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# INTERNET MARKETING SOLUTIONS TRANSFORMATION DUE TO CHANGES IN CONSUMER'S PERCEPTION OF INFORMATION

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online marketing, online marketing communications, computerization, informatization, thinking, transformation.

## ABSTRACT

We have outlined the main aspects of the modern socio-economic space that have led to transformation not only in the business sector but also in human thinking. We have examined the aspects of the studied problem expressed in modern scientific works and explained the need for further study of changes in the thinking processes of consumers in the field of transformation of applied Internet marketing solutions for the requests of Internet users. We have analyzed the dynamics and trends of changes in Internet user behavior, thereby identifying the key aspects that should be taken into account when companies create online marketing strategies. We have proposed a list of steps to optimize the marketing strategy of the business in line with new realities.

The relevance of the study is due to the social processes of modern society resulting in the tendency to transform consumers' thinking. COVID-19 and self-isolation have had an impact on this phenomenon, accelerating the massive changeover to online communication and online shopping.

The goal of this article is to describe the results of a study of changes in consumer thinking in connection with the transformation of realities caused by the global pandemic.

The scientific novelty of the study lies in highlighting the peculiarities of information perception by modern consumers associated with the global pandemic, and in substantiating the ways of transforming Internet marketing solutions for companies in an altered reality.

The theoretical importance of the research lies in a better understanding of the reasons and features of the transformation of information perception by consumers in modern realities, as well as in the analysis of scientific works to study the impact of informatization and computerization on society thinking, which can be used to study this component in marketing research, including in online marketing. This is the practical value of this work.

The practical value of the study lies in identifying the features of the transformation of the thinking of modern consumers through visitors to the website of Cita Lieta ltd. at [ceanocosmetics.com](http://ceanocosmetics.com).

Like in any scientific article, this one has its research limitations. The author explores the transformation of consumer thinking change using the data from the website analytics of one company in a particular niche.

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**Introduction.** In 2020, there have been global changes in the entire world community. Today, the COVID-19 pandemic has become a global problem for all mankind in the 21st century, causing serious socio-economic consequences: the postponement or cancellation of many sports, religious,

political, and cultural events, a shortage of supplies as a result of massive purchases due to panic; mass quarantining of educational institutions; massive move towards telecommuting.

Self-isolation in various countries due to the pandemic has greatly affected the way of life. The spread of online communication has led to a change in habits, consciousness, as well as the acceleration of the transformation of human thinking, which is already changing influenced by global informatization.

All the above had a strong impact on the activities of service and trade enterprises, resulting in the manufacturing business suffered. Companies that managed to transfer their activities to digital space in a short time were in a more advantageous position. This provided access to the maximum number of users to their products (services) and actualized the problem of finding optimal solutions for Internet marketing for the most effective interaction with Internet users in order to turn them into customers of the company. In this context, the issue of transformation of human thinking due to the global pandemic and their impact on the choice of Internet marketing solutions in the business environment is relevant and in demand.

**Thematic Literature Review.** Continuous socio-economic development, transforming the existing and creating a new reality of human existence, has been the subject of research for many years in the context of its impact on changing people's behavior and thinking. For example, there are the following foreign studies of consumer thinking and behavior in different cultures: Clark (1990) [3]; Douglas and Craig (1997; 2006) [4, 5]; Mick and Fournier (1998) [11]; Flere and Lavric (2008) [6]; Huhul and Zinchuk (2014) [8]. There are many studies on attitudes that influence consumer behavior, including the works of Fishbein and Ajzen (1980) considering the "theory of subjective expected utility", J. Gutman (1981), Olson and Reynolds (2001), Audenaert and Steenkamp (1997), studying the theory "from means to ends" [1,2,7,12].

In English-speaking countries, researchers prioritize the study of digitalization and its impact on marketing. Bala and Verma (2018) focus on new opportunities for digital marketers due to the active development of social networks [10], and Kamal (2016) pays special attention to analyzing trends in digital marketing development to quantify the future needs of the company [9].

