

The object of this study was the trends in the development of marketing research technologies as a basis for the strategy of socially responsible marketing. The study is aimed at solving the problem of increasing the effectiveness of the marketing strategy under the influence of digital marketing research technologies. It has been proven that under the conditions of increased competition and transformation of consumer needs, the strategy of socially responsible marketing acquires great relevance. It has been established that the use of digital marketing research technologies significantly increases the effectiveness of the strategy of socially responsible marketing, ensuring a high degree of transparency and openness of its directions. The main stages of the development of marketing research technologies have been detailed – market research, consumer behavior research, the beginning of digitization, and the digital revolution. Digital technologies, on the basis of which marketing research will be conducted in the future, have been identified – Big Data, blockchain, artificial intelligence, the Internet of Things, augmented and virtual reality. The relationship between digital technologies of marketing research and directions of socially responsible marketing strategy was substantiated. It has been established that the effectiveness of the socially responsible marketing strategy should be determined on the basis of key performance indicators (KPI) based on the elements of the 4P complex. Schemes for researching the effectiveness of areas of social responsibility for individual elements of the marketing complex based on digital technologies are proposed. On this basis, a model of the influence of digital technologies on the KPI strategy of socially responsible marketing was developed and its advantages were substantiated. The practical use of the proposed approach could provide an opportunity to choose a specific marketing research technology depending on the target orientations of social responsibility of marketing. This would provide maximum information content and support for the strategy development and implementation process

Keywords: marketing strategy, social responsibility, marketing research, digital technologies, social initiatives

UDC 330.341.1:338.1:339.138:005.35

DOI: 10.15587/1729-4061.2024.312227

DEVELOPMENT OF MARKETING RESEARCH TECHNOLOGIES AS THE BASIS OF A SOCIALLY RESPONSIBLE MARKETING STRATEGY

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Received date 12.07.2024

Accepted date 20.09.2024

Published date 30.10.2024

How to Cite: Vasylyshyna, L., Yahelska, K., Aldankova, H., Liashuk, K. (2024). Development of marketing research technologies as the basis of a socially responsible marketing strategy. *Eastern-European Journal of Enterprise Technologies*, 5 (13 (131)), 76–85. <https://doi.org/10.15587/1729-4061.2024.312227>

1. Introduction

The revolutionary development of marketing research technologies associated with digitalization has a significant impact on the process of conducting it. As a result, operations related to the collection, processing, analysis, and replenishment of information are accelerated, as well as the accuracy and reliability of the received data is increased. Digital technologies provide a wide range of tools and methods that make strategic choices more effective. So, for example, digital platforms make it possible to analyze consumer behavior in real time. With the advent and development of artificial intelligence, it became possible to quickly process and generate information, which is the basis for the development and implementation of marketing strategies. Blockchain technologies have ensured transparency and openness in aspects of marketing activities. For greater data reliability, it is advisable to combine several marketing research technologies, for example, online questionnaires, social networks, real and virtual reality. In

this case, a holistic picture of the market situation and the target audience is formed, on the basis of which a marketing strategy is developed aimed at increasing financial and commercial efficiency. It is worth noting that the development of marketing research technologies does not stop. The use of innovative research tools is the key to success for competing in a dynamic marketing environment.

Under the conditions of fierce competition in the over-saturated market, it will be more and more difficult for manufacturers and sellers to attract the attention of consumers. Constant differentiation of products does not help in this case. To ensure a sustainable competitive advantage, enterprises focus on the development and implementation of a socially responsible marketing strategy. This strategy is aimed not only at increasing profitability but also at promoting products that have a positive impact on the social realm and the environment. For the successful implementation of this strategy, it is important to clearly understand the needs of consumers in order to quickly adapt all aspects of marketing activities to new conditions and direct them to solving social

problems. For this purpose, the expediency of implementing digital marketing research technologies increases.

Research on digital technologies that influence the strategy of socially responsible marketing is relevant and requires further study. Marketing research based on digital technologies, unlike conventional approaches, has a number of advantages. First of all, the use of digital technologies in research accelerates the collection and processing of information. In addition, digital technologies make it possible to attract a wide audience according to various segmentation criteria. Also, owing to the digital technologies of marketing research, the accuracy, reliability, and transparency of the received data are ensured. This creates prerequisites for developing an effective strategy of socially responsible marketing, which is characterized by a high degree of adaptability, personalization, and interactivity.

2. Literature review and problem statement

Work [1] considers the development of information and communication technologies for the study of consumer behavior in the process of brand management. The study identified the main trends in consumer behavior, such as increasing environmental awareness and ethics. In addition, attention is focused on the role of information and communication technologies in the study of consumer behavior. Based on the systematization of the main tools, four types of information and communication technologies are distinguished – social media monitoring, web data analysis, e-mail analysis, data analysis from mobile devices. It is worth noting that the authors laid the prerequisites for the development of an effective marketing strategy based on the introduction of information and communication technologies in the process of researching consumer behavior. Brand positioning and promotion strategies, which only indirectly take social initiatives into account, are offered as strategic alternatives.

