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DIGITAL TRANSFORMATION AS A TREND OF PROGRESS TOWARDS NOONOMY: A MARKETING APPROACH

Abstract: An analysis of the influence of digital transformation on the progress towards noonomy is carried out. Based on the marketing approach, it is shown that digital technologies play a key role in interaction with consumers, allow the creation of new values, markets for goods and services, and change approaches to organizing distribution and delivery systems. It has been established that in the digital marketing complex an important place is given to the digital image of a product. Features of pricing policy are associated with the need to take into account two components – value in the real world, as well as the value of digital products and services in the virtual world. The development of electronic trading platforms, marketplaces, and digital business platforms has led to the emergence of a platform economy. Recommendations for improving competitive strategies in the context of the transition to noonomy are formulated. Considering the complexity and versatility of the impact of digital transformation on the business environment, directions for future research in the field of marketing approaches in noonomy are discussed.

Keywords: business platforms, marketing, noonomy, consumer values, digital transformation.

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从营销方式看数字化转型及其反映的向智慧经济迈进的趋势

摘要: 文章分析了数字化转型对向智慧经济发展的引领作用。透过营销方式作者看到, 数字技术在与消费者的互动中发挥着关键作用, 能够创造新的价值、新的商品和服务市场, 能够改变分销和运送体系的组织方法。作者认为, 在数字营销综合体系中, 商品的数字形象占有重要地位。定价政策的特殊性表现在两个方面: 数字产品和服务在现实世界的价值以及它们在虚拟世界中的价值。电子交易平台、在线商城、数字商务平台的发展催生了电子商务经济。本文给出了在向智慧经济过渡背景下改进

竞争战略的建议。文章分析了数字化转型对商业环境影响的复杂性和多面性,探讨了未来在智慧经济条件下营销方式领域的研究方向。

关键词:商业平台、营销、智慧经济、消费价值、数字化转型。

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Intense development of digital technologies which underlie the construction of information and communication systems that provide access to a huge amount of knowledge, gives new impetus to the progress towards noonomy. Digital transformation is having an increasing impact on the business environment, markets, and consumer behavior, forcing us to reconsider approaches to the formation and satisfaction of noowants [Bodrunov, 2020, p. 105].

Performance analysis of successful companies shows that when implementing competitive strategies, they use a marketing approach based on the use of innovative technologies in product and pricing policies, management of distribution and promotion of goods [Kraus et al, 2022, p. 55; Purnomo et al, 2022, pp. 68-75].

However, despite vast experience in the use of digital technologies, due attention has not yet been paid to the theoretical and methodological understanding of digital transformation and the role of marketing in the development of competitive corporate strategies as the basis for progress towards noonomy.

The purpose of this work is to identify trends of changes in marketing, make a synthesis of the experience of developing and using marketing tools during the transition to noonomy based on an analysis of digital transformation processes.

Objectives of the work:

- analyze the features of doing business in the context of changing trends in the development of digital technologies;
- demonstrate the areas of digital transformation and innovative development of marketing tools;
- provide proposals for the development of competitive strategies when moving towards noonomy.

The authors hypothesize that under the influence of new technologies, approaches to the digital transformation of the economy and the choice of marketing tools are changing. These primarily include the image-building for goods in the digital environment, the growing role of marketplaces and digital business platforms, and artificial intelligence technologies. In competitive strategies, businesses should be responsive to changing trends in the development of digital technologies and the capabilities of innovative marketing management tools.

The novelty of this study lies in the development of theory and practices of digital transformation of marketing in the context of progress towards noonomy. It was demonstrated that by gaining experience of interacting in the digital environment, users change their value systems. Noowants force us to develop the sector of digital and virtual goods and to build a digital image of the product. Marketplaces, digital business platforms, and ecosystems are becoming efficient tools for distribution and sales. Based on artificial intelligence technologies, innovative tools for promoting goods and services in the digital environment are being created.

Analysis of basic methodological approaches to digital transformation of business is presented by the authors in [Yanenko M.B., Yanenko M.E., 2011, p. 45; Yanenko et al, 2022, p. 4]. During the analysis, general scientific theoretical and empirical research methods, methods of system and comparative analysis, forecasting and expert assessments were used. To elaborate the concepts of digital transformation and technology from a marketing perspective, methods of content analysis of various sources were used. Empirical studies used methods for analyzing corporate websites.

At the initial stage, the development of digital technologies was determined by the development of methods for analog-to-digital signal conversion, the creation and introduction of computer-aided manufacturing systems. During this period, customer databases and CRM systems evolved in marketing activities. The second stage was associated with the development of computer networks and, above all, the Internet, the emergence of means of interaction and communication in the digital environment. A new thread originates in marketing titled “Internet marketing”.

The third stage taking place today, titled “digital transformation”, is considered as a process aimed at improving the competitive edge of a company by introducing innovative changes in its activities through the development of digital technologies. In marketing, it is characterized by significant changes in product and pricing policies, distribution and sales systems, integrated marketing communications, occurring under the influence of business transition to the digital environment.

Changing priorities in technology development cause a corresponding change in digital transformation trends. Until recently, the emergence of new models of smartphones with enhanced functionality, 4G and 5G technologies, Wi-Fi, the Internet of Things, unmanned vehicles, virtual and augmented reality technologies, metaverses were a priority [Bagiev, Yanenko M.B., Yanenko M.E., 2022, p. 98]. Currently, the business focuses on interaction with consumers in the digital environment, sales on digital business platforms (DBP), and artificial intelligence (AI) technologies. The theoretical background of DBP is the concept of multi-sided markets, according to which the platform interacts with several groups of participants (sellers, buyers) simultaneously.

