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DIGITAL MARKETING AND EXPERIENCE DESIGN IN RETAIL

The rapid spread of digital technologies, changes in consumer behavior, and the growth in the number of online users have led to changes in the business models of retail enterprises. Among them, the most common are: online store, electronic bulletin board, electronic marketplace, price aggregator. These business models involve the use of digital marketing methods and instruments. At the same time, taking into account the principle of omnichannel in digital marketing, it is important to ensure that consumers can make purchases in physical stores. Such additional opportunities will allow forming positive impressions of consumers. The aim of the article is to justify digital methods and instruments in creating consumer impressions. When conducting the research, general scientific methods of analysis and synthesis, system-structural analysis, comparison, systematic, logical generalization were used. The article proposes to apply the concept of impression design, which allows you to align the goals and instruments of digital marketing with interaction points on the consumer's digital journey by areas of impression detection. This ensures the formation of a unique experience for each user based on positive impressions that are planned by the enterprise. For impression planning, it is important to form a list of interaction points based on the constructed CJM-map of the consumer's path. Simultaneously with the methods and instruments of digital marketing of retail enterprises, it is recommended to use the

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ЦИФРОВИЙ МАРКЕТИНГ ТА ДИЗАЙН ВРАЖЕНЬ У РОЗДРІБНІЙ ТОРГІВЛІ

Стрімке поширення цифрових технологій, зміна поведінки споживачів, зростання кількості онлайн-користувачів призвели до зміни бізнес-моделей підприємств роздрібної торгівлі. Серед них найпоширенішими є: інтернет-магазин, електронна дошка оголошень, електронний маркетплейс, прайс-агрегатор. Ці бізнес-моделі передбачають використання методів та інструментів цифрового маркетингу. До того ж з погляду принципу омніканальності в цифровому маркетингу важливо забезпечити можливість споживачам здійснювати покупки у фізичних магазинах. Такі додаткові можливості дозволять формувати позитивні враження споживачів. Метою статті є обґрунтування цифрових методів та інструментів у створенні вражень споживачів підприємств роздрібної торгівлі. У ході дослідження використовувались загальнонаукові методи аналізу та синтезу, системно-структурного аналізу, порівняння, системний, логічного узагальнення. У статті запропоновано застосовувати концепцію дизайну вражень, що дає змогу узгодити цілі та інструменти цифрового маркетингу з точками взаємодії на цифровому шляху споживача за областями виявлення вражень. Це забезпечує формування унікального досвіду кожного користувача на основі позитивних вражень, які є запланованими з боку підприємства. Для планування вражень важливо сформувати перелік точок взаємодії на основі побудованої CJM-карти шляху споживача. Водночас з методами та інструментами



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latest approaches in planning consumer experiences, which includes the design of experiences. The design and delivery of planned experiences occurs at every interaction point in the consumer journey in the digital environment, both online and offline. Knowledge of the target audience and systematic work on identifying shortcomings and their elimination at each point of interaction will contribute to the formation of positive impressions, sustainable associations with the brand, improving the image and improving the user experience. This will help to achieve the goals of digital marketing and business as a whole.

Keywords: digital marketing, experience economy, experience design, retail, retail businesses, digital customer journey, touchpoints, interaction points.

цифрового маркетингу підприємств роздрібної торгівлі, рекомендовано застосовувати новітні підходи до планування вражень споживачів, до яких віднесено дизайн вражень. Дизайн та забезпечення планових вражень відбувається в кожній точці взаємодії на шляху споживача у цифровому середовищі як онлайн, так й офлайн. Знання цільової аудиторії та систематична праця щодо виявлення недоліків та їх усунення в кожній точці взаємодії сприятимуть формуванню позитивних вражень, стійких асоціацій з брендом, покращання іміджу та користувацького досвіду. Це сприятиме досягненню цілей цифрового маркетингу та бізнесу в цілому.

Ключові слова: цифровий маркетинг, економіка вражень, дизайн вражень, роздрібна торгівля, підприємства роздрібної торгівлі, цифровий шлях споживача, точки контакту, точки взаємодії.

JEL Classification: D91, M31, O33.

Introduction

Rapid changes in business conditions due to the development of digital technologies, which causes changes in consumer behavior and, accordingly, business models of enterprises, force retail trade enterprises (RTEs) to look for new ways and forms of interaction with consumers.