Study [2] notes the importance and characterizes the role of socially responsible marketing strategies. The authors focus on a detailed study and assessment of socially responsible marketing strategies of global sports brands. The paper defines the most popular forms of social responsibility of sports companies, namely: charity, sponsorship, and environmental initiatives. Using data from the official websites of well-known global sports companies, it has been proven that all companies, without exception, demonstrate a high level of social responsibility. At the same time, the common social directions of marketing strategies are ecological production, transformational cyclicity and energy efficiency, an emphasis on a healthy lifestyle, participation in programs for the preservation and restoration of natural resources, equal treatment of all consumers. The recommendations offered in the paper are adapted to a specific branch of the sports industry and are not always relevant for other business areas and types of economic activity.

Work [3] expands the scope of socially responsible marketing, including corporate governance, interests of stakeholders, and environmental sustainability. An attempt was made to integrate marketing research technologies into the process of implementing a socially responsible strategy. In other words, attention is focused on the organizational aspect of the strategy of socially responsible marketing. However, the process of developing a strategy of socially re-

sponsible marketing, as well as the technology of marketing research that accompanies it, also needs more attention.

Study [4] is similar to the previous one, which emphasizes the importance of a socially responsible marketing strategy aimed at ensuring corporate governance, stakeholder interests, and environmental sustainability. The authors call on enterprises to increase the effectiveness of social initiatives whenever possible, introduce the concept of microsocial marketing and emphasize the need for future research in this field. At the same time, research technologies are not detailed, which is a significant limitation.

With the development of digitalization, most researchers focus on the study of digital technologies as a basis for developing and implementing a marketing strategy.

Thus, in work [5], the authors concluded that digital technologies have a positive effect on the effectiveness of the marketing strategy. Their use provides a personalized approach, improving the management system of the enterprise as a whole and improving product design in particular. With the help of digital technologies, one can better understand the needs of customers, develop and implement relevant marketing strategies, and form a system of trusting relationships with consumers.

A similar approach is shared by the authors of work [6], emphasizing that marketing strategies in the digital age are formed on the basis of digital technologies: online platforms, social media, and data analysis tools. This approach creates additional opportunities related to expanding geographic coverage, improving the targeting process, and increasing the conversion rate. As a result, the recognition of trademarks and brands increases. Digital technologies make it possible to obtain more information about products, on the basis of which it is expedient to build a product policy. This creates prerequisites for rapid business growth and significantly increases the chances of success in the competition.

In studies [7–9], the authors focus attention on a separate component of the marketing strategy – communications.

Thus, the process of media planning of digital advertising campaigns is substantiated in detail in work [7]. Within the scope of the research, the problem is solved, which was the lack of a holistic scientific and practical approach to the process of media planning of advertising campaigns in the digital environment. Accordingly, the goals and objectives of digital advertising campaigns must be linked with digital marketing strategies and the use of specific advertising and digital tools is suggested. Study [8] is aimed at analyzing the use of CRM systems for the development and implementation of digital brand management and Internet marketing communication strategies based on the experience of EU countries. Analysis of the use of CRM systems proves their key role in improving the quality of the company's communication strategy. This makes it possible to determine the competitive advantages in the market that the company receives after the implementation of CRM systems. The practice of developing marketing activities of the enterprise from the point of view of using CRM systems is characterized. The subject of research in paper [9] is the theoretical and practical aspects of the formation of a strategy for the digitalization of marketing communications for the construction of relationship marketing. The paper presents the evolutionary trajectory of the development of marketing strategies based on the interaction of enterprises with consumers and potential buyers. The authors emphasize the various advantages of digital marketing,

primarily related to obtaining competitive advantages through the use of digital communication technologies and tools. Digital technologies make it possible to obtain comprehensive knowledge about the behavior of consumers and buyers, to process sales data and to optimally allocate resources between various aspects of marketing activities. The conducted research creates prerequisites for improving both communication and overall marketing strategy. This testifies to their high value, as well as the expediency of implementing the results in practical activities.

Summarizing the above, it seems possible to draw the following conclusions:

- most research considers either marketing strategy, or socially responsible marketing, or digital technologies. At the same time, not enough attention is paid to justifying the specificity of developing a socially responsible marketing strategy based on digital marketing research technologies;

- most studies pay attention to determining the role of digital technologies in the formation and implementation of a marketing strategy as a whole, including a socially oriented one. However, separate marketing aspects of the strategy of socially responsible marketing with the definition of specific digital technologies of their research are an important direction.