The results of the study show that a large number of enterprises and organizations that form the ecosystem of the digital economy are involved in the development of digital technologies. Traditionally, when assessing the digital economy, four large segments are considered: e-commerce, online advertising and marketing, infrastructure and digital content (the “digital contour” of the Russian economy). The largest segment is e-commerce. The newly emerged new category of “digital goods” is rapidly growing in it, including software, subscriptions to streaming services and gaming platforms, e-books, videos, and audio files. In Russia its share has already reached 4.4%. In global trade, digital goods and services make up 37% of online purchases¹.

As online trading develops, the consumer increasingly first becomes acquainted not with a physical product at a land-based retail outlet, but with an image of the product on the website of the manufacturer or seller [Singh, et al, 2022, p. 462]. Virtual and augmented reality technologies allow customers to change their image by trying on clothes, cosmetics, and accessories in a digital environment before making a purchasing decision. The development of metaverses resulted in a

¹ White Book on Digital Economy (2022). ANO “Digital Economy”. URL: https://files.data-economy.ru/Docs/White_Book.pdf (access date: 16.04.2023).

situation where already 23% of buyers use them to make purchases. Digital and virtual goods and services in gaming metaverses are purchased by 57% of gamers¹.

The data provided evidence that buyers make active use of digital devices to compare products and prices in offline stores and on online platforms. To successfully develop digital channels of interaction and sales, it is required to create an attractive image of a product, brand, or company in the digital environment.

According to Tinkoff eCommerce, the Russian Internet audience has reached 100 million people (about 90% of households). The sales turnover of the largest Russian marketplaces and aggregators (Wildberries, Ozon, Yandex, AliExpress Russia and SberMarket) amounted to 2.5 trillion rubles in 2021. 3.5 million people (4.9% of all employed in the country) use DBP in their work². Thanks to the opening of new order pickup outlets in the regions, which increased by 72%, the share of regional entrepreneurs on marketplaces grew to 67%. This has improved the availability of goods offered by marketplaces in the regions³.

A competitive advantage is multichannel sales, which allows combining direct sales made on brand websites (D2C), delivery services, marketplaces, and online platforms. It allows improving the level of service, customer experience, and security of purchases [Rangaswamy et al, 2020, p. 74].

To interact with consumers and promote goods and services, companies are increasingly using artificial intelligence (AI) technologies. In most cases, AI includes technologies for text manipulation, pattern recognition and image processing, voice processing, and decision making. In marketing activities, AI is increasingly used in creating content, forecasting demand, and personalizing offers. It allows not only to reduce costs, but also to increase the enterprise efficiency by completing recurring tasks.

The analysis of trends in the development of digital technologies and their application in marketing shows that digital technologies play a critical role in interaction with consumers. They have significantly expanded the toolkit of product policy, allowing the creation of “smart” products with unique characteristics and competitive advantages. The supply of digital goods and services, which are a collection of data and programs offered in the form of a product, is growing. Virtual goods emerge in the virtual environment and metaspacial business structures, that are created and in demand in the metaverse to satisfy new digital human needs. It has been established that in the digital marketing complex, an essential role is being assigned to the digital image of the product.

Reducing unit costs for storage, processing, data transmission, and increasing the productivity of software and hardware opens up the possibility of providing additional value through related services in the digital and virtual environment. Features of pricing policy in the metaspacial are associated with the need to keep in mind two components of value for the consumer – value in the real world, and value of digital products and services in the virtual world. An economy of creators is evolving. Its business models are focused on artistic people creating digital products (software, content, etc.).

¹ Changes in Online Trading Market in 2023. Infographics URL: https://www.rbc.ru/technology_and_media/12/02/2024 (access date: 27.03.2024).

² Abdrakhmanova G.I., Gokhberg L.M., Demyanova A.V., et al. (2023). Platform Economy in Russia: Development Potential: Analytical Report. Gokhberg L.M., Glazkov B.M., Rudnik P.B., Abdrakhmanova G.I. (Eds.); National Research University Higher School of Economics. Moscow: HSE Institute for Statistical Studies and Economics of Knowledge (ISSEK). 72 p.

³ Internet Trading Market in Russia. URL: <https://akit.ru/analytics/analyt-data> (access date: 27.03.2024).

Digital technologies have not only become the basis for automating manufacturing processes, but have also changed approaches to managing distribution and delivery systems. A significant share of Internet resources is associated with sales of goods and services, electronic payments, commercial activities, and bank account management. The development of electronic trading platforms, marketplaces, and digital business platforms has resulted in the emergence of a platform economy.

However, the processes of establishing consumer values and reasonable consumption in a virtual environment have not yet been studied enough. Existing examples of transactions for the sale of digital assets (virtual land plots and premises, clothing of authors) emphasize the need for in-depth studies of value preferences in a digital environment that combines the real world and virtual reality.

Thus, considering digital transformation as a key direction in the transition to noonomy, when developing marketing strategies, one should take into account continuous changes in trends in the development of digital technologies. The acquisition of interaction skills in the digital environment by consumers makes it necessary to pay special attention to the creation and promotion of a digital image, product, brand, company. To ensure multichannel selling, it is advisable to use marketplaces, digital business platforms and ecosystems, including the capabilities of artificial intelligence technologies. In the context of growing Internet audience and digital consumption, one of the topical areas of further studies is the problem of changing consumer values; the emergence of new values associated with interaction in the digital environment; expanding interactive interaction with the consumer.

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