

to ensure that the benefits of digital transformation are fairly distributed. As digital transformation continues to evolve, it is imperative to prioritize responsible change management strategies to cope with the complexities and challenges associated with this profound change in human life.

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CHANGES IN CONSUMER PREFERENCES DUE TO DIGITAL TRANSFORMATION

Изменения в потребительских предпочтениях в связи с цифровой трансформацией

The study's main goal is to investigate how the digital transformation has affected consumer behaviour, specifically with regard to brand loyalty and engagement. This means looking at how consumers' interactions with brands, their purchasing choices, and their demands for individualised experiences have been impacted by technological advancements.

Digital transformation has fundamentally altered how customers engage with brands and make purchases in recent years. With the introduction of new technologies such as mobile apps, online platforms and artificial intelligence, consumer behaviour has undergone significant changes. It is crucial to take into account the ways in which these innovations have affected consumer expectations, preferences, and brand loyalty.

Customers now have access to a wide range of goods and services thanks to the growth of the digital economy, which is increasing their options and altering conventional purchasing habits.

One of the most important changes that have influenced buying behaviour has been personalization. The use of analytics technology helps companies tailor products and services to customer preferences. This is what leads to higher levels of satisfaction as well as customer loyalty.

Social media has also become an integral part of digitalization. They are now a major source of product reviews and information. Social media platforms are actively used by consumers to find reviews and testimonials, making online brand reputation even more important. The ability to evaluate products based on reviews, ratings and expert opinions significantly shortens the decision-making process.

Additionally, the ability to use multiple channels at once (online stores, social networks, physical stores) is one of the primary advantages of consumers. As a result, businesses are encouraged to integrate all customer-company communication channels

into a single system while maintaining the complete history of transactions and correspondence.

Along with the change in the traditional shopping model, brand loyalty has also changed. These days it is less stable and more competitive. Consumers have become more prone to shifting preferences due to the emergence of digital innovations of brands and platforms. It is important for companies to provide convenience, speed and value for money as this is what attracts customers and makes them loyal.

The list of consumer trends for 2024 includes a special mention of customer service. Consumers anticipate excellent service and consideration from businesses, including prompt order processing, on-time delivery of merchandise, product information, and help selecting the best option.

Using modern technologies, like artificial intelligence, improves the ability to provide consumers with individualised services. The company can now more precisely forecast customer needs because artificial intelligence can analyse large volumes of data and spot unique patterns.

Companies should take social and environmental messages into account when developing their strategies. For instance, IKEA is committed to sustainability through its «People and Planet Positive» strategy, which focuses on using renewable resources and reducing waste. The company aims to source all materials sustainably by 2030 and invests in renewable energy projects globally.

As a result, digital transformation is a process aimed at maximising customer centricity, which results in wrong investments and wrong decisions. Today's consumers demand technology-enabled, seamless, quick, and interactive shopping experiences, which forces companies to adjust by providing omnichannel services and using data analytics for customised advertising.

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DIGITAL TRANSFORMATION OF SOCIETY: ACHIEVEMENTS TODAY AND FUTURE POSSIBILITIES

Цифровая трансформация общества: достижения современности и перспективы будущего

The goal of this research is to analyze the current achievements of digital transformation – such as AI, digital education, e-commerce, smart cities, and healthcare – and explore future opportunities and challenges related to data security, ethics, and regulation.