A significant number of scientific publications are devoted to the study of various aspects of digital marketing (DM). The analysis of literary sources revealed the evolution of scientific approaches to the essence of digital marketing from process (Oklander, Romanenko, 2015; Marchuk, 2018) to process-result (Kotler, Kartajaia, Setiavan, 2020; Polyakh, 2020; Bosovska, Bovsh, Okhrimenko, 2022). Thanks to established marketing processes systematicity and in conditions of increased competition, that it is possible to obtain planned results and form stable competitive advantages. At the same time, the rapid changes that constantly occur in the digital environment increase the risks of maintaining competitive advantages. In such conditions, it is advisable to supplement the possibilities of digital methods and tools with the latest marketing approaches to interaction with users in the digital environment. The change in value for consumers in modern conditions, from the value of goods and services to the value of impressions, contributed to the emergence and formation of the economy of impressions, the fundamental foundations of which are formulated in scientific work (Pine, Gilmore, 2021). The application of the principles of the economy of impressions in the work (Rosman, Duren, 2019) made it possible to substantiate the model of creating an impression, which the authors called impression design. They discovered five types of impressions, depending on the intensity of perception by a person: ordinary, conscious, memorable,

significant, and transforming. In addition, the authors identified five properties of impressions: frequency and strength of impact, novelty, involvement, energy, results. The combination of types and properties of impressions allows you to build a map of the design of impressions at each point of interaction between the brand and the client. Complementing the concept of experience design is the approach described in the paper (Brown, 2019). The author substantiated the aesthetic principles by which enterprises can influence the emotions and feelings of consumers through their products. This enhances positive impressions and forms associative links with the brand. Thus, by creating a sustainable and long-term value proposition, it is possible to increase customer loyalty and form long-term relationships with them. This will help increase business efficiency. The conducted analysis shows a significant number of scientific publications on DM. In addition, the issue of the application of DM methods and tools in the impression economy requires further research. This especially applies to the justification of a scientific approach to the formation of impressions on the digital journey of the consumer at each point of interaction. Applying such an approach will improve the user experience and ensure that the goals of the DM and the business as a whole are met.

The aim of the article is to justify digital methods and instruments in creating consumer impressions of retail enterprises. To achieve the set aim, the following tasks must be completed: research business models of retail enterprises in the digital environment; align digital marketing goals and tools with touchpoints in the consumer's digital path by areas of impression discovery.

Regarding the realization of the set aim, a hypothesis was formulated that retail enterprises can have a purposeful influence on the formation of consumer impressions. For this, it is advisable to apply the concept of impression design using DM methods and tools. This approach will improve the user experience, ensure the implementation of digital marketing strategies and goals, and increase business efficiency.

To test the hypothesis, the following general scientific research methods were used: analysis and synthesis, system-structural analysis, comparison (to identify RTE business models in the digital environment); systemic (for systematization of types of digital marketing campaigns; coordination of DM goals and instruments on the consumer's path; systematization of interaction points on the consumer's digital path by areas of impression detection); logical generalization (for formulating conclusions from the conducted research).

In the main part of the article, the most common RTE business models in the digital environment are highlighted; the application of the concept of impression design for the implementation of DM goals and strategies is proposed; DM instruments are systematized according to the stages of the consumer's path in the digital environment; the digital points of interaction on the path of the RTE consumer by the areas of impression detection are substantiated.

1. Business models of retail enterprises in the digital environment

In today's conditions of the spread of digital technologies in all spheres of society's activity, RTEs, along with traditional marketing instruments, use digital ones to strengthen interaction with customers in the digital world. Distinctive characteristics of digital marketing, compared to traditional marketing, are due to changes in consumer behavior (Kotler, Kartajaya, Setiawan, 2020):

- Transition from vertical to horizontal interaction of brands with consumers. It involves the segmentation of consumers based on naturally formed communities in the network, instead of the unilateral influence of brands through traditional segmentation based on the segmentation criteria of the STP concept;

- Interaction of brands with consumers based on their permission (cookies, account registration, subscription, etc. are used for this purpose). This allows you to form trusting relationships between brands and customers based on the transparency and openness of the brands' actions;

- Transition from brand identity and positioning to clarification of brand values, norms and characteristics. This makes it more flexible in relations with consumers and forms a reputation that belongs to the meaning of the brand's existence;

- Increasing the involvement of customers in interaction with the brand based on the theory of transparent commercialization, which involves the transition from the 4P concept (product, price, place, promotion) to the 4C concept (co-creation, currency, communal activation, conversation).

