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**Information and communication technologies (ICTs)**

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**ANALYSIS OF MARKETING WEB-TECHNOLOGY AND METHODS OF DECISION-MAKING**

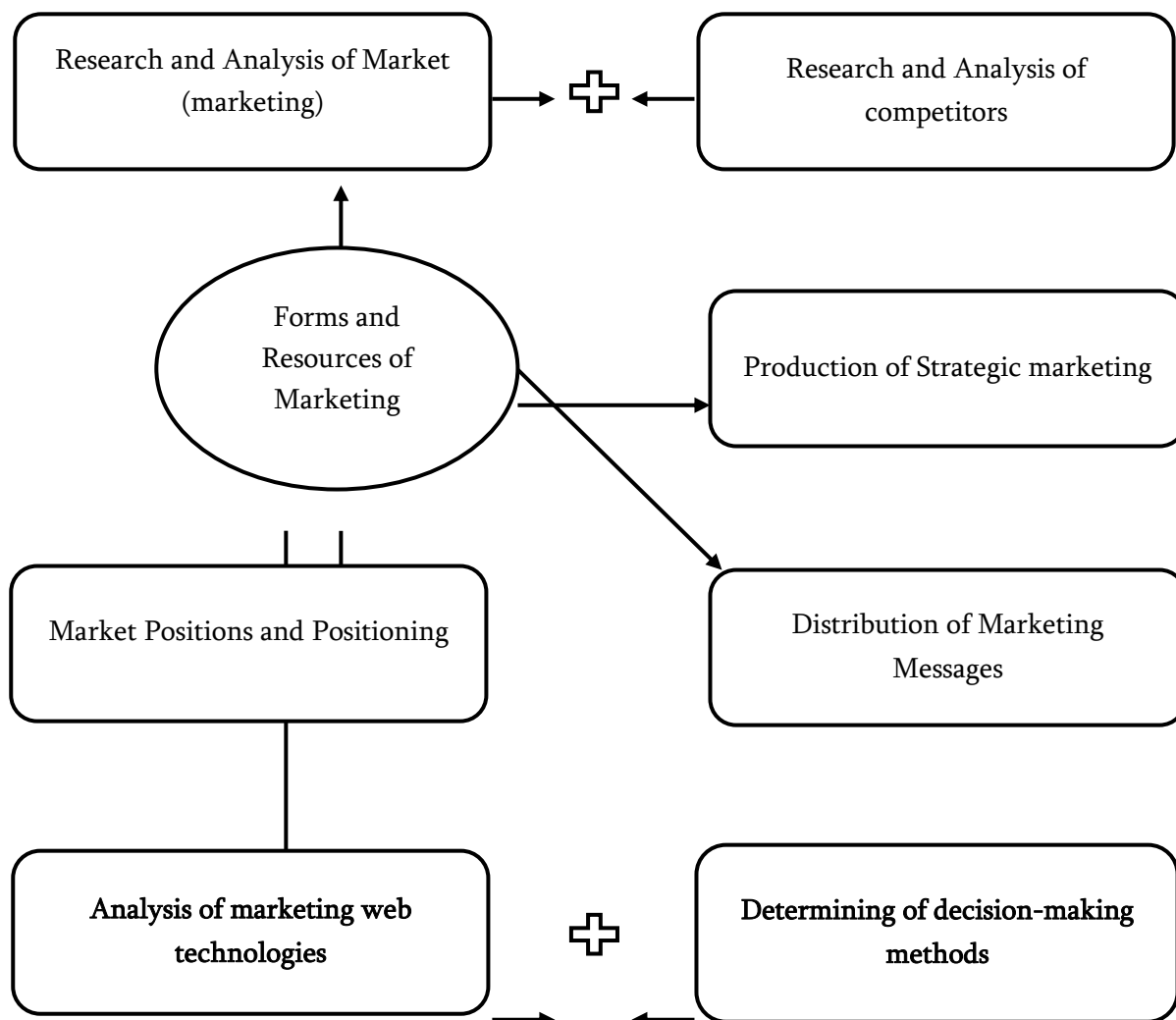
The concept of marketing covers a much wider spectrum than "selling", "advertising", "promotion" (presentation), etc. Obviously, all these are part or tools of the marketing process, but do not give a complete understanding of the context of the concept of marketing.