Thus, the issues related to the choice of the most effective digital technologies depending on the study of a specific element of the marketing complex remain neglected. In addition, the approach to determining the impact of digital technologies on the effectiveness of the strategy of socially responsible marketing needs improvement.

3. The aim and objectives of the study

The purpose of our work is to determine the influence of digital marketing research technologies on the effectiveness of the strategy of socially responsible marketing. This will create the prerequisites for more complete compliance with consumer expectations, increase the company's reputation and ensure its sustainable development.

Achieving the goal involves solving the following tasks:

- to determine periods of evolutionary development of marketing research technologies;

- to describe the relationship between digital marketing research technologies and socially responsible marketing strategies;

- to investigate the effectiveness of the strategy of socially responsible marketing by building a system model of the influence of digital technologies on the KPI of marketing strategy.

4. The study materials and methods

The object of our study is the process of the influence of digital technologies on the strategy of socially responsible marketing, the subject is the theoretical, methodical and practical aspects of the development of marketing research technologies as the basis of the strategy of socially responsible marketing. The paper hypothesizes that the effectiveness of the strategy of socially responsible marketing is directly dependent on the development of digital technologies in marketing research. The choice of a specific technology is influenced by the need to research the social orientation of

the relevant aspect of the enterprise's marketing activity – product, price, sales, or communication policy.

Social reports by well-known companies were used to identify practical aspects of marketing research technologies and their interaction with social initiatives. To conduct a study of digital technologies and their impact on the development and implementation of a socially responsible marketing strategy, it is advisable to use general scientific methods. Historical and structural-logical methods, a systematic approach, as well as methods of analysis and synthesis were used to determine the stages of evolutionary development of marketing research technologies. The substantiation of the relationship between digital technologies of marketing research and the strategy of socially responsible marketing was carried out on the basis of systematization and generalization. The experience of using digital technologies and their influence on the formation of socially responsible marketing strategies of well-known companies was investigated on the basis of content analysis. The identification of individual areas of social initiatives, as well as the determination of the KPI strategy of socially responsible marketing, was implemented using the method of structural analysis. The study of the effectiveness of areas of social responsibility for individual elements of the marketing complex based on digital technologies was carried out on the basis of the algorithmization method. The construction of a model of the impact of digital technologies on the KPI of a socially responsible marketing strategy is based on causal research. In addition, such methods of scientific research as analysis and synthesis, induction and deduction, generalization, and systematization, as well as graphic and structural-logical methods are used. The conclusions are formulated on the basis of the methods of theoretical generalization and synthesis.

5. Results of the analysis of trends in the development of marketing research technologies as the basis of a socially responsible marketing strategy

5.1. Genesis of marketing research technologies

The main purpose of marketing research is to provide information for the process of managing marketing activities. As a result, the result of marketing research is the development of recommendations for the formation, implementation, and control of a marketing strategy. At the same time, technologies that accompany and accelerate marketing research, increasing the effectiveness of management decisions in the field of marketing activity, deserve great attention.

Taking into account the fact that the development of marketing research dates back to the 19th century, several key stages can be tentatively identified in the evolution of marketing research technologies (Fig. 1).

It is worth noting that the development of marketing research technologies is connected, firstly, with the emergence of new areas of marketing research, and, secondly, with technological innovations of marketing research tools and methods.

In the 19th century, the basic toolkit of marketing research was formed, owing to which the systematic collection of information about consumer needs and other market trends was ensured. Surveys and interviews were universal technologies for marketing research. Marketing research was aimed more at analyzing the market structure, identifying consumer values and needs.

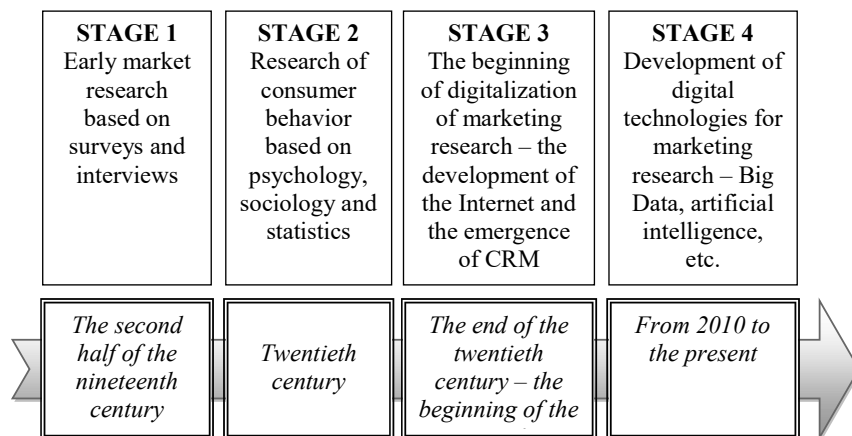


Fig. 1. Evolutionary development of marketing research technologies
 Note: Compiled based on data [10–14]

In the first half of the 20th century, behavioral sciences appeared, which created the basis for the development of psychology and sociology. As a result, the field of marketing research focuses on the study of consumer behavior using psychological and sociological methods. The middle of the 20th century was characterized by the development of statistical methods that significantly increased the accuracy of this process. The advent of the computer in the second half of the 20th century led to the active use of quantitative methods in marketing research. Owing to information and communication technologies, the effectiveness of marketing research has increased significantly, the possibility of computer processing and analysis of large arrays of information and organization of complex data has appeared.

