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## The infrastructure of the Internet services market of the future: analysis of the problems of formation

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**Abstract:** The relevance of the study lies in the fact that the Internet and various information and communication technologies have become an everyday element of human life, which opens the Internet services market to the possibility of access to a large group of potential consumers. **The purpose of the study** is to analyze factors and factors of a social and economic nature that influence the formation of the Internet services market and shape the trends of its further development in the future. To achieve the goal, **the task of the study** is to identify problems that hinder this process and ensure the effective activity of manufacturers and implementers of Internet services, compliance with the conditions of fair competition between them. When conducting the research, general and special **methods** of scientific knowledge were used: analysis and synthesis; induction and deduction; generalization; modeling and forecasting. **The result of the research** is the conclusion that the advantages of the Internet services market, which should be optimally used in shaping it for the future, can be determined by the permanence of information about them, the unlimited placement of it, the effectiveness of using advertising, the convenience of evaluating its effectiveness, promptness and communication with the consumer internet services online. **The conclusions of the research** are that to create an effective infrastructure of the Internet services market, it is necessary to solve the problems that exist at the current stage: the application of effective management solutions by enterprises that provide them; the use of a client-oriented and problem-oriented approach to meeting the needs of consumers; creation of conditions of fair competition for all manufacturers and implementers of Internet services; protection of personal data of their consumers.

**Keywords:** services provided on the Internet; information and communication technologies; marketing approach; economic efficiency; supply and demand.

### Introduction

With the development of innovative information and communication technologies, the market for Internet services is booming, which allows for effective advertising and marketing activities in any business area. In addition to the formation of the digital society of the XXI century, the market of Internet services is influenced by various social and political factors, in particular, the spread of coronavirus

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disease in the world in 2020-2021, which entailed a large-scale economic crisis in many countries, prompting managers and business owners to actively seek effective crisis solutions to overcome and reduce the negative effects already caused by the pandemic, and prevent and develop preventive measures against such harmful phases

The mentioned challenges of the modern world for business increase the risks for business if ineffective or false management decisions are made. One of the tools to solve this problem is the development and implementation of competitive strategies through the use of information and communication technologies and the market of Internet services. At the same time, these ways of improving the efficiency of enterprises will be effective only if they are constantly developing and improving, rapidly adapting to the rapidly changing modern world of new socio-economic and political realities of life.

In addition, a customer-oriented approach in the business of providing a variety of services is a flexible solution to ensure that consumers meet their needs and make the very process of consumption of services comfortable. However, with regard to the market of Internet services, this approach is not universal, because there remains a need to introduce new services, to effectively sell existing services, as well as to improve the efficiency and quality of the Internet services provided.

According to the above, it is necessary to make a theoretical understanding of the current state of formation of the market of Internet services, the problems arising in its activities on this path, as well as developing practical recommendations for their avoidance in the future. It should also be noted that "although these elements have been discussed in the literature, there is a lack of empirical evidence on their respective relevance" (Shala et al., 2020). Therefore, further research in a particular area is relevant.

## **Research Methodology**

When conducting research, we used general comprehensive and theoretical methods of scientific knowledge: abstraction; analysis and synthesis; induction and deduction; modeling; as well as special methods: hypothetical-deductive; prediction.

## **Research Results**

The market of Internet services of the future, according to the tendencies of its formation at the present stage, can be classified according to different characteristics, among which it is necessary to note: the nature of the services themselves; the relationship with the consumer of services; adaptation of a particular service to the buyer; the nature of demand and supply to the buyer; the place of service delivery and other important factors. Common to all types of Internet services, in particular, those for which marketing strategies are used is the focus on fashion trends that exist in society, affecting consumer demand. In such conditions, it is necessary not only to meet consumers' needs but also to provide high-quality services, high efficiency of their sales for the enterprise itself, as well as economic efficiency for a certain country as a whole.

For the effective formation and development of the market of Internet services for the future, it is important to use a client-oriented or problem-oriented approach, depending on the characteristics and characteristics of a particular service. The use of the latter is advisable in cases where it is the implementation of high-tech Internet services, as well as to ensure the promotion of new types in the process of their implementation to cover new segments and develop other sectors of the economy of a particular country.

