicks generate automatic pro-grams. In addition, advertisers may lose control of their Internet messages due to hacking. To assess the information needs of consumers and to analyze marketing information, marketing research is conducted. This results in the formation of a "smart environment" for trading, which involves collecting information on the online environment of the trading business and its users and applying it to create a positive shopping experience. The marketing component of the smart environment is shaped by the way in which a holistic shopping experience is created.

## **2 Methodology and related previous work**

### **2.1 Theory and methodology of research**

The research, theoretical and empirical methods of cognition were used in the work.

The systematic approach is the basis of the research methodology, aimed at determining the current trends in the development of digitalization in the sphere of commodity circulation.

The conceptual apparatus of digital processes of commodity circulation was investigated on the basis of a group of methods including bibliometric analysis, content analysis and a number of others. At the same time, a significant number of scientific publications in this area were studied, presented in key databases: Scopus, Web of Science, Semantic Scholar, Research Gate. Quantitative research methods, primarily methods of organoleptic analysis, were used to form the content of the modern concept of the Internet of things. In addition, the main marketing triggers of the marketing approach of digitalization in modern economic reality are identified.

### **2.2 Theoretical foundations of the study**

The use of a modified methodology for structuring the quality function of goods based on co-production. The method of joint value creation actualized the role of the consumer in the process of creating a new product, which "marketing action brigade" (BMD) tool. The main task of BMD is to ensure a constant influx of new product concepts. As a result, a "need-benefit" matrix can be developed, containing information about products that can be offered to the consumer. As methods for solving the task, marketing research was conducted in the form of a sociological survey, during which 300 visitors to fitness clubs were interviewed. The survey was conducted using Inter-net resources. The objects of the study were food and non-food products:

- classic meat cutlets based on poultry meat and similar cutlets, but with the addition of flax seeds. Meat products were evaluated according to organoleptic indicators on a standard 9-point scale, including: appearance, shape, color and appearance on the slice, consistency (juiciness, tenderness, hardness), smell, taste. Fatty acid composition - by gas-liquid chromatography. The caloric content of the studied products was calculated using Atwater coefficients [1].

- samples of naturally colored cotton fibers (white, olive-gray, bluish-greenish), cottonized hemp, cellulose, wool and polyester. Yarn fibers were exposed at a relative

humidity ( $\varphi$ ) close to 90% and a temperature of 30+2C for eight months in conditions that are favorable for the development of microorganisms. The microbiological stability of hemp and cotton fibers was assessed using a microscopic method, identifying the types of microbiological damage at all structural levels in accordance with the classification and calculation of the destruction index in accordance with GOST R 53030-2008. A single-factor analysis of dispersion (ANOVA) of fiber biostability indicators was performed using the Statistica 7.0 program (StatSoft Inc., USA).

In the conditions of competition, trading companies began to use services that provide an individual approach to the consumer and a personalized offer, marketing databases and a customer-oriented approach.

## **3 Discussion and Results**

### **3.1 Digital transformation of trade: challenges and opportunities**

Effective marketing requires innovation. For a rapidly changing trading company, the implementation of strategic marketing decisions in relation to consumer value and the formation of new products with desirable properties involves using not only technological innovations, but also mobile commerce marketing tools.

Mobile channels and means of communication allow for contact with consumers, ensuring that they interact with the brand. The study of consumer preferences in the online environment creates appropriate conditions for implementing technological innovations. Meanwhile, the digitalization of trade enables adaptations to the process which is used to present consumer value and communicate information on it to its customers. The level of awareness around consumer value is constantly growing.

The issues arising from digitalization in the business environment were observed by Kopalle, Kumar and Subramaniam [2], who noted that the transforms business environment into a digital ecosystem, in which the traditional interdependencies of firms are increasingly dependent on digital connections. However, this creates new opportunities for value creation, at the heart of which is the digital orientation of the client.

Digital customer orientation can occur in three stages: (1) by gaining key insights into how companies like Amazon, Google, and Facebook are using their digital ecosystems to target customers digitally; (2) by demonstrating how legacy companies can apply these ideas to leverage their digital ecosystems and develop their own approaches to target customers digitally; and (3) by implementing a development plan and research program for firms which are focused on digital client orientation. Digital transformation will also contribute to the restructuring of trade, changes in trade technologies, and the strengthening of the cross-selling system. The marketing construct of digital customer orientation enables the implementation of the process to create and present value:

- value selection – highlighting segments and determining the target audience;
- value creation – defining specific product functions, prices and distribution channels;
- communicating value statements through various online marketing communications.