The end of the 20th century and beginning of the 21st century are characterized by the emergence and active development of the Internet, which created new opportunities in marketing research. Under these conditions, such technologies as web analytics and other online tools that allow monitoring and processing of information data in real time are becoming widespread. In addition, there is a formation of customer relationship management systems – CRM systems, owing to which the procedure for researching consumer behavior is simplified. This is a period of radical changes in marketing research technologies, the so-called digital revolution.

Under current conditions, social networks and mobile applications are actively used for marketing research. With the help of social networks, one can get valuable information about consumer habits and preferences. In turn, mobile applications collect information about consumers in real time through direct interaction with their users.

The process of conducting marketing research will become more detailed and will be ensured by the further development of digital technologies – Big Data, blockchain, artificial intelligence, the Internet of Things, augmented and virtual reality. With the use of Big Data, it becomes possible to analyze large amounts of information about consumer behavior and plan further steps and marketing efforts in the market. The use of blockchain technologies ensures a high degree of transparency and trust in the market research process. Artificial intelligence significantly increases the accuracy of research and speeds up the processes of processing information and forming forecasts. Modern marketing research technologies make it possible to analyze data in real time, systematically and continuously monitoring changes

in consumer preferences for timely, and sometimes instantaneous, response.

Summarizing the above, it is worth noting that the evolutionary development of marketing research technologies is a dynamic process. It began with the application of simple survey techniques and evolved into the introduction of digital technologies into marketing research, simplifying the analysis and processing of data. Thus, marketing research is a process of systematic collection, processing, accumulation, and storage of information about the state of the marketing environment using digital technologies as a basis for strategic choice. Therefore, the development of digital technologies has transformed the process of marketing research in the

direction of increasing accuracy, efficiency, and adaptability in accordance with market needs, which is the basis of a targeted marketing strategy.

5.2. Research on the relationship between digital marketing research technologies and socially responsible marketing strategies

According to the strategy development and implementation algorithm, the strategic selection of enterprises is preceded by the process of marketing research. At the same time, the efficiency, relevance, and effectiveness of the decisions made regarding the choice of one or another marketing strategy depend on marketing research technologies.

Under the conditions of increased competition and oversaturation of the market, the marketing strategy must provide a sustainable competitive advantage. For this purpose, more and more attention is paid to the introduction of the principles of social responsibility into the basis of the strategic development of enterprises. Numerical studies prove that one of the strategies that ensures success in the market and meets consumer expectations is the strategy of socially responsible marketing. At the same time, it is possible to correctly identify the needs of consumers, as well as existing social problems, with the help of the introduction of digital technologies in the process of marketing research.

The relationship between the most common types of digital marketing research technologies and individual areas of the socially responsible marketing strategy is given in Table 1.

In order to better understand the researched aspects, it seems appropriate to consider examples of the use and effective influence of various digital technologies on the formation of socially responsible marketing strategies.

For example, Procter&Gamble (P&G) uses artificial intelligence technology, owing to which production business processes are optimized, which, in turn, reduces the level of harmful waste. The result of production optimization is the reduction of energy consumption and ensuring the environmental friendliness of products [21].

The famous American clothing company Patagonia has created a mobile application, owing to which consumers have the opportunity to track the origin of the goods they buy. The mobile application contains information about working conditions, as well as environmental and social initiatives of suppliers. This measure increases the level of transparency and trust in the Patagonia brand [22].