The most important role of digital marketing is to attract customers through call to action and "advocacy" of the brand and its product (Kotler, Kartajaya, Setiawan, 2020). Also, traditional and digital marketing have different goals. Traditional focused on initiating interaction with customers; digital – to achieve results that are much easier to measure with the use of web and mobile analytics, call tracking technology, etc., unlike traditional marketing. Therefore, the main content of the DM is the development of long-term partnerships with customers, the cultivation of defenders and promoters of the brand in the new transparent and interconnected digital world.

RTEs in the digital environment ones based on the forms, methods and instruments of trade are divided into: traditional: trade is traditionally conducted offline; e-commerce: use of modern digital technologies (Internet, mobile technologies and others); mixed format: conducting traditional and electronic trade under one brand. RTEs actively use e-commerce and mixed-format commerce. The most common modern business models used by successful domestic e-commerce enterprises are an online store, an electronic bulletin board, an electronic marketplace, and a price aggregator (Glinenko, Daynovskiy, 2018; Selishchev, 2023; Rose-Collins 2023):

- an online store is a RTE site, on which sales are made via the Internet on its own behalf of goods from its own stocks, created by purchasing from

various manufacturers. This model is used in online stores ALLO, Foxtrot, Comfy, Eldorado, Kasta, Metro, Rozetka, Intertop and others. Also, this model is used by product manufacturer brands that sell their products through their own online store, while related products of other brands can also be sold through it (Simms, Volodarka, and others);

- an electronic bulletin board is a site on which private individuals and enterprises place advertising offers of goods and services, both new and used (OLX.ua, RIA.com, Shafa.ua and others);

- an electronic marketplace is an Internet platform on which there is interaction between sellers and buyers, the implementation of transactions according to certain rules and the execution of individual elements of transactions (payment, delivery, etc.). The services of using the platform and carrying out transactions are provided by the company-owners of the electronic marketplace for a fee. Trading on marketplaces allows niche online stores to take advantage of the big players to their advantage. Electronic marketplaces include Prom.ua, Bigl.ua, Rozetka.com.ua, Epicenter Marketplace, F.ua, Kasta, Zakupka, ALLO and others;

- the price aggregator allows you to search and compare the offers of various companies, to establish appropriate connections between buyers and sellers, and to carry out transactions directly (Hotline.ua, Price.ua, e-Katalog, MagaZilla and others).

The largest share of the e-commerce market from the above is occupied by companies that combine different business models. So, for example, OLX and RIA.com use the "bulletin board + price aggregator" type model, as well as OLX and Shafa.ua – "bulletin board + electronic marketplace". Rozetka.com.ua, Epicenter Marketplace, Kasta, ALLO use the "online store + electronic marketplace" model. This allows you to use all the advantages of these models, in particular, the variety and convenience of payment forms, omnichannel. Such a complex approach to conducting business with the use of the latest technologies makes these companies market leaders. Thus, according to data from the analytical Internet service Similarweb, the most visited e-commerce sites in Ukraine in July 2023 were olx.ua (58.9 million visits per month), prom.ua (38.1 million), rozetka.com.ua (33.1 million), ria.com (24.5 million) ("SimilarWeb", n.d.).

For brands and RTE in the conditions of changes in consumer behavior, it is suggested to combine the concept of impression design (Rosman, Duren, 2019) with the latest possibilities of digital marketing, which defines the marketing activity of the enterprise using digital technologies, channels, methods, instruments, which allows due to the presence at the same time in online and offline environments and interactive interaction with consumers to develop targeted offers to achieve marketing and business goals (Rosman, Duren, 2019; Yankovets, 2022a). The above business models involve the use of DM methods and instruments. At the same time, taking into account the omnichannel principle in the DM, it is important to ensure that consumers can make purchases in physical stores.

Such additional opportunities will allow forming positive impressions of consumers.