Homburg, Böehler and Hohenberg [3], whose study examines the structural changes in the organization, created conditions to organize cross-selling. In particular, they analyzed how configurations of organizational structures and management tools relate to cross-selling performance. The results indicate that the mechanistic and organic organizational structures of cross-selling need to be closely aligned with financial and non-financial management tools. While the interaction between mechanistic cross-selling structures and non-financial management tools is likely to lead to high levels of cross-selling incentives, in order to identify the relationship between cross-selling and firm EBITDA.

The implementation of cross-selling technology is based on strategic marketing planning. Since structure changes in the organization, conditions for the organization of cross-selling are aimed at managing a trading company as an investment portfolio. If credit institutions are involved in the implementation process, such as in encouraging the consumer to buy additional products, the target audience is expanded and impulse purchases are facilitated.

According to McKinsey and based on data [4], customer needs and corresponding behavior are subject to consistent development trends and the influence of internal and external factors. The customization of customer needs is still limited to the standard package of proposals and trade offers may be limited by the time and duration of the use of goods or trade services. Thus, factors that not only preserve the quality of goods, but also shape them, acquire a special significance.

Improving the quality of food and industrial products is one of the key issues of people's healthy lives. Therefore, the development of new products with specified properties; the improvement of existing and the creation of innovative technologies with the possibility of applying digital transformation in order to improve quality control is an urgent direction for every country in the world. Molchanov N.N., Ryba-kova Yu.V. they believe that "in the modern conditions of a competitive market, success can be achieved by offering the buyer new products that meet the needs at a higher level. One of the approaches to creating competitive products is the "technology pull" strategy. The essence of this strategy is that the developer studies the opinion of consumers about the existing models of goods on the market and their shortcomings, buyers' suggestions for improving the product" [5].

Product safety involves several procedures and checks at each stage of product distribution [6]. These must be conducted in order to avoid potentially dangerous risks to human health. New and effective solutions in the supply chain are the result of constant updates to information and communication technologies. Thus, with the help of Internet equipment associated with the equipment under test, food quality can be monitored anywhere, while connecting food manufacturers and transport and retail companies.

Zeng, Fang, Qin, et al. [7] believe that one of the main causes of malnutrition is di-et. Illarionova, Grigoryev and Asfondiarova [8] state that thanks, a computerized stream of unified information makes information available and relevant to a wide number of consumers. This information may cover new fortified food products or other topics, such as textiles with new quality levels that significantly improve the quality of everyday products, such as clothing and food. This fully corresponds to the modern trend of introducing quality products for a healthy lifestyle.

According to Stuermer, Abu-Tayeh and Myrach [9], the digital flow of information on the quality of innovative textile raw materials and value-added products to quickly reach global commodity exchanges, actively influencing the pricing processes for manufactured goods and making information about new products available on the market.

High-quality digital data increases the impact of such data on the sustainable development of marketing and industry. Not to mention the increase of knowledge management in science and economics in the field of the emergence and distribution of innovative digitalized goods and services as well.

Digitalization-based development meets the needs of a real society without compromising the ability of future generations of the country to meet their own needs. In combination with digital technologies, knowledge is considered a means of supporting the state. Technological, applied and fundamental ideas related to digital solutions tend to accumulate [11], become more accessible and widely used [12].

For example, naturally dyed cotton is a raw material in high demand due to its consumer qualities [13]. However, the powerful development of petrochemistry in expanding the range of textile raw materials with a low price, amid oil price volatility, has led to an increase in the range of synthetic fiber textiles.

Information on the quality and quantity of raw materials, which are quickly produced and delivered to consumers of textile raw materials, is used to plan work in local textile industries around the world at considerable distances from the places of cotton production and its warehouse storage [14].

This leads to the modification of the method used to structure the quality function (Quality Function Deployment - QFD) for co-production [15]. According to the authors of the article, the methodology used for the co-creation of value requires certain changes to be made in the methodology of the CFC, due to the role of the consumer in the process of creating a new product.