Table 1

Interrelationship of digital marketing research technologies and areas of socially responsible marketing strategy

Digital technologies of marketing research	Purpose of application	The nature of influence on the strategy of socially responsible marketing
Social networks	Intended for determining consumer attitudes and expectations, as well as identifying popular social trends	Through the use of social listening tools, actual social issues that most concern the target audience are revealed, and on this basis, directions for the implementation of social initiatives are chosen
Mobile applications and digital platforms	Designed to establish interaction with real and potential consumers	By posting information about charitable actions and campaigns, they increase the level of awareness among users, engaging them in real-time participation
Surveys and online questionnaires	Intended for receiving quick feedback, as well as analyzing the degree of consumer satisfaction	They provide an opportunity to promptly react in real time to the needs, expectations and preferences of customers and monitor their level of satisfaction according to the directions of implementation of social initiatives
Web analytics	Designed for studying patterns of consumer behavior, as well as optimizing content	By tracking page views, clicks, time spent on the site and conversions, you can understand which social issues are of most concern to consumers and which social initiatives are the most popular
Big Data	Designed to gain a deeper understanding of consumer behavior and preferences	By collecting and analyzing information from various sources - social networks, web analytics, mobile applications, transaction data, the most popular direction of social responsibility is revealed
Artificial Intelligence (AI)	Intended for target audience segmentation and forecasting consumer needs in social initiatives	Through retrospective analysis, it is possible to develop personalized strategies of socially responsible marketing, which are focused on specific groups of consumers
Blockchain	Designed to ensure transparency, openness and strengthen trust on the part of consumers and partners	By documenting social initiatives, there is an opportunity to increase the level of social responsibility towards consumers and partners
Virtual and augmented reality (VR/AR)	Designed to raise awareness of social initiatives	By conducting interactive research, interested parties are involved in social responsibility

Note: compiled based on data [15–20]

Another successful example is the experience of the Coca-Cola company in using blockchain technologies to track labor conditions in its own supply chain. Recording information about working conditions ensures its availability to interested parties, increasing the level of transparency, and protecting the rights of workers [23].

At IKEA, data analytics technologies are used to ensure a high degree of environmental friendliness of products, which reduces the level of negative impact on the environment. In other words, data analytics creates prerequisites for the implementation of the company's environmental initiatives [24].

The above examples prove that the use of digital technologies in marketing research contributes to the development and implementation of a socially responsible marketing strategy. As a result, not only the reputation is improved, but also the conditions for sustainable development and social justice are ensured.

Thus, the strategy of socially responsible marketing is a direction that adapts the business strategies of enterprises to socially ethical and ecological principles, ensuring long-term development. At the same time, the main role in the development and implementation of the strategy of socially responsible marketing is played by digital technologies of marketing research. Owing to digital technologies, there is a better understanding of consumer expectations for timely response to their changes, a high degree of transparency, openness and effectiveness of social initiatives is ensured. As a result, the image of a reliable partner is formed, which helps build long-term trusting relationships with consumers and interested parties.

5. 3. Studying effectiveness of the strategy of socially responsible marketing based on digital technologies

The evaluation of socially responsible marketing strategies is carried out on the basis of the definition of key

performance indicators (KPIs), which make it possible to measure the effectiveness and efficiency of the company's socially responsible initiatives. It is advisable to implement this process by using digital marketing research technologies, taking into account all aspects of the enterprise's marketing activities. In other words, the effectiveness of the socially responsible marketing strategy should be determined by the elements of the 4P complex – Product, Price, Place, Promotion. Schematically, algorithms for researching the effectiveness of social responsibility areas for individual elements of the marketing complex based on digital technologies are shown in Fig. 2–5.

Socially responsible areas of product policy are related to the principles of environmental friendliness and ethics. Compliance with the principle of environmental friendliness involves the use of ecological and renewable materials in the process of production and sale of products. Ethical production is designed to ensure fair working conditions, as well as to reduce the harmful impact on the environment.

Socially responsible areas of price policy are related to the principles of transparency and social justice. Adherence to the principle of transparency involves justifying the high price of products with socially responsible characteristics. Social justice consists in taking into account the interests of all interested parties in the process of price formation, first of all, ensuring fair wages.

Socially responsible areas of sales policy are related to the principles of environmental friendliness and accessibility. Observance of the principle of environmental sustainability involves the optimization of supply chains (logistics channels) in the direction of reducing the harmful impact on the environment. The principle of accessibility aims to ensure equal access to products of different social groups, regardless of their age, gender, religious preferences, place of residence, social status, type of professional activity, etc.

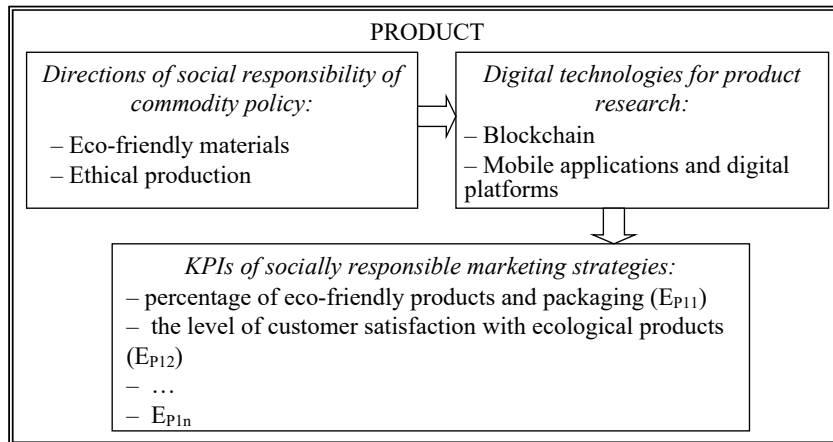


Fig. 2. Scheme of research on the effectiveness of socially responsible areas of product policy based on digital technologies
 Note: compiled based on data [25–28]

