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STRATEGIC APPROACHES TO PRICING IN DIGITAL ECONOMY

ABSTRACT

The article is devoted to strategic approaches to pricing in the digital economy. The factors of pricing in the digital economy are determined. The features of the digital economy that have a significant impact on the evolution of pricing factors are substantiated. The differences in pricing for goods that contain an information component are analyzed. Substantiated mechanisms of pricing for information goods and pricing for goods that contain an information component.

Specific pricing methods for the digital economy are considered and substantiated. Examples of using the method of dynamic pricing according to the approaches used in the digital economy are researched and analyzed. Competitive pricing strategies in the digital economy based on competitive pricing methodology are proposed.

KEYWORDS

pricing, digital economy, pricing factors, pricing methods in digital economy, competitive pricing strategies of digital economy

Introduction

The development of digital technologies has contributed to the intensification of e-commerce. The transition of consumers to shopping through digital platforms is becoming a global trend, as evidenced by statistics. If we consider the structure of consumers of the digital economy by country, the highest percentage of supporters and users of online procurement is observed in the UK (39%), followed by the Czech Republic (33%) and third place is Germany (32%) (Fig. 1).

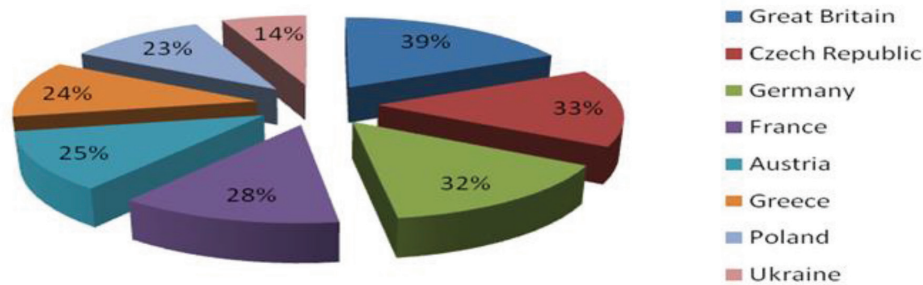


Fig.1. Percentage of buyers on digital platforms by EU countries [1]

Ukraine ranks lowest among EU countries in terms of Internet shop coverage. Which indicates a low level of consumer confidence in shopping through the Internet and digital platforms (Fig. 2).

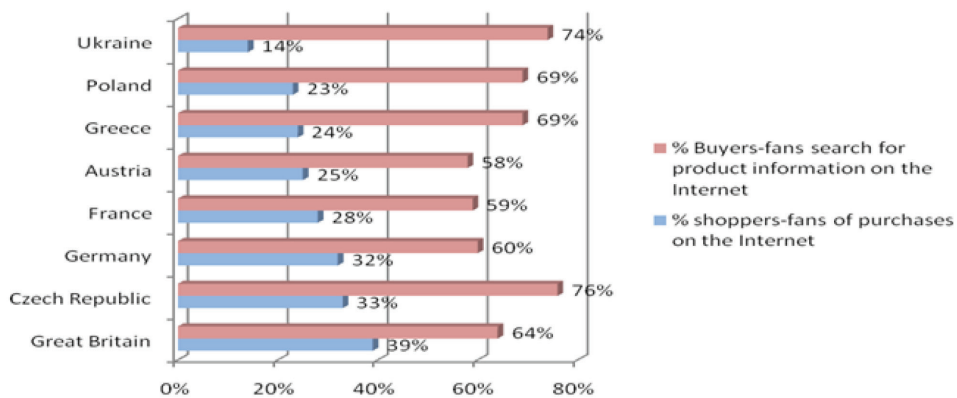


Fig.2. Distribution of buyers-fans of purchases on the Internet and buyers-fans of information search on the Internet [1]

One of the most promising trends in recent years has been mobile commerce, the development of which is quite rapid in all EU countries. Analysts of leading companies on the Internet have calculated that on average 23% of the time a person spends on mobile applications and information retrieval via smartphone, with 1% of the budget it spends on mobile content. Moreover, smartphone users do not spend time viewing ads and attendance of mobile applications during advertising shows, decreases sharply.

The above trends increase the relevance of strategic approaches to pricing in the digital economy. In the context of resolving this issue, there are also problems of taking into account the information component in the price of goods that are promoted through digital platforms on the Internet. There are a number of new pricing methods that are unique to the digital economy. In addition, pricing strategies are being transformed in the digital economy. All these aspects of pricing are reflected in this study.

The aim of the study is substantiation of strategic approaches to pricing in the digital economy and determination of the main methods of pricing in the digital economy based on the definition of specific pricing factors in the digital economy.