The consumer, marketing groups are created. These are then used to coordinate actions in the R&D system. This management tool is called the “marketing action brigade” (BMD), whose main task is to ensure a constant flow of new product concepts [16]. As a result, a “need-good” matrix, which contains information about the products that can be offered to the consumer, can be developed.

The use of marketing analytics allows synthesizing information in the digital space about the behavior and preferences of various social groups, market trends, the state of the political environment, etc. Using the tools of marketing analytics, it is possible to determine trends in the technological development of trading enterprises.

This information is presented in Figure 1 [4].

Influence of the consumption industry	High Limited	3D printing Advanced robotics "Internet of Things" The virtual reality	Cross-commerce Advanced analytics Mobile world Markers
		Sales Items Self-driving cars Digital profiles	Consumption generated by social media
		Limited	High
Medium-long-term forecasting			

**Fig. 1.** Impact of technological development trends on trade enterprises [4].

Analyzing the information presented in Figure 1, it can be postulated that these factors of influence contribute to the change in the sphere of trade, and to some trends, as some factors have a greater influence on trade enterprises. Trends that have a big impact on the trading industry in the medium and short term include cross-commerce, in-depth analytics, and the mobile world.

Related processes contribute to the renewal of enterprises from within, thereby preparing the marketing platform to improve business responses to external challenges and changing consumer requirements. The marketing orientation of the digital business environment changes the process of creating customer value; the consumer becomes its active participant.

### **3.2 Storytelling is a marketing tool for interacting with consumers in a digital environment**

The new generation of shoppers, despite the “duality of behavior”, seek information, compare and make purchases and are gradually becoming trade multipliers, posting reviews on social networks.

Hofacker and Belanche [17] note that consumers are increasingly using social media for a variety of consumption-related tasks, such as brand complaints or sharing shopping experiences. The growth of social media represents an opportunity for information-sharing businesses to respond in a timely manner to emerging threats and opportunities arising from

changes in consumer behavior and the ability of companies to change existing business models.

The process of purchasing a product must correspond to the latest trends, as it occupies the interval between habit and innovative experience. POS innovations form a new model of the relationship between the buyer and the seller, between the buyer and the brand. Before online commerce developed, the consumer had several points of contact with the brand or product before committing to a purchase. These included advertisements, videos and the opinion of third parties. The development of online infrastructure contributed to a targeted marketing impact on the consumer; the omni-channel strategy, digital services, product delivery and brand promotion were used as marketing tools. The link between physical shopping and online applications, as well as technical innovation, is becoming increasingly important.

Storytelling is an important marketing tool for the digitalization of trade. Story-telling is a communication strategy used by retailers and brands that sends both explicit and implicit messages to target certain groups using figurative speech, which helps to strengthen the explicit and implicit factors in making a purchase. The resulting impressions allow customers to feel like participants in the shopping process, as the communication strategy includes the product itself, the store in which it is sold and the communication space used in advertising and social networks. The storytelling toolkit increases the efficiency of using the information space for trade and actualizes issues related to ensuring customer focus. Customer-orientation is based not only on customer orientation, the proposal of new products and services, and the creation of new experiences, which is particularly important in a competitive market.

Cloughton [18] noted that retailers operate in a very competitive environment and face different challenges. One such challenge is to anticipate changes in customers, interpret them and integrate them into appropriate innovative products and services. For retailers with a customer-centric approach, identifying inevitable changes in consumer preferences and constantly updating them can create a clear competitive advantage. The successful development of trading companies is reliant on a holistic approach, which is based on a carefully developed marketing scenario for development.

### **3.3 Augmented reality as a tool of marketing influence on the consumer**

Nicoda [19] noted that with advances in technology and the drive to improve productivity, retailers continue to expand their customer engagement marketing toolbox. The study compares the impact of proactive learning (pre-experience and pre-customer request) and reactive learning (on-demand during experience) on customers' co-production ability (script mastery), the total cost of sales per customer, and customer satisfaction.

Parka and Yoo [20] augmented reality examines the relationship between perceived interactivity and mental images.

Weeth, Prigge and Homburg [21] continue the discussion about what lies at the heart of marketing decisions regarding the creation of new products and services. The key problem with these decisions is deciding which tools should be used to determine the profitability of creating a new product or service. What should be the main factor: marketing or R&D costs, or the independent assessment of a consumer who becomes?