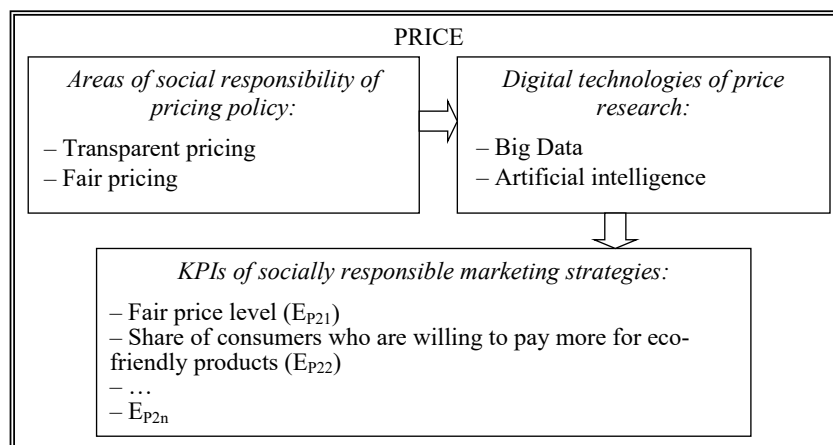


Fig. 3. Scheme of research on the effectiveness of socially responsible areas of price policy based on digital technologies
 Note: compiled based on data [25–28]

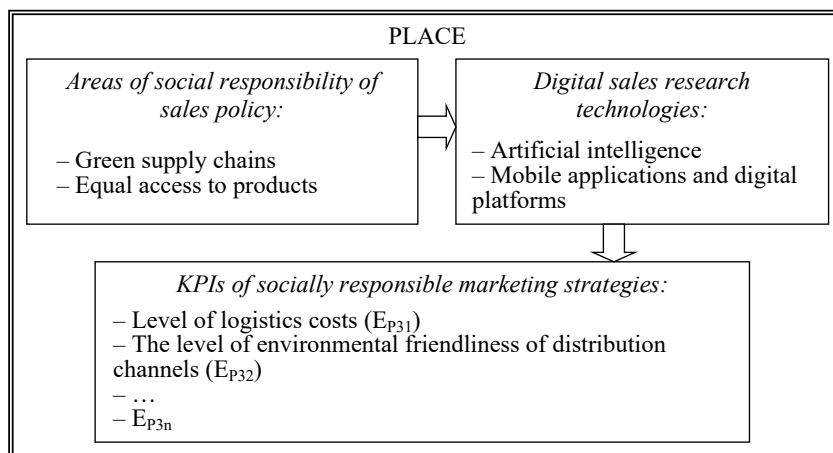


Fig. 4. Scheme of research on the effectiveness of socially responsible areas of sales policy based on digital technologies
 Note: compiled based on data [25–28]

Socially responsible areas of communication policy are related to the principles of ethics and integration. The principle of ethics involves truthful and transparent communication messages that will not mislead consumers. Integration implies active participation and support of social initiatives through a harmonious combination of social and environmental communication messages.

In addition, the development of digital technologies has a positive impact on the KPIs of socially responsible marketing as a whole (Fig. 6).

Tracking the KPI strategy of socially responsible marketing by elements of the marketing complex is simplified owing to the active implementation of digital technologies in marketing research. For example, by scanning a barcode

in mobile applications, consumers have the opportunity to obtain information about environmental and social initiatives related to a certain type of product. With the help of artificial intelligence, it is possible to adapt prices under the integrated influence of demand and social initiatives. Owing to the automation of logistics, it is possible to significantly reduce sales costs, harmful impact on the environment, and also ensure free access to products. The use of artificial intelligence and Big Data in the creation of communication messages provides a high degree of personalization, drawing even greater attention to social responsibility.

The proposed approach has undeniable advantages as it makes it possible to determine the systemic impact of digital technologies by elements of the marketing complex on the effectiveness of the strategy of socially responsible marketing. The model of the influence of digital technologies on the KPI strategy of socially responsible marketing by elements of the marketing complex makes it possible to harmoniously combine all aspects of marketing activities with social initiatives. As a result, the reputation of enterprises improves, the degree of trust and loyalty of consumers increases.