The methodological basis of the research.

The methodological basis of this study were scientific publications of such scientists as: L. Weber [15], T. Danko [5], O. Karpishchenko [8], M. Oklander [1,10], O. Chukurna [3,4], N. Tkacheva [14], M. Stelzner [12], M. Hyatt [6], R. Holliday [7]. Given the significant contribution of these scientists to the theory and practice of digital marketing, strategic approaches to pricing need additional justification, due to the dynamic changes in this direction and lack of validity in scientific papers.

In addition, in the digital economy there are changes in consumer behaviour, which occurs on the factors of price sensitivity, which form the basis of a strategic approach to pricing on the Internet.

There are a lot of Polish scientific also devote much attention to the problems of digital economy development, among which should be noted R. Kozłowski, A. Palczewska, J. G. Kolowski [9]. But they focus their research more on digital telecommunications markets and analyze statistics on the growth of Internet users in the EU and the degree of development of the telecommunications market. Noteworthy are the scientific work of I. Cvitic, D. Perakovic, M. Perisa, S. Husnjak [2], in which scientists study the use of digital procedures in automotive markets. However, price factors are not disclosed in many studies and their impact on the further development of the digital economy has not been elucidated. In addition, the issues of differences between the digital and information economy and the determination of price factors in their conditions deserve scientific interest. It is also necessary to identify the pricing strategies and methods that are inherent in the digital economy. All these aspects determined the relevance and timeliness of this study.

Result of the study. The digital economy is the result of the development of the information economy. In the information economy, the value of goods begins to be influenced by new factors related to the availability of information about the product, trust in the brand, emotional costs. Pricing is reduced to the sphere of relationships. This trend has emerged in the context of the development of relationship marketing and is becoming decisive. Value formation at the expense of intangible assets becomes traditional, first of all at the expense of the capital of brands and trademarks. Today, a trademark is more expensive than a product, its value to the consumer increases in the sales process several times. For example, marketing makes up to 95% of the contribution to the cost of music or software products, up to 80% to the cost of household chemicals, perfumes, clothing, cosmetics. In the case of the purchase of an industrial product, the buyer paid for the ownership of it, but buying post-industrial goods, he pays for the right to use them [3].

In an information economy, the value of the producer price of an industrial product begins to fall. Due to the development of marketing communications and sales systems, the elimination of intermediaries between the manufacturer of the product and its end user. The goal of the business is not the production of goods, but the maximum satisfaction of the consumer through the timely manufacture and supply of high-quality and specific goods he needs. In a post-industrial economy, business becomes individualized, which affects price formation. The individualization of the relationship with the consumer leads to the spread of calculation and parametric methods of price, which are used in cases of production of specific or individual goods, taking into account the cost of promotion.

In industries that are the basis for a post-industrial economy, the price of a commodity is entirely determined by the relationship between consumer and seller. This trend is pronounced in the service sector, where the process of service production and consumption is integral. It is in this area that the emotional component of the price is very high. Since the value of a post-industrial product or service is formed in the process of the relationship, it is the product that becomes a reason for contact. In this case, the value is not the product or service, but the act of communication about it.

Accordingly, the approach to product promotion is changing, which implies not only the presence of quality characteristics in the product, but the presence of the image of attractiveness, confidence, uniqueness, respectability. This creates the basis for the emergence of new approaches, which are associated with the formation of value, which depends on the cognitive component, the creation of positive emotions from the consumption of goods.

Thus, the information economy creates the basis for the emergence of the digital economy, in which the formation of the value and price of goods is carried out under the influence of specific factors. Specific factors influencing price formation in the digital economy are the following:

- Consumers can order goods regardless of their geographical location during the day. Under these conditions, demand is not limited by time and territory and can be presented at any time and in any place.
- Consumers can get the most complete and up-to-date information about the product directly from the manufacturer, compare this product with similar products of competitors. This factor contributes to lower price sensitivity to price, as the digital economy provides free access to product information.
- Consumers have the opportunity to quickly receive updated information about the product. This factor reduces the price sensitivity of consumers, as it removes restrictions on access to information and allows for constant and unhindered updating.
- Promotion of goods via the Internet helps to reduce the time of delivery of information about the product to the consumer and marketing costs for the formation of systems of sales and distribution of goods, a set of its communications, which will help reduce prices.
- Digitalization of the economy reinforces the effect of globalization. Due to the spread of the Internet, companies get the opportunity to work in international markets at minimal cost, which helps reduce the final price of the product.
- The ability to make payments through digital channels allows you to reduce the turnover of goods and information flows in the economy, which reduces the cost of treatment and, consequently, prices.
- Enterprises receive a reduction in financial and time costs for trial marketing of the prototype products. This factor is decisive, first of all, for commodity policy. However, reducing the financial cost of trial marketing helps to reduce the cost of innovative products.
- Working without intermediaries gives the company the opportunity to study more deeply the individual needs of each client, which in turn allows you to better meet their needs and thus create a long-term and mutually beneficial relationship with them. When forming the price, this factor has an impact on the methodology of its establishment. Orientation to meet individual needs obliges companies to use calculation and parametric methods of pricing.