The Russian scientific school focuses on the study of changes in the thought processes of individuals due to the high level of digitalization of modern society. In particular, Konstantinova and Tarasenko (2017) study the impact of informatization on the formation of clip thinking among young people and, as a result, on the social relations of the younger generation [13]; Koshel and Segal (2015) study clip thinking as a form of everyday consciousness, suggesting ways of understanding the possibilities of overcoming ("removing") clip consciousness and developing a new identity [14]; Yudin and N. Svishecheva (2019) study the characteristics of consumer behavior in the digital environment in the context of the formation of a new "generational thinking", substantiating the most popular categories of goods, the most effective sales channels and communication with consumers in e-commerce [16]; Teterin (2014), studying the main characteristics and ways of development of thinking in the modern information space, gives the features of human interaction with the modern information environment, describing clip thinking as a mechanism for adaptation of adolescents and young people to an oversaturated information space [15].

Thus, various aspects of the topic we are studying are reflected in scientific works, but the formation of an absolutely new life reality of humanity and, as a result, the emergence of new business environment of companies in connection with the global pandemic COVID-19, requires further study of changes in the thought processes of consumers in the direction of transformation of applied Internet marketing solutions to the needs of Internet users.

**Sources and Methods.** The theoretical and methodological basis of the study was scientific works on changes in human thought processes and the effective use of Internet marketing by companies. The methodological basis of the research was general scientific and special methods of economic theory. In particular, the researchers used the following methods: the method of comparative analysis and synthesis for detailing the object of study; economic and mathematical methods for analyzing user behavior on the Internet and assessing changes in their thought processes; graphic methods for visual illustration and construction of diagrams in relation to the subject of research; abstract logical methods for substantiating tasks, generalizations and summing up.

The research was carried out on the materials of Google-analytics of the Cita Lieta ltd. website at ceanocosmetics.com.

**Results.** Cita Lieta Ltd (ceanocosmetics.com) is a well-known wholesaler, exporter and manufacturer of cosmetic products. The company uses various online marketing channels for promotion, so it was chosen as the object of research.

Modern digital technologies allow each owner of a web resource to collect analytical data about visitors and their activities on the website, and this allows companies to create databases for analytics and management decisions in the field of online marketing. From the perspective of our research, the value is the ability to assess changes in the behavioral aspects and thought processes of Internet users using the Google Analytics service. Table 1 shows the organic traffic (OT) indicators of the website. 1. Organic traffic means the number of visitors from the free search engine results.

Table 1. Attendance parameters of organic traffic and its effectivity from search engines of Cita Lieta Ltd for December 2018 – 2020.

Month/Year	Segment	Users	New Users	Sessions	Bounce Rate, %	Pages/Session	Avg. Session Duration, min	Goal Conversion Rate, %	Goal Completions
Dec 2018	Organic Traffic	754	678	1006	41,95	7,37	3,15	9,05	91
Dec 2019	Organic Traffic	649	604	835	42,16	8,00	2:43	8,26	69
Dec 2020	Organic Traffic	1714	1623	2067	62,80	4,94	2:05	4,26	88

Based on the presented parameters of organic traffic, it can be concluded that the dynamics of visits to the company's website and the number of new users was in a slow downtrend in the 2019 and in December 2019. According to the results of December 2020, the increase in the number of website visitors is 127.32% compared to the same indicator in December 2018 and 2.64 times more compared to the indicator for December 2019, which is mostly the result of marketing efforts but there may also be an impact of quarantine restrictions and the reorientation of consumers to online purchases.

Taking into account the fact that in 2020 the company was actively engaged in marketing activities for the website search engine promotion it is important to assess the dependence of the impact on the traffic growth between the onset of the pandemic and the search engine promotion of ceanocosmetics.com.

In order to compare the increase in traffic in December 2020 with December 2019, it was decided to consider the statistics of targeted search queries from Google for these periods of time, what allows to assess the degree of correlation between the increase of organic traffic and the increase of the number of targeted search queries into the website through Google organic. This data are presented in Table 2.

Table 2. Avg. monthly comparison of Google search statistics for target keywords in English-speaking countries (Ireland, Australia, UK, the United States) in English

Keyword	Dec 2019 avg monthly searches	Dec 2020 avg monthly searches	Trend, %
natural cosmetics	2400	2900	20.83
beauty products	14800	18100	22.30
organic cosmetics	1900	1300	-31.58
private label cosmetics	3600	3600	0.00
<b>Total</b>	22700	25900	11.55

Based on the presented data of the number of search queries from search engines comparing parameters between December 2019 and December 2020, it can be concluded that the increase in search activity by this topic is 10-15%.

