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DOI: 10.32702/2306-6814.2025.11.108

IMPLEMENTATION OF INNOVATIVE METHODS OF PRODUCT PROMOTION IN THE FIELD OF E-COMMERCE

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ВПРОВАДЖЕННЯ ІННОВАЦІЙНИХ МЕТОДІВ ПРОСУВАННЯ ПРОДУКЦІЇ У СФЕРІ ЕЛЕКТРОННОЇ КОМЕРЦІЇ

In the current context of rapid digital technology development and market globalization, consumer behavior is undergoing a dynamic transformation, creating new challenges and opening up opportunities for businesses. In particular, there is a growing number of consumers who prefer using mobile devices for shopping and expect adaptive interfaces and fast payment methods. Moreover, modern consumers demand a personalized approach, interactive engagement, and the ability to quickly access feedback from other users, which continuously influences their behavior and transforms traditional channels and methods of product promotion. In such conditions, e-commerce gains particular significance as a key activity capable of effectively responding to consumers' rapidly changing needs and expectations through the adaptation of marketing strategies. Therefore, this article aims to identify the directions and specific features of implementing innovative product promotion methods in e-commerce. The study found that the implementation of innovative product promotion methods in the field of e-commerce is a complex process involving the integration of cutting-edge digital technologies, unconventional approaches, and modern marketing tools. This process is aimed at enhancing the effectiveness of communication with the target audience, stimulating sales, and strengthening the competitive position of the business in the online

environment. Innovative promotion methods encompass a wide range of digital platforms and channels where interaction with consumers takes place, including: the use of artificial intelligence for content personalization and recommendations; targeting and retargeting on social media; integration of virtual and augmented reality; application of influencer marketing on platforms with high consumer trust; full automation of marketing processes (email campaigns, chatbots, trigger messages); use of interactive advertising formats (gamification elements, interactive video); and the shift to omnichannel promotion with coordinated communication across all available digital channels. Thus, implementing innovative promotion methods in e-commerce shapes a modern marketing approach focused on maximizing consumer satisfaction and enhancing the competitiveness of businesses in the digital environment.

У сучасних умовах стрімкого розвитку цифрових технологій та глобалізації ринків спостерігається динамічна трансформація споживчої поведінки, яка створює нові виклики та відкриває широкі можливості для бізнесу. Зокрема, зростає кількість споживачів, що надають перевагу мобільним пристроям для здійснення покупок, а також очікують адаптивних інтерфейсів і швидких, зручних способів оплати. Крім того, сучасні споживачі очікують персоналізованого підходу, інтерактивної взаємодії та можливості оперативно отримувати відгуки інших користувачів, що постійно впливає на їхню поведінку і трансформує традиційні канали та методи просування продукції. У таких умовах електронна комерція набуває особливого значення як ключовий напрям діяльності, здатний ефективно реагувати на стрімкі зміни потреб і очікувань споживачів шляхом гнучкої адаптації маркетингових стратегій. Відтак метою статті є визначення основних напрямів та особливостей упровадження інноваційних методів просування продукції у сфері електронної комерції. У межах дослідження встановлено, що впровадження інноваційних методів просування продукції у сфері електронної комерції є комплексним процесом, який передбачає інтеграцію новітніх цифрових технологій, креативних підходів і сучасних маркетингових інструментів. Цей процес спрямований на підвищення ефективності комунікації з цільовою аудиторією, стимулювання продажів та зміцнення конкурентних позицій бізнесу в онлайн-середовищі. Інноваційні методи просування охоплюють широкий спектр цифрових платформ і каналів, де відбувається взаємодія зі споживачами, зокрема: використання штучного інтелекту для персоналізації контенту та рекомендацій; перехід на таргетинг і ретаргетинг у соціальних мережах; інтеграція віртуальної та доповненої реальності; застосування інфлюенсер-маркетингу на платформах з високим рівнем довіри споживачів; повна автоматизація маркетингових процесів (email-кампанії, чат-боти, тригерні повідомлення); використання інтерактивних форматів реклами (ігрові елементи, інтерактивне відео); перехід до омніканального просування з узгодженою комунікацією через усі доступні цифрові канали. Таким чином, впровадження інноваційних методів просування у сфері електронної комерції формує сучасний маркетинговий підхід, орієнтований на максимальне задоволення потреб споживачі.