The pricing process in the digital economy has a specific mechanism, which is based on adding an information component to the price of goods that are promoted through digital channels.

The traditional factor of marketing pricing is demand, which means setting the price based on the consumer value of the product. In this regard, of particular interest is the process of creating consumer value of goods in the digital economy. The issue of value formation is considered in detail by M. Porter, who considered the value chain as a factor that unites strategically related areas of the company. At the same time, he identifies certain activities to create consumer value, in which the main role is played by information. However, before the advent of the digital economy, information was considered an additional and supportive element in creating consumer value in the real economy, rather than an independent factor in value formation [11].

Some of scientists who have studied this issue, suggest a chain of consumer value of goods, developed by M. Porter to consider from two points of view [13]:

- when promoting real product that has real value in the digital economy;
- if the creation and promotion of digital products in the digital economy.

In the first case, consumer value is created at the level of specific labor invested in the creation of goods. Its advancement in the digital economy creates additional value for this product due to the information component. In this case, the role of the information component is secondary and supportive. After the transfer of value to the digital economy, each element of the real-virtual value chain is then decomposed into physical and information components, due to which it is possible to create value in the digital economy. The information processes that arise in this case are closely related to the initial real value chain, because the activity of consumer value formation in the digital economy is inextricably linked with real activity. Information, in this case, is an additional factor in improving the efficiency of the enterprise.

In the second case, consumer value is created in the digital economy for digital goods that cannot move in real markets and have application value for the creation, acquisition and dissemination of information. In this case, we can talk about the independent value of information as a key competitive advantage of any modern product. In this case, the processes of value creation in the digital economy occur independently of the real value chains. The elements of the digital value chain differ from the elements of real and real-digital chains proposed by M. Porter.

Based on the analysis, we can identify the following features of the digital economy, which have a significant impact on the evolution of pricing factors.

The first difference is that the qualifications of employees and the high level of their knowledge and training form the value that is created. Thus, the intellectual component is the basis for shaping the value of goods and services. The key issue is the methodology for calculating the price, which takes into account the cost of training employees and improving their professionalism. In this context, the correlation between the cost of goods or services and the time factor required to form the necessary skills of workers becomes an issue that requires the development of its methodological justification. Today, this issue is clearly represented in the markets of intellectual goods and services, where their value is directly proportional to the qualifications of employees and the time of their development and implementation. The level of education and science that characterizes society is also becoming a factor in the long-term competitiveness of the digital economy.

The second difference is due to the peculiarities of production, storage, transmission and use of information and knowledge in the digital economy. In this process, a special role is given to the communicative space, which was formed due to the development of the Internet. Free access to information on the Internet affects the cost of information. Under these conditions, the consumer may not own information or intellectual products, but has the ability to copy and use them. In this context, there is a question of calculating the cost and price of information based on the number of its users. In addition, consumers have the opportunity to receive more complete and new information about the product directly from the manufacturer. This factor contributes to reducing the price sensitivity of consumers, as access to information about the product becomes free on the Internet. Digital technologies are becoming not only a tool for promoting goods, services and ideas, but also a product that will need to be sold with the main functionality of the product, control its distribution and software updates.

The third difference is that digitization will facilitate real-time pricing, and this trend will be exacerbated by the fact that digital products will combine the functions of the product and the channel for promoting product information. In addition, the emergence of many products that will be integrated with artificial intelligence will contribute to the need for constant software updates, which should be taken into account in price discounts or bonuses.

The fourth difference of the digital economy is the dominance of the number of workers engaged in the production, transfer and use of knowledge. As the economy becomes more developed, the share of services in the economy increases. If a country reaches an average level of well-being, services begin to play a more important role in job creation than manufacturing. The more competitive the services sector, the more new jobs and the higher the GDP growth rate.

The service sector is increasingly involved in the production of an intermediate product. This is especially true for business services - such as financial intermediation, transport and storage, postal and telecommunications services, wholesale and retail trade. On average in the European Union, about 45% of the gross product of this sector is used as an intermediate product in other sectors of the economy, and in transport and telecommunications, this figure exceeds 50% [9].