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It is also necessary to take into account the fact that lower-cost Internet services sell much better in both domestic and domestic markets. Differences in the speed of delivery, manageability, and availability of various communications and marketing channels, the use of the Internet has significant advantages for large national corporations and small and medium-sized businesses selling Internet services. Through the use of the Internet, significant changes are occurring in the work of intermediaries in the provision of such services, particularly international agreements. Through the use of information and communication technologies, the consumers of Internet services and their producers can be directly connected to each other, respectively, and the expediency of using an intermediary is significantly reduced. In addition, the use of the Internet gives their consumers access to a wide range, the ability to buy Internet services on the world market at lower prices, which directly affects the formation of stocks and the reduction of funds for their purchase.

Important for the formation and development of the infrastructure of Internet services is the importance of confidentiality, preservation, and protection of both the personal information of consumers to avoid violations of their personal non-property rights, and their own information, which may contain trade secrets of the company that produces or sells Internet services and become available for use by unscrupulous competitors because of the vulnerability of the Internet. This issue is particularly relevant for “electronic markets”, with agreements concluded through the Internet, the sale of goods through auctions and exchanges. The advantage of electronic auctions is that they can last for quite a long time, provided that the participants are far away from each other. Electronic auctions, as a component of the market of Internet services, has its own peculiarity, which is that the average selling price of goods or services on the national markets is higher than on the regional markets due to a large number of participants.

The results of the transition of the service market from the offline mode to functioning on the Internet and with the use of innovative information and communication technologies should be the following:

1. reducing the cost of budgets spent on traditional ways to promote services in the market of those businesses that produce or sell Internet services;
2. increasing the level of openness, direct interaction with potential customers; increasing the effectiveness of feedback from potential consumers;
3. the possibility of reputational management and the creation of a positive image of businesses that produce or sell Internet services;
4. increasing sales in the market of Internet services by attracting a new target audience of their potential customers.

Also, in the formation of the infrastructure of the market of Internet services for the future, it is necessary to perceive the chosen direction of the enterprise producing or selling Internet services, not as a process of making a profit, but as a process of activity, such functioning, aimed at providing market quality services, in which it involves meeting the needs of consumers of these services and solving significant socio-economic problems. It is the indicated approach to the market of Internet services provided at the present stage, will make them a special economic category such type of business activity, which is aimed at obtaining a positive effect for all participants: producers, implementers, consumers, as well as to increase the rating and quality of these services for them.

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During the development of an assortment of Internet services and the formation of the market of their realization, it is necessary to be guided by the whole complex of the interconnected problems which should be solved for the consumer when ordering at least one of the basic services which its realizer is ready to provide. It will allow accentuating possibilities of the enterprise, which realizes the Internet services, to solve a problem professionally and qualitatively, it will open an additional possibility to get profit by granting of the allied Internet services.

With fierce competition between producers of Internet services in their development, both basic and related services, it is necessary to emphasize the peculiarities of providing these services to this particular enterprise, and clearly identify the advantages over competitors. The specifics of each highlighted advantage should be aimed at solving specific problems of the consumer or contribute to such a solution. This can be a successful justification, why this or that service is necessary (for example, only it completes the cycle of several services and allows to achieve the ultimate goal), an indication that this particular service is provided by the enterprise on a more favorable terms in comparison with competitors.

To form an effective market for the future, each Internet service should not only be a process of meeting a specific need of this or that consumer (sometimes such needs are obvious and can be solved with a number of other services), but also, as a way to solve any problem of the consumer, most often all known, but not associated with this type of services, as a solution to this problem. Thus, to explain to the consumer the advantage of Internet services, why he should spend a certain amount of money to solve a problem, which should satisfy a need that previously could be satisfied by more affordable types of services, it is necessary to identify the main problem, to solve which in general a new type of services emerged, such that are produced and implemented using the Internet and using the latest information and communication technologies.