Key words: consumer satisfaction; artificial intelligence; content personalization; targeting and retargeting; virtual and augmented reality; marketing process automation; advertising formats.

Ключові слова: задоволення потреб споживачів; штучний інтелект; персоналізація контенту; таргетинг і ретаргетинг; віртуальна та доповнена реальність; автоматизація маркетингових процесів; форми реклами.

PROBLEM STATEMENT

In today's rapidly evolving digital landscape and global market, consumer behavior is undergoing significant transformations. This shift brings both challenges and opportunities for businesses. In particular, the number of consumers who prefer mobile devices for making purchases is increasing, along with expectations for adaptive interfaces and fast payment methods. Furthermore, modern buyers demand a personalized approach, interactive engagement, and the ability to quickly receive feedback from other users, which continuously shapes their

behavior, altering traditional channels and methods of product promotion. E-commerce is gaining particular importance as a key activity capable of effectively responding to rapidly changing needs and expectations of consumers through the adaptation of marketing strategies.

At the same time, the rapid pace of changes in consumer behavior and the constant emergence of new technological tools create significant challenges for businesses, as they are forced to implement innovations and quickly adapt their promotion strategies to meet consumer demands. For this reason, the study of effective

The use of artificial intelligence for content personalization and recommendations. ¹	The shift to omnichannel marketing ² .	The shift to influencer marketing on platforms with high consumer trust. ³
The shift to targeting and retargeting on social media. ⁴	Methods used for product promotion in the business environment.	Full marketing automation ⁵
Integration of virtual and augmented reality. ⁶		The shift to interactive advertising formats. ⁷

Fig. 1. Directions of implementing innovative product promotion methods in the field of e-commerce

Notes:

1. Is a key method in building flexible and effective promotion strategies in the online environment, ensuring high adaptability of marketing campaigns to rapidly changing consumer behavior.
2. Is a key method for coordinating information, ensuring consistent quality of service, and enabling the continuation of an initiated process (e.g., a purchase) without loss of data or context.
3. Is a key method of native communication with the audience through social platforms that enjoy particular trust among users.
4. Is a key method for precise targeting of advertising messages to specific audience segments and re-engaging users.
5. Is a key method for the automatic execution of marketing tasks and campaigns without constant manual intervention.
6. Is a key method for improving the user experience during product promotion and presentation in e-commerce.
7. Is a key method for increasing engagement and effectiveness of marketing campaigns in e-commerce.

Source: compiled based on [3; 5–6].

innovative promotion methods in e-commerce is highly relevant and holds significant practical importance for the industry's development.

ANALYSIS OF RESEARCH AND PUBLICATIONS

Key aspects of improving the effectiveness of product promotion in the field of e-commerce have been examined in the scholarly works of researchers such as V. Fostolovych, T. Botsian, A.V. Shymko, D.V. Zamialyi, S.H. Kizenko, N.V. Lesko, and S.O. Eira, who emphasize the impact of digital tools, communication personalization, marketing automation, and adaptation to changes in consumer behavior.

At the same time, it should be noted that the issue of directly implementing innovative product promotion methods in e-commerce, particularly regarding the integration of modern digital technologies, remains insufficiently covered in the scientific literature. This is explained by the high dynamics of transformations in the digital environment, where tools, platforms, and marketing approaches change so rapidly that academic research does not always keep pace with these trends.

This situation complicates the formation of a stable theoretical and methodological foundation and highlights the importance of further in-depth research in this area.

FORMULATION OF THE ARTICLE'S OBJECTIVES

Therefore, this article aims to identify the directions and specific features of implementing innovative product promotion methods in the field of e-commerce.