The content of marketing includes the current position of the enterprise, its competitiveness and competitive advantage in the consumer and service market, Selection of the functional segments of the market, which it provides services to, etc. Since marketing produces a selection of specific target market segments, it also determines different types of customer communication in the markets it selects. The form of communication can be dialogue, i.e. it includes listening to the customer, market research and making appropriate decisions. This is the way that will be tailored to different categories of customers and delivered to them through the most convenient means. Thus, marketing is the kind of business of marketing, when the full range of modern marketing tools available is used. It is in this way that it is possible to conduct effective maneuvering within the law between business competitors and achieve successful business. This is a full guarantee for the effective service of the chosen customer and making profitable business [1].

A marketer should know that for the sustainability and successful development of a business, it is necessary to purposefully use all available marketing offers, resources and forms of marketing, such as: researching the market and a competitor, strategic marketing, market positions and doing correct positioning, distributing marketing messages, and most importantly, constantly conducting **Analysis of marketing web technologies and, based on the results, determining decision-making methods – p. 1.**, which is the subject of this paper itself.

In the analysis of marketing web technologies, we first of all mean the analysis of Internet marketing, which is a modern digital technology for conducting business. The development of Internet marketing is a parallel process of the development of the Internet itself. The Internet through the World Wide Web allows users to buy, exchange and/or sell desired trading object, distribute advertising messages, etc. This is a set of activities, which is aimed at attracting new customers to the network and intensive growth of business volume. The goal and main task of Internet marketing as a modern business tool is to constantly monitor information about customers, to provide and receive information needed for business from them in a timely manner, to monitor the state of technical capabilities of customers, to control and regulate the effectiveness of marketing steps, etc.

The main goal of internet marketing is to attract users to a web page. The web page, which is the main tool of internet marketing, should be an advertising platform for advertising the goods and services provided in the market. The sensible use of the website helps its owner to successfully compete in the market and creates unlimited opportunities for Internet marketing. For this, it is necessary to take into account the search engine (web page) optimization (filtering of redundant information), the development of contextual advertisements, the production of social networks and video marketing. Now, let's consider the content of marketing resources and forms.