Developing strategies for the product, price and sales policies, and improving marketing communications and customer focus.

### **3.4 Internet of Things – a tool for shaping product policy**

Quality of products and profitability of trading companies by monitoring the marketing environment of enterprises and controlling the movement of goods from production to the

end consumer. In turn, the consumer will be able to control the quality of food and textile products consumed through digital technologies, and as a result, their health in general. This trend corresponds to the modern trend of development - the promotion of a healthy lifestyle. According to Tsybusov A.P., Atmaikina O.V., Utkina L.I., Khoroneko S.E.: "The lifestyle is 50% determined by the state of individual and public health. The main elements of healthy lifestyle include:

1. Refusal to take psychoactive substances – alcoholic beverages, tobacco smoking, drugs;
2. Sufficient motor activity taking into account age and physiological characteristics;
3. Balanced rational nutrition;
4. Other factors." [22].

In recent years, there has been a tendency to violate the principles of rational, balanced nutrition and the spread of alimentary diseases, which have profound consequences for health and well-being, therefore, research in the field of health-related quality of life has expanded [23].

Asfondyarova I.V., Dubkova N.V., Sagaidakovskaya E.S. state: "The main factor that ensures human health, his ability to work and resistance to external adverse influences that determine the quality and duration of life is rational nutrition, which implies both quantitative and qualitative components. Replenishing daily energy consumption today among the vast majority of the population of developed countries is not a difficulty, since there are quite a lot of high-calorie foods. At the same time, it is quite difficult to achieve high-quality fullness of diets. It depends on the possibility of consuming a variety, and sometimes scarce food containing omega-3 fatty acids (fish and seafood, flax seeds, chia seeds, walnuts, etc.)" [24].

When performing exercises, training data is collected using sensors that are sent to the system for analysis and display the information received on the smartphone screen [25, 26].

To assess the effectiveness of healthy lifestyle, marketing studies were conducted to assess satisfaction with fitness services and determine consumer preferences in the choice of food products. The majority of respondents surveyed: 52.3% were girls and 47.7% were boys, mainly aged 20-30 years; 58.5% regularly engage in physical education; 35.4% - irregularly and 6% do not engage at all. 68.3% of respondents are engaged in fitness clubs, independently - 39.7% and with family - 4.8%.

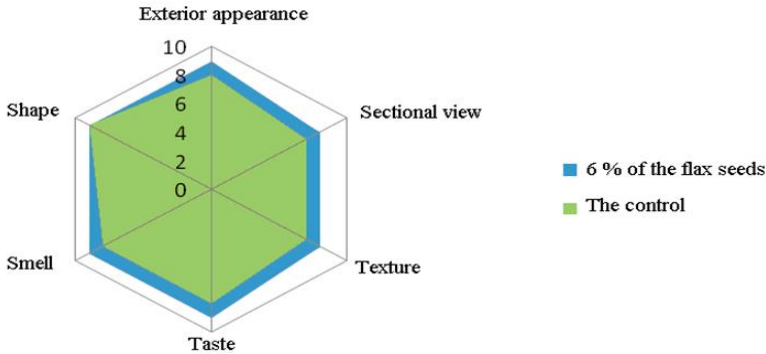
Physical activity includes cardio, strength and mixed exercises. The majority of respondents 64.6% prefer mixed loads, 20% - cardio and 15.4% - strength. The frequency of visits to fitness clubs is 2-3 times a week. According to the number of meals per day, the respondents were distributed as follows: 36.9% - 3 times; 26.2% - 4 times; 24.6% - more than 4 times and 12.3% - 2 times.

For optimal growth, development, productivity and health of people, a high-quality variety of food ingredients and sufficient intake of high-grade protein are necessary. Digestibility of vegetable protein is worse than animal protein. Respondents include 56.4% poultry meat in their diet, followed by meat of slaughtered animals, mainly beef - 30.8% and to a lesser extent fish. Fruits, vegetables and fermented milk products were distributed by frequency of consumption as follows: 55.4% daily, 43.1% several times a week and rarely 1.5%; 53.8% - daily, 35.4% - several times a month and 10.8% rarely, respectively.