THE PAPER MAIN BODY

Within the scope of the study, the authors examined the process of implementing innovative product promotion methods in the field of e-commerce as the integration of cutting-edge digital technologies, unconventional approaches, and modern marketing tools aimed at [1; 5–6]:

- enhancing the effectiveness of communication with the target audience;
- stimulating sales;

— strengthening the competitive position of the business in the online environment.

Specifically, it's emphasized that the promotion of products in the online environment encompasses all digital platforms and channels where interaction with consumers takes place through [5–6]:

1. The use of artificial intelligence for content personalization and recommendations in product promotion within the business environment.
2. Shift to targeting and retargeting on social media in product promotion within the business environment.
3. The integration of virtual and augmented reality into product promotion in the online environment.
4. The shift to influencer marketing on platforms with high consumer trust.
5. Full marketing automation (email campaigns, chatbots, trigger messages) in product promotion within the online environment.
6. The shift to interactive advertising formats (gamification elements, interactive videos) in product promotion within the online environment.
7. The shift to omnichannel marketing, or coordinated promotion of products across all available digital channels.

Overall, the implementation of innovative product promotion methods in the field of e-commerce is aimed at creating a more engaging, flexible, and effective communication process with consumers in a constantly evolving digital environment (see Fig. 1).

In particular, methods are constantly evolving in terms of how effectively they improve the analysis and adjustment of user behavior and the adaptation of promotion strategies.

So, let us now examine the function of each of the outlined methods in more detail.

The use of artificial intelligence for content personalization and recommendations in online product promotion is one of the most effective modern practices in digital marketing. Thanks to machine learning algorithms, artificial intelligence analyzes large volumes of user behavior data—such as browsing history, purchases, time spent on the website, and responses to previous marketing campaigns. Using this analysis, personalized offers, dynamic advertising banners, email campaigns, and various

Table 1. Features of the transition to targeting and retargeting on social media in product promotion within the business environment

Direction	The specifics of transitioning to targeting and retargeting on social media	Advantages in product promotion within the business environment
Targeting	Involves the application of precise audience segmentation based on large user data sets (age, gender, geolocation, interests, behavioral patterns, etc.), allowing the creation of personalized advertising campaigns targeted specifically at potential customers most likely to be interested in the product or service.	Allows businesses to: • Reach potential customers who match their target audience; • Reduce advertising costs; • Increase advertising effectiveness.
Retargeting	Focuses on re-engaging users who have already shown interest in a product or brand (such as visiting the website, viewing a product, or leaving items in the cart) but have not completed a purchase, thereby increasing conversion rates through reminders or additional incentives.	Enables businesses to: • Re-engage users who have already shown interest in a product or brand but have not completed a purchase; • “Follow up” with potential customers through social media ads, increasing the likelihood of conversion.

Source: compiled based on [3; 5].

other elements are created to align closely with the individual interests of each consumer. This method enables businesses to:

- increase conversion rates;
- reduce costs associated with ineffective advertising;
- build audience loyalty through relevant content;
- improve the user experience in the online store or platform.

Prominent examples of the use of such technologies include the recommendation systems on Amazon, Netflix, and AliExpress, which continuously suggest products or services most likely to interest a specific user.

The shift to targeting and retargeting on social media in product promotion within the business environment is a response to the growing need for more precise, effective, and personalized marketing communication.

Social platforms such as Facebook, Instagram, LinkedIn, and TikTok accumulate vast amounts of user

data. The outlined methods enable businesses to launch highly targeted advertising campaigns aimed at specific audience segments based on age, geolocation, interests, behavior, and more, in accordance with the specifics presented in Table 1.

In fact, based on the outlined features, it is clear that the use of targeting technologies is especially relevant for the B2C sector in the business environment; however, it is increasingly being applied in the B2B segment as well, particularly through LinkedIn, where professional services, equipment, software, and more are promoted.

The integration of virtual reality and augmented reality into the process of promoting products in the online environment is one of the

most promising directions in innovative marketing [3]. It significantly enhances consumer engagement and improves their interaction experience with the product, in accordance with the specifics outlined in Table 2. These technologies help overcome the physical distance between the buyer and the product by providing visualization, testing, and emotional immersion even before the purchase is made.