## Discussion

At the present stage, the number of businesses that sell Internet services is growing rapidly, the market for them is booming but unevenly formed and developed in different countries around the world. The difficulty of variation here is not only because such professional people may be exposed to different roles and be able to facilitate their employment in different measures, but also with regard to the relative importance of good things in any country (Beecham et al., 201). The functions carried out by a particular enterprise in selling internet services can be classified into four main groups, similar to marketing functions: informational, sales, communication (promotion functions), and managerial. Thanks to the marketing functions realized by means of various WEB platforms and virtual marketing places for the realization of the Internet services, there has been a sharp increase in the use of the Internet in this market. In fact, it is a peculiar means of communication on various operations in the delineated sphere, despite the fact that it is carried out on a limited number of commodity transactions. First of all, the said factor depends on the information about the goods that can be presented electronically; on the rules of trading via the Internet in force at a certain stage; on the security of the transactions themselves, and on the bandwidth of the Internet.

In addition, the customer-oriented approach in business, which is widespread in the provision of services, is not always applicable to those that are implemented through the Internet. For example,

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systems). In this case, exclusively “perceived usefulness, satisfaction, and CA (cognitive absorption)” will not be sufficient for effective implementation, which is also confirmed by scientific research, for example, regarding the factors influencing the demand of mobile service consumers (Jumaan, Hashim, & Al-Ghazali, 2020).

High-tech services involve the expertise of specialists with relevant competencies and knowledge, who must solve a specific problem for the client, provide effective practical advice, and make the solution of the issue optimal. Of course, the task is usually provided by the client, but it should be noted that it exists in a general formulation, and the further algorithm of actions to solve a particular problem is implemented by the performer.

The role of the consumer of Internet services in shaping its market and trends of further development is undoubtedly important. Thus, “... user engagement behavior mediates the relationship between the firm's actions and performance” (Zhang, Song, Qu, Xue, & Li, 2020). The importance of the consumer and consideration of their needs in the Internet services can be explained from the point of view that for the economy of any country in the world it is important not only to create a certain service and sell it, not only to form but also to develop the market in which it is sold, which, in turn, will increase the welfare of the whole society. Most Internet services provided at the present stage, thanks to the marketing approach, are popular, fashionable, but they do not justify their main purpose - do not contribute to the development of a particular area of business and do not qualitatively satisfy the needs of the consumer.

Simultaneously with the growth of consumer demands regarding the quality and range of Internet services provided, competition between their producers and implementers is growing. It is, in fact, an external coercive force, which forces business representatives in this sphere to increase labor productivity, to carry out innovation and investment activities, and to increase capitalization. The consequence of this process is the expulsion from the market of Internet services of less effective businesses. No less important is the issue of preserving and protecting the personal data of consumers of Internet services. “Digital firms attract consumers and collect their data by offering service enhancements and data security” (Lam & Lyons, 2020). In addition, the openness and accessibility of the Internet make producers and sellers of Internet services vulnerable to unscrupulous competitors in the area outlined. Also, when selling Internet services their sellers must comply with the principle of net neutrality, “net neutrality is the principle of equal treatment of all data packages sent over the internet, irrespectively of their content, origin, destination, and type of equipment used to access it” (Gautier & Somogyi, 2020).

## Conclusions and Implications

When forming the market of Internet services for the future, the following factors should be taken into account:

1. the role of the consumer of such services in this process is important, but not in all cases the client-oriented approach in business is justified. The problem-oriented approach is appropriate in the case of Internet services that require highly professional knowledge of their executors;

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2. the level of competition among producers and implementers of such services is constantly growing. However, the involvement of intermediaries in the future may be more effective, since their work is not

the physical distribution of goods, but the analysis, comparison, and dissemination of large amounts of information about consumers and their demand for Internet services;

3. promotion of new services and effective sale of existing services is effective with the use of Internet advertising. It is available to consumers with no contact restrictions, and has unlimited, except for prohibitions established by the relevant laws, regarding information about Internet services provided;

4. the use of the infrastructure of the market of Internet services provides for the organization of effective feedback from consumers, as well as ensuring promptness in carrying out this type of business activity, due to the available possibility to quickly update the information about the Internet services provided.

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