Therefore, we have developed a recipe for semi-finished meat products, which included minced chicken meat, oat flakes, egg, onion, salt, black pepper. Flax seeds in an amount of 6.0% of the total weight were used as an enriching additive the nutritional and biological value. The composition of the enriched product was calculated based on a comparison of its chemical composition with the ratio of individual nutrients to the values of the daily nutrient and energy requirements. The organoleptic evaluation of finished meat semi-finished products (in the form of cutlets) with and without additives is shown in Table 1 and Figure 2.

**Table 1.** Organoleptic evaluation of the quality of meat patties.

Criteria	Cutlets without additives	Cutlets. enriched with flax seeds
Exterior appearance	8.0	9.0
Sectional view	7.0	8.0
Texture	7.0	8.0
Taste	8.0	9.0
Smell	8.0	9.0
Shape	9.0	9.0
Total points	47.0	52.0



**Fig. 2.** Profilogram of organoleptic evaluation of cutlets with and without flax seeds.

Based on Table 1 and Figure 2, it can be seen that the cutlets without additives had a good level of quality - 47 points. The points were reduced only for the dry and crumbly consistency. Enriched cutlets received excellent quality – 52 points. The minced meat was mixed fairly evenly, had a fairly tender and juicy consistency. Flax seeds have improved the consistency of the finished product.

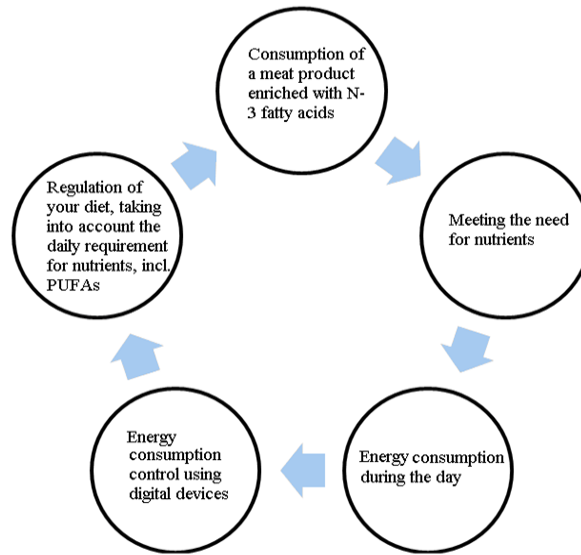
In addition, the addition of flax seeds made it possible to increase the content of omega-3 fatty acids in the final product to 6.19%, while the amount of these acids was only 1.1% in cutlets without additives.

The resulting new product satisfies the daily physiological need for polyunsaturated fatty acids (PUFA) [24].

In turn, for the introduction of a new enriched product in the fitness industry, it is necessary consumption of calories during physical activity, which can be carried out with the help of fitness bracelets. They allow you to control a person's energy costs by pulse rate and pressure, taking into account the weight, age and gender of a person, which have a strong impact on his energy consumption.

Hence, it is possible to present an algorithm for the introduction of enriched products (meat cutlets), taking into account the consumption of calories and the ability to regulate your diet using digital devices in the following form (Figure 3).





**Fig. 3.** Algorithm for the introduction of enriched cutlets using digital devices.

Therefore, in modern conditions, consumers need more scientific and practical guidance to control body weight, fat and muscle components.

To perform physical activities, it is necessary not only to have sports equipment, but also sportswear made from high-quality textile yarn. Microbial toxins pollute economically important food and industrial goods, are carcinogens of natural origin, as well as immunosuppressants, have a huge impact on the economy and consumer health worldwide. A high risk of exposure to toxins through the respiratory tract is assumed [29].