Based on the features outlined, it is clear that these methods are actively used in industries such as fashion, interior design, cosmetics, automotive, and tourism. They not only enhance brand trust but also contribute to increased conversions through a more informed product choice.

The shift to influencer marketing on platforms with a high level of consumer trust is a response to the declining effectiveness of traditional advertising amid the oversaturation of the information space and growing

Table 2. Features of integrating virtual and augmented reality into the process of product promotion in the online environment

Direction	Specifics of integrating virtual and augmented reality into the process of product promotion in the online environment	Advantages in product promotion within the business environment
Augmented Reality (AR)	The use of digital elements overlaid on the real world through smartphone cameras or special devices, allowing consumers to visualize the product in a real environment (e.g., furniture in a room, makeup on the face), thereby increasing engagement and awareness before purchase.	Allows businesses to integrate virtual objects into the user's real environment — for example, to “try on” clothing or glasses, test how furniture would look in a room, or view a 3D model of equipment through a smartphone camera.
Virtual Reality (VR)	Creation of fully virtual, interactive spaces where users can explore products in a simulated environment (e.g., a virtual store or product testing), providing a unique interaction experience and increasing brand trust.	Creates a fully simulated environment in which the user can interact with the product or service, for example, in the form of a virtual showroom or a demonstration tour.

Source: compiled based on [1—2; 4—5].

Table 3. Features of current marketing automation in the online environment

Direction	Marketing automation specifics in the online environment	Advantages in product promotion within the business environment
Email marketing	Automated through audience segmentation, message chain setup, and dynamic content	Allows sending personalized newsletters, promotions, cart abandonment reminders, or repeat purchase notifications, which increases email open rates and conversion
Phatbots	Provide automated communication 24/7 via messengers or on websites	Phatbots can answer questions, provide product consultations, process orders, or redirect to the appropriate manager, significantly reducing the workload on human resources.
Trigger messages	Retain potential customer's attention and stimulate purchase at the right moment.	They enable instant and relevant interaction with customers, improving user experience and driving sales.

Source: compiled based on [1; 3—4].

audience skepticism toward standard promotional messages. In today's online environment, consumers increasingly rely on personal recommendations, genuine reviews, and expert opinions, which drives the rising importance of influencers — thought leaders who hold significant authority within their niches.

Influencer marketing involves collaboration between brands and bloggers, content creators, and public figures on platforms such as Instagram, TikTok, YouTube, Telegram, and Twitter, as well as professional networks like LinkedIn.

The main advantage of this method is the ability to increase the level of emotional engagement of the audience, which already has established trust in the chosen influencer. Platforms with high trust are social networks where users interact not only with brands but also with people whose opinions they value. For example, a high level of engagement and authenticity is provided by recommendations from micro-influencers, who have a smaller but more loyal audience. For businesses, this method opens up opportunities to: increase brand awareness in target segments; build organic trust in the product; stimulate sales through content that appears natural rather than like advertising; and reduce costs compared to traditional mass advertising.

Thus, influencer marketing becomes a powerful tool for product promotion, providing personalized and emotionally oriented interaction with the audience in the rapidly changing digital market environment [3—4].

Complete marketing automation in the online environment is implemented through email campaigns, chatbots, and trigger messages, which, according to Table 3, are key tools for increasing the effectiveness of product promotion amid digital competition and evolving consumer expectations.

So, automated marketing systems enable continuous, personalized, and timely communication with the customer at every stage of their interaction with the brand.

Email marketing is automated through audience segmentation, message chain setup, and dynamic content; chatbots provide automated 24/7 communication; and trigger messages are automatic system responses to specific user actions. Thanks to marketing process auto-

mation, businesses can: reduce response time to customer behavior; deliver scalable personalization; minimize human error and service costs; and increase engagement, loyalty, and sales metrics [1; 3].