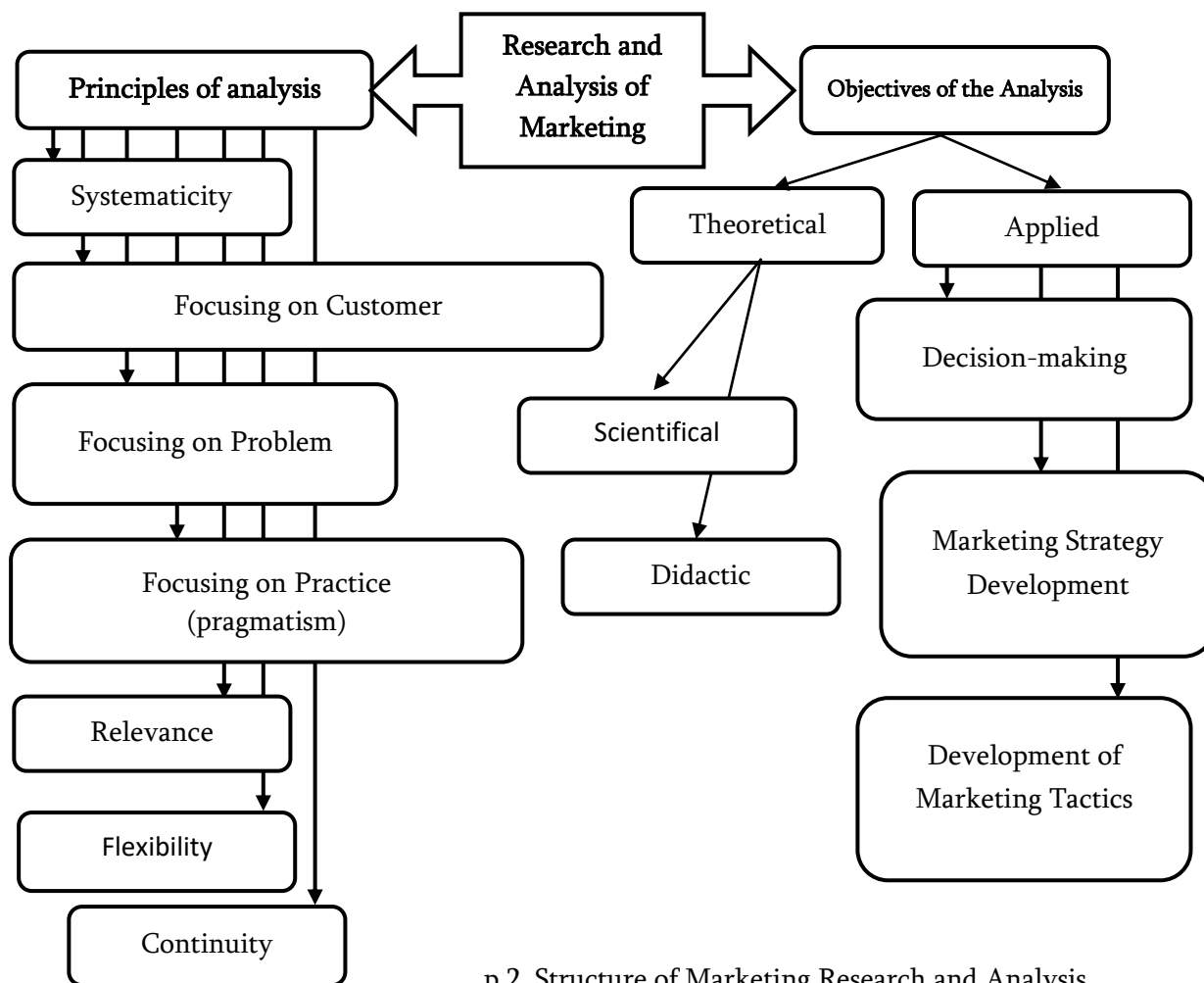


p.1. Forms and Resources of Marketing

What is needed for market research and analysis? First of all, it is necessary to define the methods and technologies of market research, such as:

- Electronic registration of server users (natural persons) through universal program (driver);
- recording and analyzing user interests based on active interaction with the website;
- Conducting Interactive (electronic) survey of users online or survey through templates created in desired format.

Business questions asked using an interactive survey increase one-by-one customer engagement and the frequency of each of them being active. By collecting survey responses (feedback) directed to business needs, we are given the opportunity to track and analyze the data received, which ultimately leads to making perfect, effective marketing decisions. What is meant by marketing research and analysis? The content of marketing research and analysis includes the principles and objectives of marketing analysis – fig. 2.



p.2. Structure of Marketing Research and Analysis

**The systematicity of marketing analysis** is a sequence of purposeful actions using the methods of system analysis. At the same time, marketing as an object should be considered as an element of a higher order system or a single whole system.

**Relevance** refers to updating marketing information in a timely manner and using it without delay (at the appropriate time).

**Flexibility** is the ability to use different, modern methods and technology, both formal and informal, during the analysis; Ability to correct analysis results and, if necessary, to conduct repeated analysis.

**Continuity** of analysis is a necessary requirement of marketing, because it produces continuous monitoring of the current situation in the market and business, monitoring of target segments, analysis and predicting of the current and expected situation in the market through modern methods and digital technologies. All this ensures the adjustment of the balance of demand and supply in the market, meeting the needs of consumers.

Now, let's consider the methods of analysis of marketing indicators (indicators) and the mistakes which can be made during the analysis of marketing indicators.

The main method of analyzing marketing indicators is considered to be:

- Data collection and research, i.e. statistical method; formalized or in other words - mathematical method;
- cognitive strategy or heuristic (expert's evaluations, practical search, logical conclusions) method;

- Multidimensional matrix method.
- Mixed or hybrid.