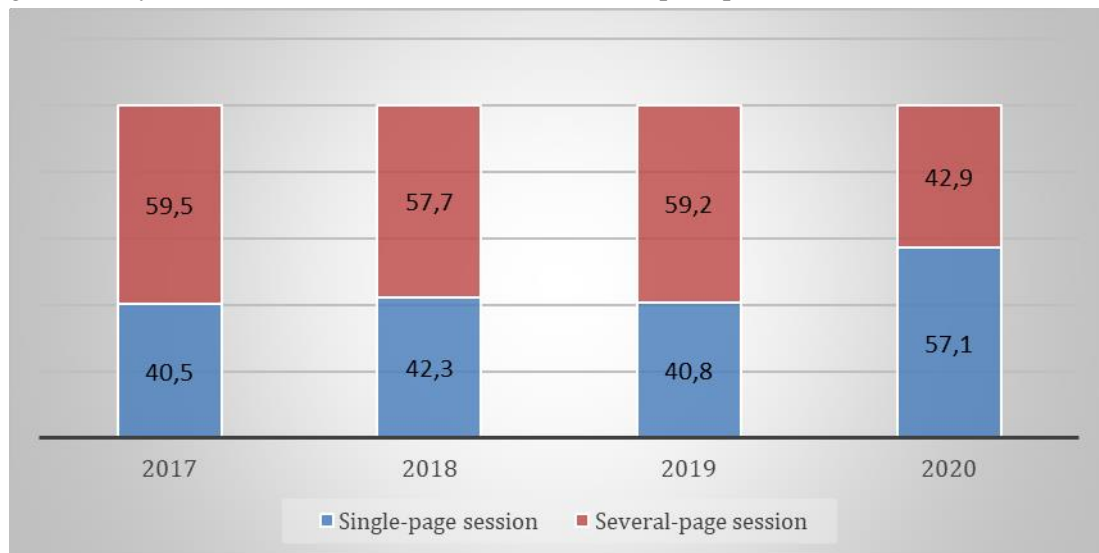
Taking into account that the number of websites on the Internet is also increasing every year, then it can be concluded that the increase in traffic is largely due to the successful work of marketing regarding the company's search engine website promotion for targeted keywords (this theme is beyond the scope of this scientific work). The website's rankings in the Google search engine in 2020 has

greatly increased due to the successful work of the marketing team. As a rule, high positions should provide a higher interest of the website's visitors to the replicated information there. The reason is that such websites meet the search engine requirements, which means that they are faster, more convenient and useful, and this in itself improves the Bounce Rate and Goal Conversion Rate.

Nevertheless, based on the presented comparing parameters data of the number of search queries from search engines in Table 1, we can conclude about the increasing "fussiness" and a visitor's concentration decrease regarding the perception of information in December 2020.

Considering the behavioral aspects of visitors in the study period, one should pay attention to clear differences in the behavior of ceanocosmetics.com users until before December 2020 and during December 2020, which suggests a significant impact of the pandemic and transformation of the consumer thinking. Thus, in December 2020<sup>th</sup>, the average stay of one visitor on a website has significantly decreased. Compared to December 2018<sup>th</sup>, the average stay has decreased by 56.0%. The visitor stayed on the website for no more than 2.05 minutes. Likewise, the number of pages viewed on the website per session has dropped significantly. In 2018, this figure was 7.37 pages and only 4.94 pages in 2020. It can be concluded that the decrease in the listed characteristics occurred despite the growth of the website traffic by increasing its keyword positions in the natural search engine results.

The number of non-views of offers on the website also increased significantly (Fig. 1). Previously, no more than 42% of visitors viewed just one page of a website without taking any action, and in December 2020 this figure increased to 62.80%, which allows us to talk about significant changes not only in the behavior of visitors but also in their perception of information.



*Fig. 1. Dynamics of the share of non-views on the Cita Lieta ltd website at ceanocosmetics.com in 2017–2020.*

The consumer clicks on the website address in the search bar, and then, after quick browsing and figurative evaluation, closes the page without analyzing or reading the company's offer. It can be concluded if the company did not focus on search engine optimization, it can be assumed that website traffic from search engines would have remained at approximately the same level and that decreased the number of conversions from the website.

