

consumer, not the product, because it is the consumer who decides whether to buy the product or not.

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УДК 65

DOES THE TRANSITION OF THE TEXTILE INDUSTRY TO ONLINE SAVE FROM CRISES?

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Резюме – целью статьи является проведение анализа перехода бизнеса в онлайн и понимание, почему онлайн бизнес в текстиле недооценен. Новизна статьи заключается в том, что кризисные ситуации в мире ослабили возможность бизнеса зарабатывать в оффлайн. Актуальность проблемы заключается в том, что, работая в сфере онлайн маркетинга, удалось выявить тенденцию бизнеса игнорировать преимущества перехода в онлайн для получения дополнительного источника дохода.

Resume – the purpose of the article is to analyze the transition of business to online and understand why online business in textiles is underestimated. The novelty of the article lies in the fact that the crisis situations in the world over the past few years have weakened the ability of a business to earn money offline. The relevance of the problem lies in the fact that, while working in the field of online marketing, it was possible to identify a tendency for businesses to ignore the benefits of moving online to receive an additional source of income.

Introduction. Over the past few years, the world economy has been characterized by multiple waves of crisis, both political and economic. In this regard, many businesses have decided to reconstruct their development strategy. And basically the reconstruction concerned the transition of business to online. In the age of high technology, no company can do without its own website. The presence of an online store allows a potential client to get acquainted with the range of goods without leaving home. There are many advantages of online business over the offline format. Accessibility is a low entry threshold, because in order

to start doing business on the Internet, even insignificant financial investments are enough. Mobility – an online business is not tied to a location, which means that it can be managed from anywhere in the world [1]. It is the Internet, adapting humanity to new conditions and trends, that allows businesses to be one step ahead of their competitors.

Main part. Statistics on the influx of buyers online for the first half of 2020 showed that buyers made three times more purchases compared to the same period in 2019, according to TASS. Thus, the share of Internet acquiring was 67 %. The AdvantShop service analyzed the market and concluded that in the first quarter of 2020, the growth of new online stores amounted to 199 % [2].

The e-commerce market has grown by 44 % since the end of 2018, according to the AoECC. While in the textile industry this index was only 17 % [2]. According to the survey of the Tinkoff bank, which conducted it at the end of 2021, it was shown that there are areas where offline turnover has decreased, while online turnover has increased. Then it was concluded that a business that quickly adapted to the crisis and switched to online suffered fewer losses and was able to increase sales. For example, the offline revenue of clothing stores in 2020 fell 20 times, while income from online acquiring increased 5 times [2].

This indicates that the main advantage of the textile industry business for sales growth, especially the crisis, is the transition to online. According to Workspace statistics, textile industry businesses that have moved online are considering creating an online store and setting up contextual advertising (pic. 1) [3].



Picture 1 – Statistics of the choice of tools for online store development
Reference: own development

However, the use of SMM tools is clearly underestimated. We compared the effectiveness of contextual advertising and the use of SMM and target tools on the Instagram. To provide results on a good example, we considered the Lelu bralette online clothing store, which is the leader in the Russian market in the personalized production of clothing for women and men. As a result of the analysis, it was possible to find out that when using SMM and target tools on the Instagram, a business was able to increase sales faster and more efficiently. Analyzing sales of Lelu bralette, we concluded that when moving from offline to online and developing Instagram profile, the store was able to increase sales by 31 %. However, this result was due to the using of such marketing tools as the development of SMM and setting up targeted advertising on the page.

Speaking about the development of the store during the crisis in 2019, when the store management decided to launch both contextual and targeted advertising on Instagram, the following results were obtained in 3 months: 1368 sales from the online store and 3795 sales from Instagram. Also, when using SMM and targeting tools, the store managed to increase the number of subscribers, which had a better effect on sales: there was an increase in loyal customers, who eventually made repeated purchases later. Thus, the recommendation for textile industry businesses is to focus on the development of marketing in using of SMM and target tools on the Instagram.

Conclusion. Obviously, the crisis has taught business to work remotely. However, do not rely only on the transition to online. The transition of the store to the online should always go along with the use of marketing tools. The best solutions are contextual advertising and using of SMM and target tools on the Instagram. But the recommendation is to focus on the development of the Instagram, since there sales growth will be greater, as the study showed.

LITERATURE

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ВИСТАВЫ У ЯКАСЦІ ІНСТРУМЕНТА МАРКЕТЫНГУ

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Резюме – у сучасній концепції маркетингу виставам надається особливе значення. Многі фірми бачать у виставах важний інструмент маркетингу, які дозволяють їм успішно вирішувати існуючі проблеми, абумовлені, перш за все, необхідністю забезпечення ефективною таварною і коштавою політикою, політикою розміщення і просування. Менше на вирішення апошніх проблем повинні бути націлені уділи кожної фірми. Основною задачею якої з'являється демонстрація досягнень у одній або декількох областях діяльності.

Resume – in the modern concept of marketing exhibitions attached special importance. Many firms see in exhibitions an important marketing tool that allows them to successfully solve existing problems due, first of all, the need to ensure effective commodity and pricing policies, policies of distribution and promotion. It is for the decision of the latter problems that each company in