**The statistical method** is based on the processing of information, which is generated (collected, searched) in the marketing process and includes variational, cyclical, dispersive, correlational, descriptive, multidimensional, conclusive, predictive, etc. methods of analysis. This method determines the absolute, average, or relative values needed to create marketing factor models. All this allows you to study and analyze the behavior of market participants (competitors) and mass actions in the market, which allows us to predict the future actions of competitors in a particular market. Conducting this type of analysis is effective if at least one marketing data, say market demand, is known at the beginning. In this case, we should calculate how it is related to other marketing indicators and make a future predictions of the dynamics of the development of the marketing process and make an appropriate decision.

**Formalized Method of Marketing** includes ways of calculating product prices or advertising budgets. At this time, there is also an analysis of the range of products and an assessment of competitiveness, which should satisfy the demand of the target market audience in different market niches. A formalized method is often used to redistribute the firm's resources according to the profitability (the famous Pareto law - 80/20, which means that 80% of the turnover gives 20% of the effort (service)) [2]. In our case, it can be interpreted as follows: by managing 20%, we can monitor 80% of the entire marketing process.

**The cognitive or heuristic method** is based on marketers' experience, intuition and logical conclusions. This method is best used to analyze events that do not have a numerical value (or this number is difficult to determine), that they cannot be measured in any other way. These methods include: brainstorming, ranking, pairwise comparison, questionnaire, Delphi method, expert assessment, scoring method, etc.

Through **the Multidimensional Matrix Method**, market situations are simulated, on the basis of which marketing simulation models are built according to different market niches. It includes analysis of marketing strengths and weaknesses, marketing opportunities, threats and risks. This method is easily accessible, does not require special training and strategic planning skills. To use this method, in general a lot of data is needed, which in the process of processing shows only a qualitative assessment of the situation and lacks some properties. This leads to an incomplete analysis, which is its downside.

**Mixed or in other words hybrid methods** actually combine probabilistic and deterministic models, which allows to investigate and analyze even quite complex marketing processes. Based on this method, a prediction is formed that gives the most accurate real assessment of marketing.

During the analysis and evaluation of marketing indicators, there is a risk of making certain mistakes. The most common mistakes are recognized as: not knowforeing the target (user) audience; episodic nature of marketing analysis; Unequal investment; Running ads without testing.

**It is necessary** to segment (identify) the target audience or users according to available (searched) information and control the entry of new users into the market.

**Due to the fact** that the market is changing, it is necessary to constantly monitor the target audience and conduct re-analysis of marketing.

**One cannot** invest the entire monetary opportunity in one large-scale advertisement, especially without a test run. The investment plan should be well thought out and purposefully written. The advertising campaign should be based only on the investment plan.

**Before starting an advertising PR campaign**, it is necessary to test and evaluate its results in order to be sure of the implementation of your plan and the achievement of the desired goal.

### Bibliography

1. <https://www.culturepartnership.eu/ge/publishing/marketing/marketing>. What Is Marketing? The last viewing date is: 05.10.22.
2. <https://academy-of-capital.ru/blog/marketingovye-pokazateli/>. The last viewing date is: 05.10.22.

### Summary

Analysis of marketing web technologies and decision-making methods are proposed in the paper. Marketing resources and forms, structure of marketing research and analysis are describe, also Market research methods and technologies. The methods of analysis of marketing indicators (indicators) and the mistakes that can be made during the analysis of marketing indicators are discussed. Helpful recommendations and tips are offered.

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მარკეტინგის ვებ-ტექნოლოგიების ანალიზისა და გადაწყვეტილების  
მიღების მეთოდები

### რეზიუმე

ნაშრომში შემოთავაზებულია მარკეტინგის ვებ ტექნოლოგიების ანალიზი და გადაწყვეტილების მიღების მეთოდები. აღწერილია მარკეტინგის რესურსები და ფორმები, მარკეტინგის კვლევისა და ანალიზის სტრუქტურა; ბაზრის კვლევის მეთოდები და ტექნოლოგიები. განხილულია მარკეტინგის მაჩვენებლების (ინდიკატორების) ანალიზის მეთოდები და ის შეცდომები რაც შეიძლება დაშვებული იყოს მარკეტინგის ინდიკატორების ანალიზის დროს. შემოთავაზებულია სასარგებლო რეკომენდაციები და რჩევები.