The issue of value formation and price for the information component in the digital economy is becoming a key issue in the economy. Substantiation of the methodology for setting prices for information products involves consideration of the features of the information product as a subject of pricing and the selection of the main factors of pricing. Features of the information product as a subject of pricing are the following features:

1. Preservation, as the main property of information, implies that information does not disappear when consumed, but can be used repeatedly. An information product stores the information it contains, no matter how many times it has been used.
2. The information product is subject to wear and tear. Although, information does not wear out when used, but it may lose its value as the knowledge provided with it ceases to be relevant. In different fields of science and technology, the rate of depreciation of knowledge is different and can last from five to fifteen years.
3. Different methods of providing and delivering information are used for different

consumers of information goods and services, because the consumption of an information product requires effort. This is the property of addressability of information. Due to this property, as well as the properties of aging, the need for an information product can never be met once and for all.

4. The production of information, in contrast to the production of tangible goods, requires significant costs compared to the cost of replication. Copying an information product is usually much cheaper than its production. This property of the information product - the difficulty of production and the relative ease of replication - creates many problems in connection with the definition of property rights in the field of information activities.

5. Non-independence - is manifested in the fact that the consumption of information is associated with the consumption of other resources.

Today, most of the methods of determining the costs used in the production of information goods and services are based on the same principles used in estimating the costs of production of ordinary goods and services. The peculiarity of information as a commodity makes it difficult to determine the cost of its production by traditional methods. This is due to the difficulty of determining the relationship between costs and results of information activities. In cases where the factor of timely use of the information product plays an important role, the effect of information action is disproportionate to the effort expended on the production of information. A number of information goods and services have a short life cycle, but their timely use has a huge effect. In addition, the digital economy has contributed to the emergence of a mandatory information component in the real product, as it moves through digital channels. There is a problem of taking into account the information component in the price of real goods. The mechanisms of pricing for information goods and pricing for goods that contain an information component should be clearly separated. There are also pricing methods that are suitable for both real and digital goods.

The pricing mechanisms for information goods are as follows. Digital technologies are products that are traditionally promoted mainly on the Internet due to greater convenience and cost-effectiveness. The specifics of the promotion of digital technologies over the Internet determines the following pricing factors:

- a large array of information about prices;
- price estimate regardless of the location of the buyer;
- the emergence of a virtual market of free competition for homogeneous goods due to the large number of sellers;
- price competition encourages sellers to a flexible pricing policy;
- lack of psychological factors influencing customers;
- reduction of costs and, accordingly, prices by 20-30%, the lowest price is the main motivation for buying;
- pricing without the participation of intermediaries;
- creation of electronic catalogs of goods on the Internet, allows you to save on costs compared to printing commercial literature;
- receiving orders in electronic form, making online payments;
- reducing the time spent on trial marketing;
- creating long-term relationships with customers;
- ability to enter international markets with minimal costs.

The above factors of pricing on the Internet affect the relative reduction of costs due to some features of the digital technology market, namely:

- self-service when placing an order, which is placed by consumers themselves, there are no costs for service personnel;
- limited stocks due to the use of EDI (electronic data interchange), which allows JIT delivery (Just - In - Time - just in time);
- reduction of overhead costs for the organization of trade (equipment and operation of outlets);
- availability of cheaper customer service compared to the organization of the call center;
- digital products do not require physical delivery;
- high price elasticity in the digital technology market. Consumers are quick to respond to any price reduction;
- rapid price changes in a limited range. Price variance in the digital technology market is about 25-30%.

Along with the factors that affect the reduction of prices in the digital market, there are factors that contribute to their increase, which include the following:

- distribution channel costs are similar to the costs of firms engaged in catalog trading;
- payment of commissions to those companies that provide links to the site of this company on their websites, which may amount to 7-15% of sales;
- creation and maintenance of the site requires certain costs;
- marketing and advertising costs are also significant.

The study by Boston Consulting Group (BCG) shows that e-commerce companies spend 43% of their revenue on marketing and advertising, while traditional retailers account for 14.2%.

The rapid development of the digital technology market through Internet marketing makes it important to study specific pricing methods for the digital economy.

Digital markets are very dynamic, priced in real time. Internet pricing methods include: online auctions; online rental; price packaging; method „advertising to pay for the goods“; method of simultaneous dynamic pricing.

Online auction is real-time pricing methods. One of the pioneers in this field was William Vickery, who in 1995 received the Nobel Prize in Economics for this work.

Auctions work well on the Internet because detailed information is available to its participants. Potential buyers of goods can call or send an e-mail to get more information. Participants in the auction can be anyone, regardless of location. The Internet makes it possible to put up for auction a much larger number of goods than in traditional auctions. In addition to the sale of unique and unusual items, online auctions sell high-tech and digital products, „reduced“ demand goods or remnants of previous seasons' collections, air tickets and other goods.