And yet it can be concluded that such behaviour of Internet users is a prime example of clip thinking (perception of the world through vivid images).

The phenomenon of clip thinking has been a subject of study by scientists for some time, firstly, in the context of influencing the formation of the consciousness of the younger generation, and secondly, in the context of searching for ways to overcome clip consciousness and develop a new identity. But for the effective functioning and high-quality Internet marketing, especially during the transformational processes of the socio-economic environment due to the global pandemic, businessmen should consider the following:

- the level of exposure of the target audience to clip thinking;
- the mechanism of thinking of consumers with clip consciousness;

– solutions thanks to which it is possible to increase the conversion rate of the website.

To answer the first question, let's check the dynamics of **Audience -> Demographics -> Age** indicators for the studied website in Table 3.

Table 3. Demographics Age indicators of Cita Lieta ltd website users at ceanocosmetics.com or December 2019–2020.

Age	Year	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
18-24	2019	20	18	26	69,23	2,35	1,12	11,54	3
25-34		71	65	96	45,83	7,49	2,03	10,4	10
35-44		37	31	45	37,8	7,36	4,11	8,89	4
45-54		29	26	42	33,3	12,36	3,49	4,76	2
55-64		18	15	22	45,5	5,73	1,16	0	0
18-24	2020	132	123	158	66,5	4,46	1,52	3,16	5
25-34		259	238	325	53,5	5,76	2,3	5,85	19
35-44		136	124	164	62,2	5,07	1,35	8,54	14
45-54		107	97	140	52,9	5,71	3,12	1,43	2
55-64		75	72	99	53,5	9,03	3,13	10,1	10

Looking at the data from the Table, we need to address the sharp increase in visits to the company's website in December 2020 in comparison to December 2019. At the same time, the largest increase was seen in the number of website visits by senior consumers outside the target audience of Cita Lieta ltd. Thus, the number of visitors at the age of 18-24 increased by 5.6 times, and the number of visitors at the age of 55-64 increased by 3.2 times.

By comparing the behavioral indicators of the website visitors of different age groups, we can see an upward trend in the number of non-viewings by consumers of all age groups studied (Fig. 2). So, in December 2019, there was a high level of non-views among visitors aged 18-24 years, consumers of other age categories mostly stayed on the website and paid attention not only to the home page, and in December 2020, can be noted dramatic changes in the behavior of users of all ages. At the same time, among consumers of the age group 35-44 years, based on the data, during the year of quarantine, there was the most noticeable tendency of clip thinking and the perception of only vivid images and non-textual content.