The shift to interactive advertising formats in e-commerce is a response to growing consumer demands for engagement, personalization, and emotional experience during brand interactions. Modern users respond less and less to traditional static ads, instead showing greater interest in interactive content — including ad formats with gamification elements, clickable videos, choose-your-own-adventure scenarios, 360° product views, as well as polls, quizzes, and interactive stories on social media.

This method allows for deeper consumer engagement with content; brand memorability through emotional experience and gamified interaction; collection of user behavior data for further personalization; and stimulation of conversions through active customer participation in the communication process. Interactive advertising is especially effective in mobile environments, where users are accustomed to fast, visually rich, and interactive content. For example, Rozetka actively uses interactive Instagram stories with polls and quizzes (such as "guess the price" or "choose a gift"), which increase audience engagement and lead to the product catalog. This allows users to have fun while simultaneously getting familiar with the product range. Thanks to interactive advertising formats, the paradigm of ad consumption is changing: the user not only observes but actively participates in the advertising process, which increases communication effectiveness, brand recall, and the likelihood of purchase.

The shift to omnichannel in e-commerce involves implementing a coordinated strategy to promote products across all available digital channels to create a seamless, continuous, and personalized consumer experience. In today's environment of fragmented user attention and a variety of digital platforms (websites, social media, mobile apps, email, messengers, marketplaces, etc.), brands must ensure communication consistency and product availability at every stage of customer interaction.

Omnichannel entails: synchronizing messages, promotions, and visual style across all channels; personalizing

content based on user preferences and behavior; creating a unified customer profile that allows tracking and analyzing their actions across different environments; and enabling a seamless transition between channels (for example, browsing a product on Instagram, completing a purchase in a mobile app, and receiving confirmation via email [1]). Specifically, Rozetka ensures consistent communication and convenience for the buyer at every stage of interaction: the website, mobile app, and physical pickup points are synchronized; order status notifications are sent simultaneously via email, app, and SMS; purchase history, recommendations, and promotions are personalized across all platforms.

As a result, the customer receives a consistent experience regardless of the channel. This increases trust, conversion rates, and repeat purchase frequency. Such an approach contributes to:

- Enhancing consumer trust and loyalty;
- Optimizing the customer journey;
- Improving the effectiveness of marketing campaigns through coordinated actions;
- Maintaining brand presence in the buyer's mind at various stages of the decision-making process.

In the context of the rapid development of e-commerce, omnichannel is no longer a competitive advantage but a necessity for brands aiming to meet the expectations of modern digital consumers and ensure continuous engagement with them in a highly competitive environment.

Thus, the key features of implementing innovative product promotion methods in e-commerce include rapid adaptation to changes in consumer behavior, high technological integration, individualized marketing communications, multichannel and omnichannel approaches, as well as automation, interactivity, and active audience engagement. These factors together shape the modern approach to e-commerce marketing, focused on maximizing consumer satisfaction and enhancing business competitiveness.

CONCLUSIONS

The study determined that implementing innovative product promotion methods in e-commerce is a complex process involving the integration of cutting-edge digital technologies, unconventional approaches, and modern marketing tools. This process aims to enhance communication effectiveness with the target audience, stimulate sales, and strengthen the business's competitive position in the online environment.

Innovative promotion methods encompass a wide range of digital platforms and channels where consumer interaction takes place, including: the use of artificial intelligence for content personalization and recommendations; shifting to targeting and retargeting on social media; integration of virtual and augmented reality; employing influencer marketing on platforms with high consumer trust; full automation of marketing processes (email campaigns, chatbots, trigger messages); use of interactive advertising formats (gamification elements, interactive videos); and the transition to omnichannel promotion with coordinated communication across all available digital channels.

Thus, implementing innovative promotion methods in e-commerce shapes a modern marketing approach

focused on maximizing consumer satisfaction and enhancing business competitiveness in the digital environment.

The prospects for further research lie in studying the impact of emerging technologies such as artificial intelligence and VR/AR on shaping consumer behavior and the effectiveness of innovative marketing strategies across different segments of e-commerce.

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Стаття надійшла до редакції 22.05.2025 р.