One of the problems of conducting auctions has always been the cost of organizing and conducting an auction in a certain place and at a certain time. When conducting online auctions, participants do not need to be present in person during their conduct. This factor reduced the costs of participants and increased their number.

Creating an atmosphere of trust in online auctions involves:

- availability of a rating system of creditworthiness of sellers;
- independent verification (verification) of the validity of information provided by buyers and sellers;

- fraud insurance;
- conducting transactions through escrow accounts (conditional documents that become documents of full effect after fulfilment of certain conditions) to ensure the supply of paid products. Payments are sent to escrow accounts and forwarded to the seller after the goods have been delivered to the buyer;
- ban on access to the auction for sellers who make a request for the supply of their own products to simulate increased interest;
- prohibition of access to the auction for buyers who have previously won the auction but have not completed the transaction by payment.

It should be borne in mind that not all products are suitable for an online auction. It is important to note that on successful auction sites, the line between business and pleasure becomes blurred. One of the indicators of a site's attractiveness to the consumer is the time spent on the site during one visit (the longest session among web-auctions is considered to be the eBay site; the average visitor spent 27 minutes on one visit). It is noted that in addition to tracking applications for the purchase of goods, visitors spend a lot of time communicating with each other. Usually the topic of communication is information about other applications for goods, additional information about the exhibited goods.

There are „English” and „Dutch” types of auctions, as well as auctions without bids. During the „English Auction”, the presenter calls the proposed price until there are no participants ready to break the last announced bid, including online.

The „Dutch auction” involves the establishment of a high initial price, which decreases at regular intervals. The first participant who agrees to the current price receives as many goods at this price as he wants. Dutch auctions are used to sell and price perishable products, such as flowers, dairy products, etc.

Auction without announcement of bids. Each of the sellers can make one request and does not know what the others offer. The seller starts from the price offers that are expected from competitors. But, he can't put the price below cost. The effect of two factors influencing in opposite directions is based on the use of probable profit as a criterion for setting the price.

Online rental. Provides payment for the goods each time it is used by the buyer. This method is based on the cost of transactions and is used to sell digital goods and software. One of the methods of online rental is super distribution on the Internet, which collects rent for software every time it is used. The technique underlying this method is as follows: the creator of a digital product makes it available on the Web. Each digital product contains a code with which you can collect a small fee for its use. Copying is always free, but you have to pay for the use of programs. Super distribution prices can be fixed at the time of distribution. One of the purposes of software designed for rent is to provide low price levels. The lower the price, the more efficiently the system can balance the benefits of its use with the costs.

Pricing involves combining different products into a package that is sold online at the same price. Many network providers charge a single fee for all services, not for each service separately. Price packaging allows you to attract more buyers and gain an advantage over competitors. The first factor that contributes to the pricing of the Internet is that online support requires low additional costs, but allows you to maintain a high consumer value. The difference between these values is called the margin ratio.

It is most advantageous to use at a high margin ratio for online products. The second factor is aggregate packaging. When some special components of the package can be stored separately and rated higher. However, its main product must be packaged taking into account the requirements of a typical buyer.

The method of „advertising pays for the goods” is based on the assumption that you can sell goods at a price below cost, while making a profit from other sources. These sources are the revenue from the sale and placement of advertisements. Most websites that specialize in providing information are funded by advertising. At the same time, more and more websites that offer traditional products and services are using this approach to be able to set low prices. Thus, the online seller is able to offer buyers much lower prices compared to competitors.

Method of simultaneous dynamic pricing. One of the factors of online trade is the ability to control buyers, as digital technology allows you to track the appearance of each potential buyer on the website of the online store. And this is a source of important information for the seller. Digital technologies enable pricing to become individual. This does not mean offering a special price for regular customers, but the ability to sell the product to each buyer at the price he is willing to pay.

A feature of simultaneous dynamic pricing is the ability to combine a number of pricing methods when selling a single product: sale at a flexible price; sale on the principle of „name your price”; sale by auction.

According to the principles of flexible pricing, the buyer has the opportunity to purchase the product at a price that changes when the ratio of supply and demand. At the same time, buyers can offer the seller „their price”, which is accepted or rejected by the seller’s electronic system based on profitability calculations in each case. Buyers can place open bids (purchase at the best price) and limited bids (purchase at a price not higher than a certain level) until the full sale.

When purchasing goods through an auction, the buyer must take into account the possibility of reducing the number of goods left on sale, because the more goods sold through one channel, the less it remains for other channels.

Features of using the method of simultaneous dynamic pricing in the practice of online stores.

