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## **EFFECTIVENESS OF MARKETPLACES ADVERTISING (OZON, 21VEK, LAMODA)**

Online marketplaces rely heavily on advertising to attract and retain customers. Ozon, Lamoda, and 21vek are e-commerce marketplaces known in Eastern Europe, each employing distinct marketing strategies to reach consumers. Understanding the effectiveness of these strategies is important for optimizing marketing spend and improving consumer engagement.

A marketing strategy refers to a business's overall plan to convince customers to buy its products or services. The ultimate goal of a marketing strategy is to achieve and communicate a sustainable competitive advantage over rival companies. [1] To do this, a business must understand the needs and wants of its customers. It includes identifying the target audience, developing a unique product or service offer, choosing optimal promotion channels, setting pricing policies, and other activities aimed at attracting customers and increasing sales. [2] An important element of a marketing strategy is advertising. It provides an opportunity for companies increase consumer awareness about their products and offers.

The overall aim of the research was to identify the effectiveness of the advertising of these marketplaces on various online resources through a survey among young people. The objectives were to collect the necessary data; based on the obtained data, to identify how young people perceive the effectiveness of these advertisements; and to identify which types of advertising are most frequently used and which ones are the most effective.

The survey results reveal significant differences in advertising reach among the three marketplaces. 33 respondents participated in the survey, 81.8% of them are female, and 18.2% are male. Most of them are between the ages of 18 and 20 (81.8%) and 6.1% 21-23, 23-26, over 26.

All respondents make purchases in online stores at least several times a month. The most important factors when choosing a marketplace are, first of all, favorable prices (90.9%), a wide range of products (72.7%), and a user-friendly interface, good reviews, and a convenient refund system.

To begin with, Ozon extensively employs multi-channel digital advertising, including social media (72.7%), video platforms like YouTube (81.8%), mobile apps (72.7%), and outdoor advertisements (54.5%). In contrast, Lamoda primarily focuses on social media (54.5%), outdoor ads (36%), and search engine advertising (36%), demonstrating a narrower channel focus. Meanwhile, 21vek adopts a balanced approach, being moderately present on social media (57.6%), video platforms (51.5%), search engines (48.5%), and outdoor ads (45%).

Social media advertising emerged as the most commonly used channel across all three marketplaces. Notably, Ozon's extensive advertising campaigns were deemed the most memorable by 80 % of the young people. On the other hand, Lamoda's advertisements were the least remembered, indicating limited engagement.

Furthermore, the survey provided insights into the perceived effectiveness of each marketplace's advertising strategies. Ozon received the highest effectiveness rating of 3.4 out of 5. The respondents attributed this success to humor, creativity, visual appeal, and attractive promotions, although 63% found it intrusive. The practical and informative approach of 21vek earned it moderate ratings of 3. The participants appreciated its useful content and promotional offers, with minimal negative feedback. Lastly, Lamoda scored the lowest rating of 2.69, with its advertisements perceived as unremarkable, even though there were fewer complaints about intrusiveness compared to the other two.

Each marketplace's strategy has its strengths and weaknesses. Ozon's advertisements are highly memorable, creative, and visually appealing, with a presence across multiple advertising channels. However, they are often perceived as intrusive, which could lead to ad fatigue. Lamoda's advertising approach has low levels of intrusiveness but suffers from low memorability, limited engagement, and minimal perceived relevance. 21vek offers informative and relevant promotional content, along with a balanced advertising approach, but it has only moderate memorability and less emotionally engaging content.

In conclusion, the survey data highlights that Ozon's aggressive, multi-channel, and creative advertising strategy is the most effective among the respondents, albeit with potential downsides such as intrusiveness. Meanwhile, 21vek effectively balances informative content with moderate engagement. In contrast, Lamoda's non-intrusive approach lacks impact and would benefit from enhanced creativity and better targeting to improve its effectiveness.

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#### **MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS: THE CASE OF GEELY**

Marketing communication is a communication activity carried out by buyers and sellers that greatly assists decision-making in the marketing field and directs exchanges to be more satisfying by raising awareness and encouraging all parties to do better. This definition states that marketing communication involves two-way information exchange between the