

MODERN LOGISTICS IN MARKETING APPLICATIONS
СОВРЕМЕННАЯ ЛОГИСТИКА В МАРКЕТИНГОВЫХ
ПРИЛОЖЕНИЯХ

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Abstract: In recent years, e-commerce has had a profound impact on people's lives, simultaneously driving the logistics industry into the modern logistics era. Logistics is regarded as a crucial link in reducing the cost of enterprises or businessmen, combining the attributes of contemporary logistics technology and examining its deployment in marketing.

Аннотация: В последние годы электронная коммерция влияет на жизнь людей во всех аспектах, и в то же время способствует вступлению логистической отрасли в современную эру логистики.

Логистика считается важным звеном для снижения затрат предприятий или бизнесменов, сочетая характеристики современных логистических технологий и анализируя их применение в маркетинге.

Key words: Modern logistics technology Marketing Internet

*Ключевые слова: Современные логистические технологии
Маркетинг Интернет*

Введение

The advent of the Internet has precipitated the advent of the 'Internet + logistics' phenomenon, which has given rise to the concept of 'modern logistics'. The modern logistics process encompasses a range of activities, including the entry of commodity information, the transportation of commodities, the warehousing of commodities, the management of inventory, the handling and packaging of commodities, and other related operations. These activities are integrated into a unified management

process. Marketing is the process of identifying target markets and product positioning in accordance with customer demand, with the objective of providing customers with the highest quality of service. Some business logistics enterprises have yet to develop a marketing strategy. This is due to a lack of market intelligence and an incomplete understanding of customer demand. As a result, marketing objectives and strategies are unclear, making it challenging to meet the needs of customer groups and the market. However, the modern logistics industry has benefited from the advent of internet technology, which has significantly reduced the cost of transporting goods and warehousing. This has enabled businesses to offer customers high-quality goods at affordable prices, thereby facilitating the growth of marketing activities.

Основная часть

The profound interpenetration of the Internet and the commercial distribution industry has emerged as a novel development trend. This phenomenon bears resemblance to the efficacious integration between product flow, business flow and information flow, which can facilitate the periodic enhancement of the e-commerce trading platform and ensure the sustained growth of the e-commerce trading platform model. Furthermore, logistics services are also evolving at a rapid pace in the direction of personalisation, efficiency, intensification, networking and intelligence.

The advent of mobile payments has had a significant impact on consumer behaviour, with the widespread use of e-money facilitating more flexible payment methods for marketing. E-money, in its broadest sense, encompasses stored value cards, credit cards and mobile payments, which are widely used by consumers. The deployment of e-money and electronic cash registers allows marketers to receive payment in a timely manner through the network, enabling them to commence preparations for goods in a shorter time frame. This results in a notable reduction in the overall marketing process, as well as an improvement in marketing efficiency.

The implementation of barcode technology can markedly enhance the efficacy of logistics acceptance procedures. This is due to the fact that the barcode contains the pertinent logistics information pertaining to the commodity in question, thereby facilitating the tracking of logistics operations. Furthermore, the utilisation of barcode technology within the marketing domain enables the real-time observation of the logistics dynamics associated with the goods in question, thus enabling the provision of superior customer service.

Заключение.

In the context of the Internet era, the domains of modern logistics and marketing are inextricably linked. The reduction of logistics costs and the improvement of efficiency assist marketing activities, such as the distribution of commodities in a timely and cost-effective manner. Despite the existence of certain deficiencies in marketing practices, the advent of electronic payment and barcode technology has demonstrated the potential for integration. It is imperative for enterprises to comprehend the prevailing trends, reinforce the synergies, optimise distribution in accordance with marketing analyses of demand, and enhance the brand based on logistics to guarantee supply. By adopting a dual approach, it is possible to gain customers' trust and secure a dominant position in the market.

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