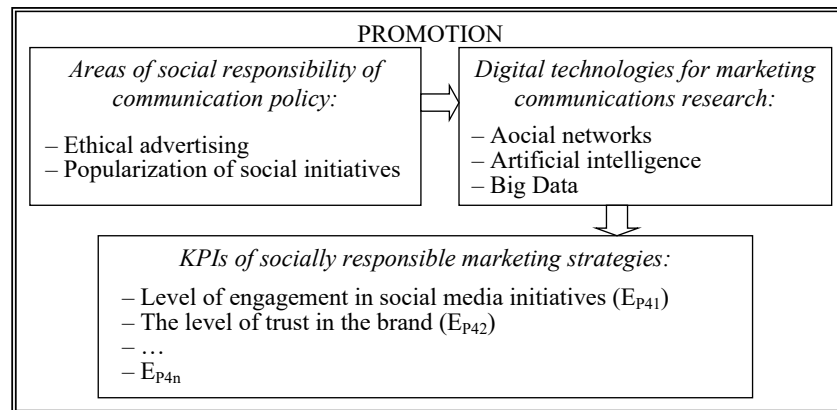


Fig. 5. Scheme of research on the effectiveness of socially responsible areas of communication policy based on digital technologies

Note: compiled based on data [25–28]

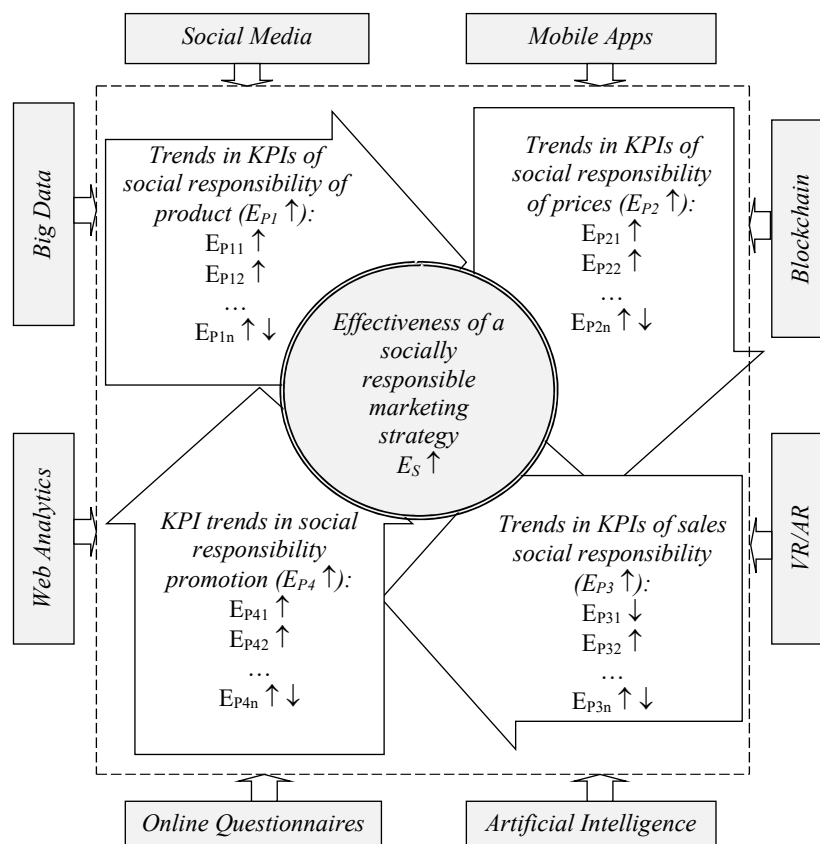


Fig. 6. Model of the influence of digital technologies on the KPI strategy of socially responsible marketing

Note: compiled based on data [25–29]

6. Discussion of results of the development of marketing research technologies as the basis of a socially responsible marketing strategy

Analysis of trends in the development of marketing research technologies demonstrates revolutionary changes in approaches to the process of conducting them. As a result, enterprises receive additional opportunities for the formation of competitive advantages in the market, paying increased attention to the strategy of socially responsible marketing.

On the basis of the systematization and generalization of the historical stages of the formation of marketing research, as well as the technologies and tools used [10–16], we single out the stages of the development of marketing research technologies (Fig. 1). The results allow us to conclude that the most significant changes in marketing research technologies have occurred during the last two decades. It is during this period that social networks, mobile applications, Big Data, blockchain, artificial intelligence, the Internet of Things, augmented and virtual reality appear and are actively developing. A historical review of the development of marketing research technologies shows that with each stage this process becomes more accurate, efficient, and adaptive. Digitization of the marketing research process has opened up new horizons for the development and implementation of marketing strategies. Under such conditions, socially responsible marketing becomes the main reference point. Integrating social initiatives into marketing strategies makes it possible to significantly improve your reputation and fully satisfy the growing needs of consumers. Demand for socially responsible actions on the part of consumers is proven by numerous studies. According to Kantar research in 2022, 94 % of consumers strive for an ecological lifestyle, 49 % associate ecological products with their identity, and 57 % make purchasing decisions based on the environmental efforts of brands [22].