The financial goals of DM include an increase in conversions (Performance Marketing), which helps to realize the financial goals of the business: an increase in sales, financial performance indicators, brand value, and enterprise capital. Non-financial goals include spreading knowledge about the brand (Brand Image) and improving its reputation (Brand Reputation), which allows increasing indicators of brand strength and capital. The realization of non-financial goals contributes to the realization of financial goals and, accordingly, to the improvement of business efficiency as a whole (Yankovets, 2022a).

The concept of impression design in the implementation of the specified goals of digital marketing will allow forming trusting long-term relationships of brands and retail enterprises with consumers. This will be facilitated by the design of interaction points in the consumer journey in the digital environment to improve the user experience.

2. Design of impressions on the digital customer journey

The change in consumer behavior due to the spread of digital technologies in the conditions of the emergence of the economy of impressions has led to the transformation of the customer journey.

The digital journey of the consumer is understood as the development of mutually beneficial relations between the enterprise and potential consumers, leads, and customers using digital technologies, channels, methods and instruments (Deiss, Henneberry, 2020; Yankovets, 2022b). A feature of the economy of impressions is the manifestation of a person's personality with his needs and values (Rosman, Duren, 2019; Pine, Gilmore, 2021). Impressions for each person are very personal. They can be perceived differently by different people. This causes mass personalization of goods and services in modern conditions. Considering the trends of the spread of digital technologies and digital transformation of society, individualization of production and consumption, socialization, discussion and development of social networks, a person becomes a co-creator of value for himself, which leads to personalized offers from brands (Yankovets, 2022b).

The stages of the consumer's digital journey include awareness, engagement, subscription, conversion, enthusiasm, ascent, advocate, and promoter. If the company has at least one customer, it means that the customer journey is present, even if the company did not consciously work on it. The existence of the customer journey is important from the point of view of conveying the consumer value of the product, the ability to smoothly and delicately promote it along this path from the "awareness" stage to the "promoter" stage. Effective means of such promotion are digital marketing campaigns, which are targeted coordinated actions aimed at such movement

using digital technologies, channels, methods and instruments, and have specific features (Deiss, Henneberry, 2020; Yankovets, 2022b):

- purposefulness: coordinated actions aimed at achieving a specific goal;
- Multi-Element: Every marketing campaign needs assets (website, mobile app, content, design) as well as instruments (e.g. email software or web forms). Assets must be visible, so it is necessary to ensure targeted traffic to the digital asset, as well as track and measure in real time how the campaign is progressing to optimize it;
- Smoothness and delicacy: the most successful campaigns are those that lead the potential customer along the path to the consumer gently and gradually. To facilitate the promotion of a person on the consumer’s path, it is necessary to include in the campaign a "call to action", that is, an appeal that prompts an immediate response ("fill out the form", "buy today", "follow the link", "register", etc.). At the same time, it is important to eliminate the friction between the potential client and the action expected from him (for example, you cannot immediately offer a cold potential customer the most expensive offer of the company, this will scare him away. And it is possible and even necessary to offer a free sample or any appropriate value for a symbolic payment);
- ease of adaptability: the advantage of digital marketing campaigns over physical ones (such as direct mail) is that it is much easier to carry out any marketing activity in a digital environment, since the tracking of how the campaigns are progressing takes place constantly, in real time, and their results are available instantly, allowing you to quickly optimize your campaigns and get the best results.

In general, digital marketing campaigns, depending on the goals of digital marketing, are divided into three main types (*Figure 1*) emotional.