The method of dynamic pricing is the most common in the practice of online stores, because the introduction of such a pricing model allows you to conduct online price research and assess the elasticity of demand for goods, determining the level of „fair price”. Approaches to the implementation of the method of dynamic pricing can be: time of purchase, user location, as well as changes in demand or prices for goods and services of competitors. Variations in the method of dynamic pricing by the time factor of purchase are successfully used by airlines. In the vast majority of airlines on one flight in neighbouring seats can fly people who have paid different amounts for the ticket.

Consider examples of using the method of dynamic pricing of approaches used in the digital economy.

1) **A time-limited offer** is the simplest and most common option for dynamic price changes, which provides an approach according to which the later the buyer pays for the product or service, the more he pays. The disadvantage of this approach is the fact

that such a proposal can not always be called a dynamic price, because often the user knows in advance how much the price will change at the end of the period.

2) **Pricing, which is based on the geographical location of the buyer.** This approach has been successfully used for many years by offline retail chains and is based on setting different prices for the same products of one retail chain, whose stores are located in different areas of the same city. However, an analysis of the practical pricing experience of American online stores shows that they have successfully applied this approach in online commerce. For example, according to The Wall Street Journal (WSJ), U.S. store websites set different prices for shoppers depending on the region where they are physically located. In this case, the price is affected by the purchasing power of residents of a particular region and the presence of direct competitors in the store. For example, if the distance to the nearest traditional, offline, store is less than 20 miles, the offer that the buyer will see, who is in this area, will be at a lower price.

Website owners have learned to collect statistics about their visitors and use it to create targeted offers. The largest American retail chains change prices in the digital economy depending on the characteristics of consumer groups. Thus, it is an example of a successful combined pricing policy of trading companies that use both online and offline trading. This approach to pricing is the most effective for the digital economy. Especially for those companies that operate in highly competitive markets with low profitability. The basis of this approach is the use of data on the geolocation of potential consumers. On the one hand, it increases consumer loyalty, on the other hand, requires access to personal data of consumers via the Internet.

3) **Price change based on the source of the transition provides an opportunity to get the maximum income from each sale of goods.** This approach is based on the method of setting the price of a product, taking into account the prices of competitors for a similar product. Comparison of prices and calculation of the current price of the goods is carried out depending on from which trading platform the client came to the website of the Online Store.

For example, if within a particular online store aggregator such as Yandex. Market, the lowest price for a particular movie is \$ 15, and in Movie Mars the base price for that movie is \$ 10, then the dynamic pricing system will raise the price of the product for the visitor from this site. up to \$ 13 thereby increasing the margin.

4) **Auctions are another option for dynamic pricing.** A huge number of purchases take place at online auctions, such as Ebay.com, Molotok.ru and others. Most often, auction participants in the excitement of the struggle exceed the price at which the same product is sold in standard mode. For example, auctions for the sale of printed literature work according to the following scheme: expensive books are exhibited at the lowest price, which is valid until a specific time of day. After the expiration of which the person who offered the highest price will receive it at this price. Another interesting variation of auctions are online stores, in which the buyer is offered to bargain online or ask for a discount.

5) **Price discrimination is both a problem and a benefit of using dynamic prices.** The problem is that buyers under the same conditions receive the same product at different prices, which forms the idea of „unfair price”. If a significant difference in prices for the same goods is found, buyers will not make repeat purchases. The benefit of using this approach is to increase the price premium and get more profit from the sale of the same goods at different prices. In order to avoid problems, it is necessary to clearly form the price for buyers, customize price offers, explain the price and justify it with price competition.

This approach can be applied to trade in durable goods and goods of impulsive demand, when the probability of repurchase is quite low, as well as in other industries where there is a high share of fixed costs in the price of goods.

Another problem is the accounting and documentation of such dynamic sales. To ensure the flow of documents for dynamic pricing will require the use of a special accounting system, or completion of the existing one.

An analysis of most of the pricing methods used has led to the conclusion that sellers in digital compete fiercely with each other for buyers. At the same time, Internet technologies promote competition among buyers for sellers. The implementation of this scheme in practice is facilitated by the following factors: price fluctuations under the influence of changes in supply and demand; the buyer's awareness that the goods he needs can be purchased by him when the price reaches a certain level; the buyer's ability to set his own price and get the seller's answer about the acceptability of this price.

In general, pricing in the digital economy is based on a competitive approach, so of all the variety of pricing strategies that take place in the real economy, the digital economy uses competitive pricing strategies. Based on the methodology of competitive pricing, competitive pricing strategies of the digital economy can be implemented in the following areas:

1. Competitive price and profitability balance strategy. For any online store, competitive price and costs are two factors that have an equally strong impact on the final cost of the product. The profitability of e-commerce is determined, most often, by costs, ie the lower limit of the price. However, the market price in the digital economy depends on the prices of competitors. That is why, when setting competitive prices, the system of monitoring competitors' prices becomes important.