The substantiation of the relationship between common types of digital marketing research technologies and individual areas of socially responsible marketing strategy (Table 1) proves the hypothesis put forward in the work. In other words, the development and implementation of a socially responsible marketing strategy directly depends on the development of digital marketing research technologies. In support of this, practical examples of world-renowned companies are cited, which reflect the studied aspects [21–24].

In order to assess the effectiveness of the strategy of socially responsible marketing based on digital technologies, a model of the influence of digital technologies on the KPI of the strategy was built (Fig. 6). This model is based on schemes for researching the effectiveness of socially responsible areas of marketing strategy by elements of the marketing complex with the help of digital technologies (Fig. 2–5). The advantage of the proposed approach, in contrast to [5, 6], is a systematic assessment of the impact of digital technologies for each element of the marketing complex on the effectiveness of the socially responsible marketing strategy.

The results of the study of the development of digital technologies and their impact on the formation of a socially responsible marketing strategy create the basic prerequisites for improving the marketing management process. By

quickly obtaining reliable and accurate information about the needs of the target audience, a decision is made regarding the strategic direction of development of marketing activity in general, or its individual aspects.

In practice, our results make it possible to choose a specific marketing research technology, depending on the target orientations of social responsibility of marketing. This will provide maximum information content and support for the process of developing and implementing a socially responsible marketing strategy.

It is worth noting that the proposed model of the influence of digital technologies on the KPI strategy of socially responsible marketing is limited by the elements of the marketing mix. To eliminate the limitation, it would be expedient to develop the model by adding KPIs that characterize the conditions of the micro- and macro-environment.

In addition, one should mention a significant drawback that may occur when using the model and distorting the assessment results. This shortcoming consists in the violation of the principle of objectivism and occurs at the stage of identification of KPIs. It is possible to solve this problem by involving independent experts and checking the degree of consistency of their opinions using statistical criteria.

Summarizing the above, it is possible to determine the directions of further research development. It seems appropriate to expand the list of marketing aspects of the study by adding factors of the marketing environment to the elements of the marketing complex. In addition, it is important to define and characterize the sequence of stages of evaluating the effectiveness of the strategy of socially responsible marketing under the influence of digital technologies. At the same time, it is important to adhere to the principles of universality and flexibility, that is, to take into account all possible directions of social initiatives, as well as fluctuations in the marketing environment.

7. Conclusions

1. It has been determined that the main purpose of marketing research is to provide information on the process of managing marketing activities. It has been established that the development of marketing research technologies is influenced by the emergence of new directions, as well as technological innovations of tools and methods of conducting them. The stages of the evolutionary development of marketing research technologies have been substantiated – from the formation of the basic tools of marketing research to the digital revolution. The main trends of the further development of marketing research technologies were highlighted. Technologies such as Big Data, blockchain, artificial intelligence, Internet of Things, augmented and virtual reality will be introduced in the process of marketing research in the future. Accordingly, the speed and accuracy of information data for the development and implementation of marketing strategies will be ensured.

2. It has been established that under the conditions of increased competition, the most successful strategy is the strategy of socially responsible marketing, which fully meets the expectations of consumers. It was determined that digital marketing research technologies help identify consumer needs, as well as existing social problems. The relationship between common types of digital technologies of marketing

research and individual areas of the strategy of socially responsible marketing has been substantiated. The experience of using various digital technologies as a basis for forming socially responsible marketing strategies based on the example of well-known companies was characterized. It has been proven that the key role in the development and implementation of the strategy of socially responsible marketing belongs to digital technologies of marketing research.

3. It is noted that the evaluation of socially responsible marketing strategies is based on the determination of key performance indicators (KPIs). It was determined that the effectiveness of the socially responsible marketing strategy should be determined by the elements of the 4P complex – Product, Price, Place, Promotion. Schemes for researching the effectiveness of areas of social responsibility for individual elements of the marketing complex based on digital technologies have been proposed. The principles of socially responsible areas of product, price, sales, and communication policies were characterized. A model of the influence of digital technologies on the KPI strategy of socially responsible marketing was built and its advantages were substantiated.

Conflicts of interest

The authors declare that they have no conflicts of interest in relation to the current study, including financial, personal, authorship, or any other, that could affect the study, as well as the results reported in this paper.

Funding

The study was conducted without financial support.

Data availability

The data will be provided upon reasonable request.

Use of artificial intelligence

The authors confirm that they did not use artificial intelligence technologies when creating the current work.

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