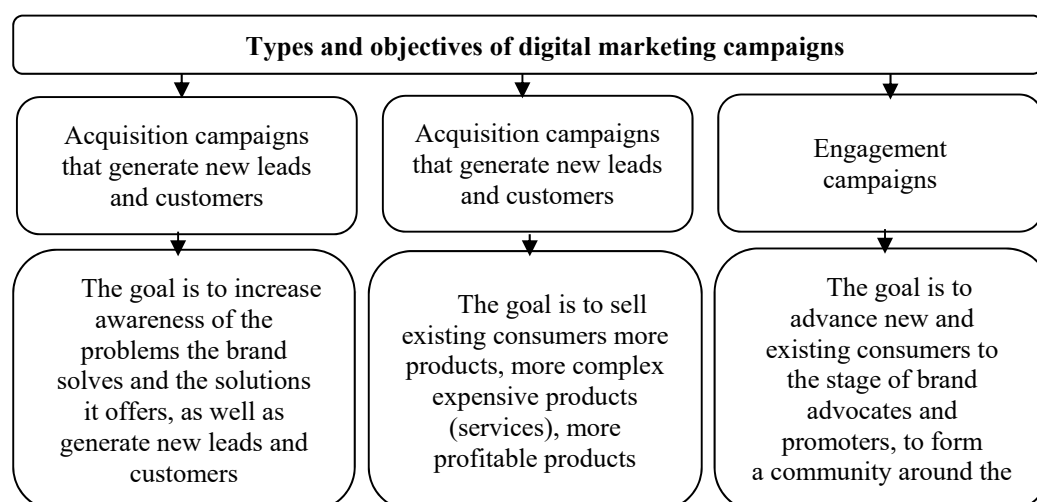


Figure 1. The main types of digital marketing campaigns

Source: systematized by the author according to Deiss and Henneberry, 2020.

The company needs all three types of digital marketing campaigns for business development, the right selection of which allows you to promote the consumer on his way. No campaign can replace another. Each campaign is conducted to achieve a specific goal. Yes, an acquisition campaign cannot do the job of a monetization campaign. And a monetization campaign can't do the job of an engagement campaign. Therefore, in order to maintain stable development, the enterprise needs to form a balanced calendar of all three types of marketing campaigns based on the balancing of business goals and the corresponding goals of the DM. So, for example, if you focus on conducting only acquisition campaigns, it will be almost impossible to reach business profitability. If, on the contrary, you focus only on conducting monetization campaigns, the company will not receive new leads and customers, which will lead to a halt in growth. If you conduct only engagement campaigns, it is possible to form a loyal audience, but it will be almost impossible to convert them into buyers without an incentive to buy.

Therefore, in order to maintain and develop the brand and business, the company needs to acquire new leads and customers, monetize them and attract consumers to the brand, form a loyal audience, grow brand advocates and promoters. In the Table 1 digital marketing instruments were systematized that are used at various stages of the digital customer journey in accordance with the set marketing goals and digital marketing campaigns (*Table 1*).

The consumer's movement of any enterprise, including a retail enterprise, in a digital way occurs discretely through contact points, the whole set of which constitutes a dynamic path of the consumer, in the process of his interaction with the brand. In the *Table 2* the direction of systematization of interaction points by areas of impressions highlighted in the work of Pine and Gilmore (2021) was suggested. Thanks to the approach proposed by the author, retailers get the opportunity to plan interaction points and justify digital marketing instruments at each stage of the digital customer journey using the concept of experience design, depending on the area of experiences and expected results for consumers.

In order to identify and form its own complete list of interaction points, the enterprise needs to develop a CJM map of the digital customer journey with a description of the portrait, specifying the consumer's goals at each stage and his expectations. For this, it is convenient to use software tools, for example, the Miro digital visualization platform.

On the basis of the CJM map, the most complete list of points of interaction with consumers is formed, each of which may contain a significant number of contact points. So, for example, the point of interaction is an email to a new subscriber including the following points of contact: the brand logo, the text of the letter, the design of the letter, links in the letter, its scheme and click ability, click ability of interactive elements of the letter, etc. Or the point of interaction is social Facebook network, points of contact: page name, page cover, avatar photo, brand logo, page description, page design, each post, reels, stories are separate points of contact, used hashtags, company employees' responses to personal direct messages, etc.

Table 1

Digital marketing goals and instruments in the digital customer journey

	Brand Image	Brand Image	Performance Marketing	Performance Marketing	Brand Reputation	Performance Marketing	Performance Marketing	Brand Reputation
Strategic goals of digital marketing	Increasing awareness of problems and solutions	Increasing interest in the brand's product	Obtaining new leads	Acquiring new customers	Onboarding leads and customers	Selling a key offer	Monetization of existing leads and customers	Building a community of brand promoters
Digital marketing campaigns	Acquisition			Monetization			Involvement	
Objectives of digital marketing campaigns	Raising awareness of the problems the brand solves and the solutions it offers, as well as generating new leads and customers							
Stages of the digital customer journey	awareness	Involvement	Subscription	Conversion	Enthusiasm	Ascent	Advocate	Promoter
Digital marketing instruments	Google Ads, YouTube videos, Facebook/Instagram Ads, MediaAds, radio, TV, billboards, brochures (QR codes)	Blogs, forums, podcasts, online video reviews, Facebook/Instagram Ads, content marketing	Social media contacts, search marketing, online subscriptions, webinar registration, email subscription	Offer of inexpensive goods, services, webinars, product demonstration	Onboarding, marketing in social media	Selling a key offer, marketing automation (CRM, e-mail, chat bots, messengers, push notifications)	Remarketing, personalized targeted offers, reviews, UGC content	UGC content, maintaining brand and product value, lovemark, gift marketing

Source: developed by the author.