2. The strategy of increasing the lowest price offer. High price sensitivity of consumers is manifested in the search for the lowest price on the Internet. For the seller, this creates a mechanism of competition in the range of the product line, due to its expansion and the introduction of goods with optimal prices for the consumer while maintaining the rate of return. The most effective approach in these conditions is to find the lowest price among competitors and set the price a few positions higher. For buyers, this creates the illusion of a cheap but higher quality product, for the company - provides an opportunity to make more profit and maintain the quality of the product.

3. Pricing strategy of competitors in niches of digital markets. In most cases, prices in online stores are dictated by niche or pricing decisions at the level of a particular brand. This may be due to the company's budget policy, supplier prices and other factors. In these circumstances, it is necessary to establish a system of price monitoring, using digital resources. Powerful digital resources on the Internet for monitoring the prices of competitors are services: <https://priceva.ru> and www.pricecontrol.com.ua. With Priceva you can not only monitor the prices of competitors, but also create a page comparing them. With the help of the Pricecontrol.com.ua service it is also possible to analyze price dumping and brand representation. Examples of the results of price dumping analysis are presented in Fig.3.

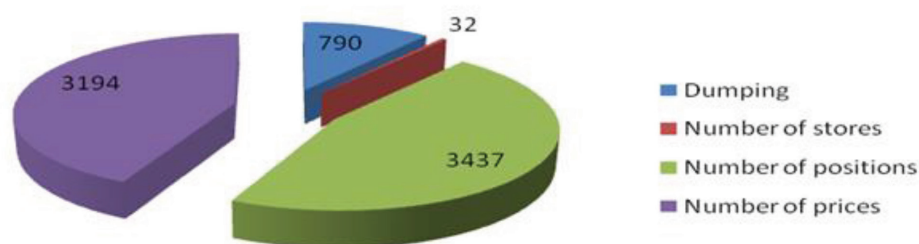


Fig.3. Examples of the results of the analysis of price dumping [on materials 16]

The above example shows that 32 online stores were researched, with a total number of products - 3437 units, with a price range - 3194. The number of dumped prices was 790, ie 24.7% of the total number of prices monitored.

Another example shown in table 1 shows the percentage of price dumping among the most popular online stores (table 1).

Table 1. The results of price dumping among the most popular online stores [based on 16]

IM DUMPING	Number of positions in IM	Dumping amount	% Dumping
1. abo.ua	29	22	75,86%
2. allo.ua	21	2	9,52%
3. baza-ua.com	28	25	89,29%
4. dokamir.com.ua	25	25	100%
5. e-1.com.ua	19	1	5,26%
6. e-ctr.com.ua	29	27	93,1%
7. electromotor.kiev.ua	12	9	75%
8. in-green.com.ua	24	8	33,33%
9. inprof.com.ua	28	26	92,86%
10. instrade.com.ua	11	9	81,82%
11. instrument-optom.com	24	24	100%
12. intehnika.com.ua	14	14	100%
13. isc.net.ua	13	5	38,46%
14. mirax.ua	21	2	9,52%
15. motobud.com.ua	20	6	30%
16. moyo.ua	18	14	77,78%
17. rozetka.com.ua	29	1	3,45%
18. skladopt.com.ua	29	29	100%
19. stroyberi.com.ua	24	19	79,17%
20. stylus.ua	28	18	64,29%
21. tehno-land.com.ua	26	10	38,46%
22. topone.com.ua	28	26	92,86%
23. traktorci.com.ua	2	2	100%
24. ukrelectro.com.ua	16	8	50%
25. v-garage.com.ua	23	8	34,78%
26. y.ua	28	17	60,71%
27. yurgen.com.ua	24	24	100%

You can get information about the price level for comrade types and brands in competing stores. Aggregation is a good choice - a grouping of goods in a singing brand, or to the type that calculates the boundary value of prices for a skin site. The calculation of the price index for the analyzed level (category of the brand), as well as the rank of the company, can formulate a price strategy for singing brands and categories of goods, so that you can play in the competitive struggle.

Such an analysis is permissible for those who have competitors hundred prices for reloads, in certain price categories and groups of goods, for certain brands and brands. Inspired by the results of the overall analytical analysis, the online store can match the prices of fallen goods from the category of goods and the internal strategy of the company's management.

