

## MARKETING ACTIVITY OF ONLINE STORES

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Internet firmly entered our lives as a very handy tool readily available to receive and transmit information. The scope of use of Internet is constantly growing. The idea of creating a virtual store with real products has appeared a long time ago, but only now online shopping became very popular. This can be explained not only by the great popularity of Internet, but also changing, ever-increasing pace of modern life, when there is simply no time to visit regular shop familiar for most of us.

Online shopping today is a website that contains product descriptions, pictures and price where the buyer can to make purchases using the computer. Due to the popularization of online stores, there are some difficulties with the choice of the site, where you can make a purchase.

The purpose of our research is to study and make comparative analysis of marketing activities of online stores.

Recently there has been strong growth in the number of online stores and their sales volumes. To date, the system UPC EcommerceConnect includes 919 online stores, whereas a year ago there were 443 ones. Average monthly turnover of traders connected to the UPC also increased. Now online shopping earn 80 % a month more than last year. Number of purchases in Ukraine made online by cardholders is 68% more than last year.

On the basis of investigation by Opinion Software Media research company InMind the top 5 online retailers Ukraine has been identified (Table 1).

Table 1

Top 5 online stores in Ukraine

№	Online Store	Business Referrals
1	2	3
1	rozetka.com.ua	online shop of household, computers, mobile devices, software, goods for tourism, fishing, hunting
2	aukro.ua	online auction of European level. You can buy or sell almost any thing for very different prices from the cheapest to the otherworldly
3	bookclub.ua	online store, which occupies a leading position in the market for distance selling of books and media products in Ukraine

1	2	3
4	mobilluck.com.ua	online store selling household appliances, mobile devices, personal computers, notebooks, photo, video, audio, sports, recreation, etc.
5	eldorado.com.ua	online store of largest retail chain selling home appliances and electronics: computers, photo and video phones, gifts

We have conducted a comparative analysis of the marketing aspects of activity of the leading online retailers of household appliances, computer hardware, mobile, photo, video, audio, goods for sports, recreation. Analysis has been conducted for online shopping "Rozetka" and "Mobillak" actively operating on the Ukrainian market, particularly in Kharkiv and familiar to consumers (Table 2).

Table 2

Comparative analysis of the marketing aspects of online retailers

Criteria	«Mobillak»	«Rozetka»
A wide assortment	5	4
Level of service	4	4
Delivery in Ukraine	5	5
Discount system	5	0
The price level	4	4
Providing loan products	3	4
Image of the store	4	4
Advertising of the store	3	5
Total	33	30

Thus, we can conclude that e-commerce market in Ukraine is growing. To achieve the objective of further growth of the potential customers number it is necessary to use marketing activities in advertising, on television, in magazines and other media sources. According to the research of thought customers we offer to leaders of online stores to consider enabling payment at the goods issue departments through terminals.

Managers of the company ought to consider the possibility of monitoring various criteria, such as the number of visitors, number of calls and number of orders. Another approach of the conversion increasing is to know as much as possible about customers which visit stores. The importance of data collecting is very high, as to fill CRM system with this data and put it to work.