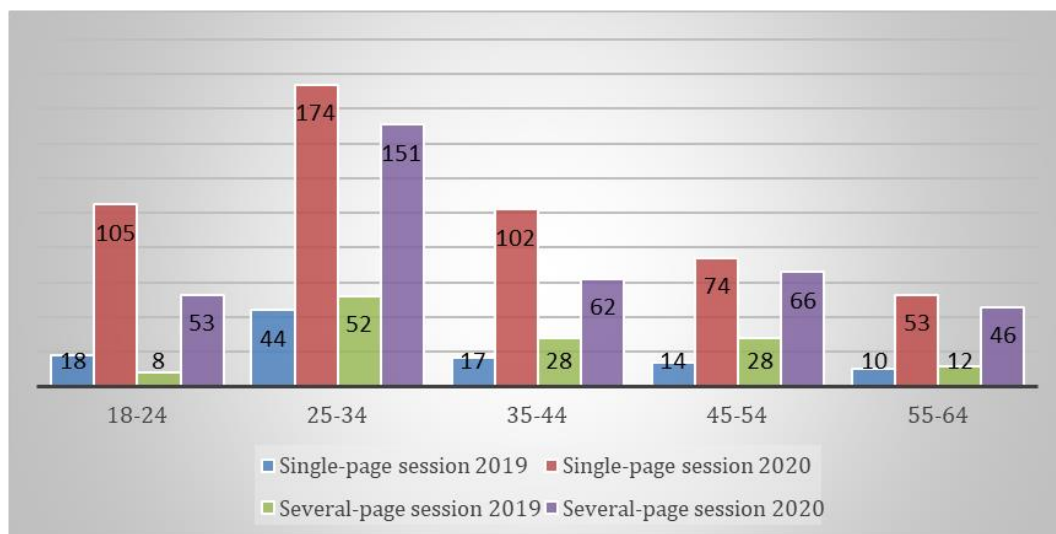
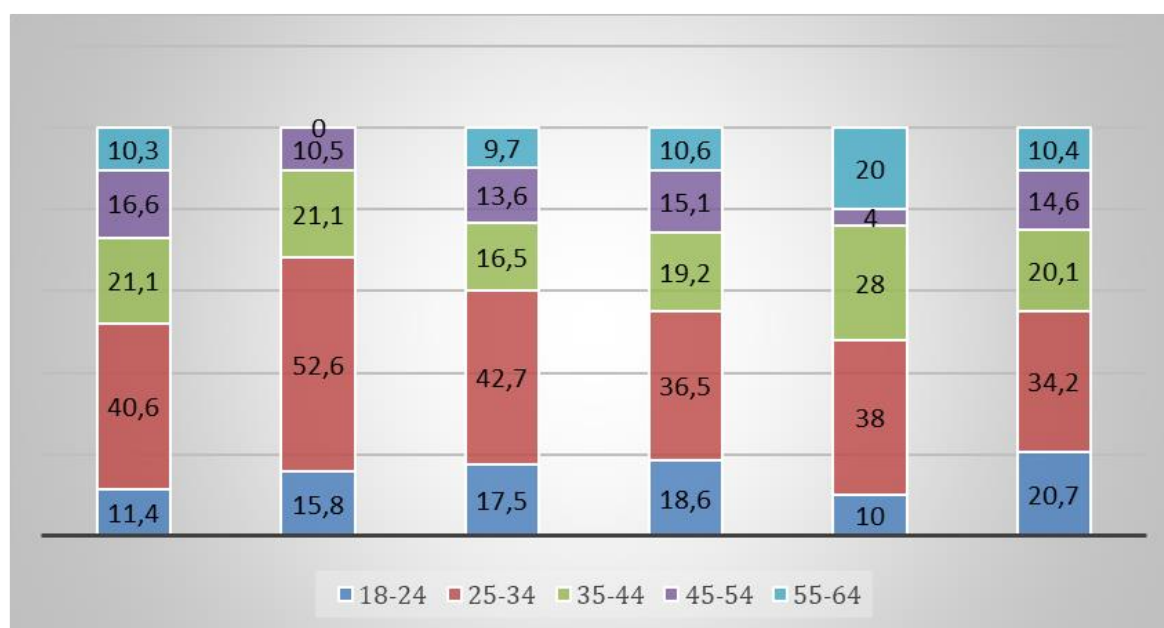


Fig. 2. Dynamics of qualitative indicators of viewing the Cita Lieta ltd website at ceanocosmetics.com for December 2019–2020 by age group

More informative is the analysis of the share of visitors of each age group in separate categories (Fig. 3).



*Fig. 3. Dynamics of the structure of users of the Cita Lieta ltd website at ceanocosmetics.com by age criterion for December 2019–2020.*

In general, the age structure of website visitors did not change much during the study period. An important aspect is only an increase in the share of visitors aged 18-24 years. In December 2019, this indicator was 11.4%, in December 2020 it was 18.6%. In 2019, 11.4% of visitors made almost 16% of all conversions on the website, and the age group under 24 made only 10% of their total conversions in December 2020.

The target audience of the website, as we can see, is consumers aged 25 - 45 years. They made more than 70% of all conversions in December 2019 and more than 65% of conversions in December 2020. At the same time, their behavior changed dramatically, and this caused an increase in the share of conversions made by consumers in the older age group (35–44 years old).

Another important change in this period of the pandemic for the company was the inclusion of consumers over 55 to the target audience and the almost complete disappearance of people aged 45–54 from this audience. For example, people over 55 in December 2020 made 20% of the total number of conversions on the website, and in December 2019 this category disappeared.

Now let's consider the change in the interests of users of the Cita Lieta ltd website for December 2019 and December 2020 (table 3).