Table 2

Digital points of interaction on the customer journey of retail enterprises

Areas of impression detection	The digital journey of the consumer							
	Awareness	Involvement	Subscription	Conversion	Enthusiasm	Ascent	Advocate	Promoter
Entertainment	Advertising videos, banners, advertising sites	Interactive advertising, entertainment posts, blog, entertainment events near and in stores	Interactive forms of interaction, a welcome letter to a new subscriber	Contest announcements, discount offers, form for filling out customer data, creative check	Entertaining posts on social networks, digital screens in the store	Questionnaires, coupon with promo code, club card, gift certificates	Email letters with address offers, blog articles, silver club card, reviews	Gold VIP Club Card, UGC content, birthday gifts
Aesthetics	Brand logo, corporate style, design of advertising messages	Website, store design, advertising creatives, information in Google My Business	Design of e-mails, registration form, thematic design of store interiors	Design of fitting rooms, price tags, smells, appearance of store staff, cash registers, receipts, packaging	Design of novelty cards on the website, demonstration of product aesthetics in the store	Design of club card, coupon, certificates	Loyalty program silver card design	Gold card design of VIP customer loyalty program
Teaching	Texts of advertising materials, informational materials	Content on the website, expert posts in social networks	Longread, landing, navigation in the store	Webinar, product demonstration in the store, self-service terminals	Blog, expert posts on social networks, staff expertise	Cards with a description of goods with offers of related goods, sales promotion measures	Thematic events for silver card holders, blog articles, master classes	Thematic events for VIP gold card holders, online and offline training
Departure from reality	Thematic activities of online and offline event marketing	Virtual showcases, inspiring content	Mobile application	Product in 3D size in the sales hall, on the website	Digital fitting rooms in the sales hall, application	Product in virtual/augmented reality	Telegram chat, inspiring articles	Telegram chat, away VIP events, wow effect

Source: developed by the author

Or the point of interaction is the cash register area in the sales hall, points of contact: the cash register, the cashier, his form, facial expression, how he communicates, etc., the display of goods near the cash register, the digital screen, posters, printed materials, the music that plays, the sound of audio advertisements, packages, payment terminal, check, etc.

Forming a complete list of interaction points and corresponding contact points in accordance with the goals and expectations of the target consumer makes it possible to identify opportunities for improving the brand's interaction with him. For each touchpoint, a planned experience design is developed for a better interaction with consumers. This approach to the digital path of the consumer, using the concept of impression design, and interaction with him at all points of contact will ensure the implementation of the main content of digital marketing, namely the development of long-term partnerships with customers, the cultivation of defenders and promoters of the brand, due to the creation and maintenance of positive impressions.

Conclusions

Nowadays, in the situation of increased competition in the digital environment and the emergence of an impression economy, it is advisable for retail enterprises to use the latest methods aimed at creating positive consumer impressions along with digital marketing methods and instruments. This will make it possible to form a loyal audience, maintain long-term relations with it, and grow brand advocates and promoters.

Advances in digital technology and changing consumer behavior have led to the growth of online audiences. The consequence of this is a change in the RTE business models. The most common ones include an online store, an electronic bulletin board, an electronic marketplace, and a price aggregator. DM provides for the presence of the enterprise simultaneously in online and offline environments. Therefore, along with electronic business models, it is advisable to provide consumers with the opportunity to make purchases in physical stores in order to ensure a better user experience.

Applying the concept of experience design allows you to align digital marketing goals and instruments. with digital interaction points in the digital customer journey. Retail consumer experience design involves planning the experience at every point of interaction, both online and offline. Therefore, the formation of a list of such points based on the CJM-map of the digital customer journey, knowledge of the target audience and systematic work to identify shortcomings and eliminate them at each point of interaction will contribute to improving the user experience and achieving the goals of digital marketing and business in general.

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