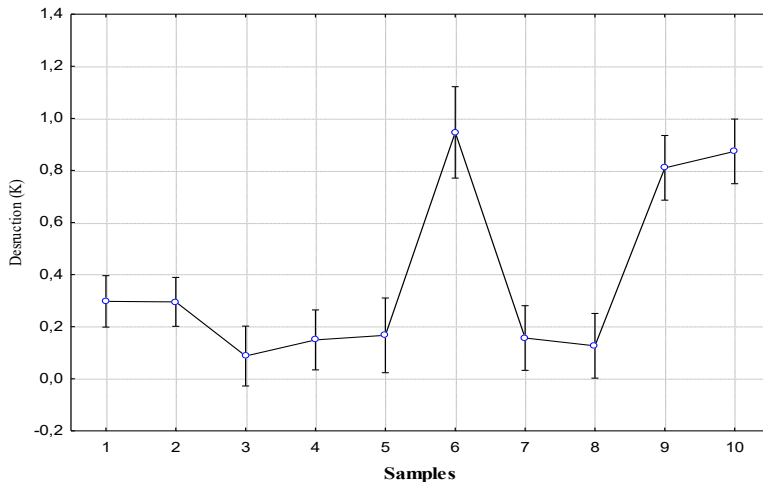
Practical recommendations for risk reduction can be as follows: 1) inactivation or removal of toxins, 2) prohibition of the use of toxic elements in textile products in production [30]. Due to the increasing requirements for hypoallergenic yarns used in the production of textile materials for sportswear, the environmental properties of the raw materials used for their production are important. For sports products, it is very important to resist the development of bacterial and fungal pathogens. The means used to suppress bacterial and fungal infections are quite limited, so there is a need for innovative substances to combat them. Due to the problems of creating new chemical compounds that are effective against fungal pathogens and non-toxic to humans, the introduction of antifungal substances is difficult. Salicylanilides (salicylanilides), as well as a number of synthesized polymer substances (nylon-3 polymers) are promising in antifungal and antibacterial control strategies [31]. The creation of biologically functional textiles due to the effectiveness of natural metabolites of cotton fiber [32] is one of the promising areas of innovative textiles.

Identify promising types of textile yarns, to determine the resistance of their constituent fibers to damage during fungal and bacterial infection and to develop recommendations for the use of hypoallergenic and bio-resistant natural fiber for the manufacture of eco-friendly products for various purposes, including for sports.

Bio-damages of textile fibers of various nature and color characteristics, it was revealed that fibers containing naturally colored cotton, hemp, wool and polyester differ in the degree of biological destruction, have different values of fiber destruction indicators. It was found that green and beige cotton fibers are the most resistant to bio-degradation during fungal-bacterial infection (Fig. 4). The samples are characterized by a variety of coloristics, which is quite relevant in the production of textiles from naturally colored cotton fibers. Thus,

innovative products made with the use of such fiber can maximally resist the development of mold and bacteria during operation.

These products can be high-tech products with high added value. The degree of environmental friendliness, coloring, texture and resistance to external influences of raw materials forms the quality and determines the cost of finished textiles.



**Fig. 4.** Biological destruction of textile fibers (in yarns), initial and after 8 months of exposure in a humidity-temperature environment.

Y-axis: (K) Coefficient of destruction. X-axis: samples of fibers. (1) Exposed green cotton; (2) Exposed brown cotton; (3) Initial green cotton; (4) Initial brown cotton; (5) Initial white cotton; (6) Ex-posed white cotton; (7) Initial wool-polyester-hemp; (8) Initial viscose-hemp; (9) Ex-posed wool-polyester-hemp; (10) Exposed viscose-hemp. Means, vertical bars denote 0.95 confidence intervals,  $p=0,00$ .

Possessing a number of the most valuable environmentally and aesthetically pleasing properties, textile yarns presented on the consumer market are also characterized by some disadvantages, such as the possibility of accumulation of particles of biogenic material and organic dust, which can be a substrate for the development of microflora of fungi and bacteria. Their waste products are factors of accumulation of allergens and toxic toxins. The use of aseptic, tolerant to bacterial and fungal infection, containing biologically active metabolites of plant fibers used in the manufacture of textiles can be a significant factor in suppressing the activity of destructive bacteria and fungi in textile yarns for various purposes.

The introduction of IoT in Russia is still at the development stage, as there are a number of problems associated with the installation of a single connection between devices, sensors and sensors. The identification of products in the field of the Internet of things is aimed at ensuring transparent and instance-oriented preparation and pro-vision of information. Additional information provides data on production, transportation and warehousing. Digitalization of food and industrial production provides for digital memory of the product, which includes all related information. Thanks to this, a physical instance of the product is connected with virtual information.

### **3.5 Marketing support for the technological development of digital transformation in trade**

The progress of digital transformation tends to increase and large-scale investment projects which are aimed at digitizing commercial systems are being conducted in trade. These include technological production operations which make it possible to quickly improve existing business models and the entire value chain of goods, which is being integrated and will lead to cost optimization on logistics, storage, purchase and production of goods, while actualizing issues related to marketing support for digital transformation.