4. The strategy of prices for the history of competitors is established for the designation of the previous periods for the sale of goods. Analysis of promotions from stimulation of sales and promotion of loyalty to customers' bases and trends € an even more important approach to preserve competitiveness, and to plan sales of products on the market. I allow to use the base of loyal customers. Moreover, in online stores it is necessary to provide information and analyze the price of competitors.

5. Analysis of goods, which are on the day at the warehouse of competitors. The price is important only until quietly, when the goods are available in the warehouse. Online purchases make sure I respect yak at prices, as well as for the appearance of the goods. As long as the goods are out of the way, the buyer is just trying to rob the purchase from competitors. Those are the ones who see a high price - you won't be able to buy potential purchases and buy goods in the first place, even cheaper. This opens up an interesting opportunity for online stores. After analyzing the availability of goods from competitors, he can adjust the pricing policy.

If competitors do not have goods at a better price, potential buyers simply have no choice, and they will be willing to pay more. Therefore, stores that have these items in stock, get an excellent competitive advantage and will be able to earn extra profit by changing the price. With the right approach, you can use data on the availability of goods and prices for them from competitors to increase their own competitiveness and profits.

6. Strategy of basic conditions with suppliers on the basis of the received data.

Based on the results of price monitoring data on the Internet, you can justify the current purchase prices from suppliers. Competitive pricing strategy research is a multifaceted analysis that includes monitoring not only competitors' prices, but also the availability of goods on the market. Such analytics will significantly increase sales and profits.

Conclusions

The result of the study was to identify specific factors influencing price formation in the digital economy. It is proved that the pricing process in the digital economy has a specific mechanism, which is based on adding an information component to the price of goods that are promoted through digital channels. As a result, the features of the digital economy, which have a significant impact on the evolution of pricing factors, were substantiated.

It was proposed to divide the mechanisms of pricing for information goods and pricing for goods that contain an information component.

The pricing factors, the emergence of which became possible as a result of the specifics of the promotion of digital technologies over the Internet, are substantiated. It was considered and substantiated the specific pricing methods for the digital economy.

Examples of using the method of dynamic pricing according to the approaches used in the digital economy are researched and analyzed. It was determined that pricing in the digital economy is based on a competitive approach, so of all the variety of pricing strategies that take place in the real economy, in the digital economy it is used competitive pricing strategies. It was proposed competitive pricing strategies in the digital economy based on the methodology of competitive pricing.

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STRATEGICZNE PODEJŚCIE DO USTALANIA CEN NA RYNKACH CYFROWYCH

STRESZCZENIE

Artykuł poświęcony jest strategicznym podejściom do ustalania cen w gospodarce cyfrowej. Określone są czynniki cenowe w gospodarce cyfrowej. Udokumentowano cechy gospodarki cyfrowej, które mają istotny wpływ na ewolucję czynników cenowych. Analizowane są różnice cen towarów zawierających składnik informacyjny. Udowodniono mechanizmy wyceny towarów informacyjnych i cen towarów, które zawierają składnik informacyjny.

Rozważono i uzasadniono konkretne metody ustalania cen dla gospodarki cyfrowej. Badane i analizowane są przykłady wykorzystania metody dynamicznej wyceny według podejść stosowanych w gospodarce cyfrowej. Zaproponowano konkurencyjne strategie cenowe w gospodarce cyfrowej oparte na konkurencyjnej metodologii cenowej.

SŁOWA KLUCZOWE

ceny, gospodarka cyfrowa, czynniki cenowe, metody wyceny w gospodarce cyfrowej, konkurencyjne strategie cenowe gospodarki cyfrowej

ТРАТЕГИЧЕСКИЕ ПОДХОДЫ К ЦЕНООБРАЗОВАНИЮ В ЦИФРОВОЙ ЭКОНОМИКЕ

АННОТАЦИЯ

Статья посвящена стратегическим подходам по ценообразованию в цифровой экономике. Определены факторы ценообразования в цифровой экономике. Обоснованные признаки цифровой экономики, которые имеют существенное влияние на эволюцию факторов ценообразования. Проанализированы различия ценообразования на товары, содержащие информационную составляющую. Обоснованные механизмы ценообразования на информационные товары и ценообразования на товары, содержащие информационную составляющую.

Рассмотрены и обоснованы специфические методы ценообразования для цифровой экономики. Исследованы и проанализированы примеры использования метода динамического ценообразования по подходам, которые используются в цифровой экономике. Предложенные конкурентные стратегии ценообразования в цифровой экономике на базе методологии конкурентного ценообразования.

КЛЮЧЕВЫЕ СЛОВА

ценообразование, цифровая экономика, факторы ценообразования, методы ценообразования в цифровой экономике, конкурентные стратегии ценообразования цифровой экономики