Based on the data in the table, we can conclude that consumers have increased demand for certain groups of goods. Consumer interest in natural cosmetics has increased and consumers have begun to prioritize online and website requests over the previous year. Consumer action and Interests: Affinity Categories (reach) show the dominance of clip thinking in December 2020.

The above analysis shows the prevalence of a new type of thinking for online consumers. Modern Internet users are more and more prone to visual, quick, superficial thinking, the so-called "clip thinking". It is believed that this type of person is characterized by speech conciseness, speech poverty, absent-mindedness, hyperactivity, attention deficit. And that is why changes are needed in the application of online marketing tools.

Table 4. Indicators of Audience → Interests → Affinity Categories (reach) Cita Lieta ltd for December 2019–2020.

Date Range	Segment	Users	New Users	Sessions	Bounce Rate, %	Pages / Session	Avg. Session Duration, min:sec	Goal Conversion Rate, %	Goal Completions
Shoppers/Value Shoppers	Dec 1, 2020 - Dec 31, 2020	486	440	620	58,87	5,61	2:49	5,48	34
Shoppers/Value Shoppers	Dec 1, 2019 - Dec 31, 2019	292	267	369	44,72	7,09	2:10	7,32	27
Beauty & Wellness/Beauty Mavens	Dec 1, 2020 - Dec 31, 2020	405	374	504	59,92	5,12	2:25	4,37	22
Beauty & Wellness/Beauty Mavens	Dec 1, 2019 - Dec 31, 2019	222	204	286	47,20	5,12	2:16	5,94	17
Shoppers/Shopaholics	Dec 1, 2020 - Dec 31, 2020	312	292	376	57,98	5,81	2:36	6,12	23
Shoppers/Shopaholics	Dec 1, 2019 - Dec 31, 2019	201	188	262	43,13	5,98	2:07	6,87	18
Beauty & Wellness/Frequently Visits Salons	Dec 1, 2020 - Dec 31, 2020	311	286	387	56,85	5,79	3:04	6,20	24
Beauty & Wellness/Frequently Visits Salons	Dec 1, 2019 - Dec 31, 2019	168	156	213	46,95	5,34	2:51	9,39	20

**Discussion.** As a result of the study, we can single out several key aspects of the change in the behavior of Internet users due to the global pandemic in the context of the need to change online marketing strategies for business:

- expanding the target audience as a result of increasing the time on the Internet during the day and finding ways to while away the time, as well as the simplicity of a contactless method of getting a product (service);
- an increase in the number of Internet users with clip thinking, who perceive vivid images better than text information.

Therefore, a business should consider the listed trends in the process of forming/improving online marketing strategies to ensure effective activity in the new economic realities. To this end, we can offer key steps to optimize the marketing strategy of the company as a whole:

- reallocate the budget by redirecting outdoor advertising funds to an online campaign;
- re-examine the audience and its behavior on the Internet. It is necessary to find out in which social networks users communicate, what videos they like to watch, what messengers they use, etc.;
- reduce advertising campaigns to increase reach and popularize the brand, increase more personalized advertising (especially for small and medium businesses);
- rethink all advertising campaigns for paid text ads on the web, including by keywords;
- create video content, implement brand reorientation, focus on new convenient features taking into account clip thinking trends, and the like;



- develop a new content plan taking into account new realities;
- revise the design of the website, headers, and content on the home page;
- carry out website analytics to identify sales trends in the new environment and search for opportunities;
- analyze retargeting campaigns;
- revise SMM strategies and create a new action plan for social networks taking into account clip thinking trends;
- to set up and launch A/B testing of new relevant advertising campaigns. Move to the more short, bright and vivid images into the place of previous one;
- to standardize and automate business processes to improve their efficiency in view of the growing flow of processed information;
- to plan and implement systems for accounting, control, and processing of incoming data and particularly CRM: sales funnel, data on the average bill, cross-marketing, and the like.

**Conclusions.** The increasing role of information and information technology has led to a new stage in the development of modern society. The global information space provides effective interaction between people, meeting their needs for goods and services through online shopping. Global informatization and modern events are changing the way consumers think and perceive information. All this lent relevance to changes in online marketing strategies that should be considered. At the present stage, online marketing must be improved and transformed in accordance with the changes taking place in the thinking of consumers.

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