The marketing construct of digital transformation is aimed at standardizing the existing digital infrastructure and the way the value chain of goods functions. The result is a new marketing-oriented business model based on significantly improving customer value. The consumer becomes a co-creator of new goods and services, which allows an increase in the breadth, comprehensiveness and depth of the range of goods, and for the creation of innovative products and services.

The channels in the new information and technical service system operate on an equal footing. Buyers can move from one channel to another within the same transaction, subject to the terms of analog-to-digital shopping behavior.

Digital interfaces of interaction ensure the availability of every channel; however, for the most important segments (service companies, suppliers, retailers and end consumers), a differentiated approach to service sets and maintenance is required. This will ensure the availability of interaction services at a separate level, including all channels.

Digital support services are required to varying degrees on different channels and segments by being presented at a separate level of the marketing structure, regardless of their applications. These applications include an extensive customer data-base, multimedia materials for the provision of products and services, a customer relationship management system, assortment management and logistic functions across all distribution channels.

Infrastructure services that involve creating a virtual infrastructure environment through the functioning of component technologies are dependent on the requested applications and the level of infrastructure services that determines the need for marketing support for the technological development of digital transformation in trade. This architecture can be customized according to customer behavior.

Making purchases using different channels has become possible through mobile platforms, social networks and obtaining information on the Internet. Overall, the buying process has become more convenient, faster and more flexible; it has acquired a personalized character. Marketing support for the technological development of digital transformation in trade enables the construction of a customer-oriented architecture using an “endless shelf” that will allow the sale of goods that are not in stock or in a store.

1. Social media can be used for viral marketing, customer contact is increased at a low cost, and product reviews can be sent directly to the design department. In the future, the digitalization of activities by trading companies will be aimed at implementing the concept of sustainable consumption and forming individual business processes on behalf of buyers; that is, it will be aimed at creating a customer-oriented marketing-oriented architecture of trading companies with a high level of innovative activity.

2. Knowledge in combination with digital technologies is considered a means of supporting sustainable development of the state. Technological, applied and fundamental ideas associated with digital solutions tend to be constantly updated and traded, which is characterized by the introduction of secondary innovations, on the other, ensuring the integration of digital platforms of science, production and the sphere of commodity circulation. Storytelling is becoming an important marketing tool for the digitalization of trade, the use of which contributes to the strengthening of explicit and implicit factors in making a purchase.

3. Marketing support for digitalization processes enables for product, price and sales policy, and the improvement of marketing communications and customer focus, to seek information, analyze a product and make a purchase decision independently, based on their individual characteristics and needs, not under the influence of brands, trends or the media.
4. The digital architecture of the business processes in trading companies is flexible and their degree of variation depends on changes in consumer behavior, sustainable consumption and the formation of digital individual business processes on behalf of buyers will be aimed at creating a customer-oriented marketing-oriented architecture of trading companies with a high level of innovative activity, which will subsequently determine the development trend for the further digitalization of activities by trading companies.

## 4 Conclusions

1. Decision to use barcodes as an identification system created conditions for the application of process and project approaches in trade, their further integration and the development of online commerce, individual service and customer focus.
2. The transition from an industrial society to building a digital economy as decisive factors for sustainable development presupposes the availability of digital data on product production of and the creation of services. Knowledge in combination with digital technologies is considered a means of supporting sustainable development of the state.
3. Technological, applied and fundamental ideas associated with digital solutions tend to be constantly updated and traded, which is characterized by the introduction of secondary innovations, ensuring the integration of digital platforms of science, production and the sphere of commodity circulation. Storytelling is becoming an important marketing tool for the digitalization of trade, the use of which contributes to the strengthening of explicit and implicit factors in making a purchase.
4. Marketing support for digitalization processes enables for product, price and sales policy, and the improvement of marketing communications and customer focus. In forming the digital economy, the implementation of interaction marketing principles should be focused on using new approaches that are based on digital, based on their individual characteristics and needs, not under the influence of brands, trends or the media.
5. The digital architecture of the business processes in trading companies is flexible and their degree of variation depends on changes in consumer behavior. Consumption and the formation of digital individual business processes on behalf of buyers will be aimed at creating a customer-oriented marketing-oriented architecture of trading companies with a high level of innovative activity, which will subsequently determine the development trend for the further digitalization of activities by trading companies.

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