

The conducted research allowed us to establish that influencers are a key resource for promotion in the digital environment, since they create personalized communication that traditional advertising cannot provide. The most effective promotion models turned out to be those that combine unique content and narrative branding elements: they form a stable emotional bond, promote deeper brand perception, and ensure long-term audience loyalty.

In addition, the results of the study confirm that the degree of influence of an influencer is determined not by the number of subscribers, but by the level of trust and the ability to create convincing, emotionally intense content. Narrative branding, based on the power of history, acts as a central mechanism for shaping values and perceptions, and also makes influencer marketing an effective tool for interacting with consumers in the long term.

Thus, influencer marketing, combined with strategies for creating unique content and narrative branding, becomes a powerful tool for influencing mass consciousness, providing brands with the opportunity to build stable emotional connections with their target audience.

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RETURN FLOW MANAGEMENT IN THE INTERNET RETAILER

Управление возвратными потоками в интернет-ритейле

The goal of this work is to study reverse logistics as an important part of online trade in Belarus. The focus of the research is the process of product returns in e-commerce. This topic is relevant because of the high rate of returns in online stores, which is much higher than in traditional retail.

In recent years, both worldwide and in Belarus, a relatively new consumer habit has formed – online shopping. In 2022, sales in Belarusian online stores grew by 25 % to 3.4 billion rubles. Online sales now account for 5.8 % of the country's total retail turnover. During the COVID-19 pandemic in 2020, there was a surge in online sales: their growth rate was over 40 %, and their share of retail turnover was 4,5 % [1].

The common occurrence of returns, along with cases of damaged and undelivered goods, the need to organize exchanges, and growing attention to environmental aspects – all highlight the importance of implementing reverse logistics in e-commerce supply chains. Although its importance is recognized today, many businesses continue to focus mainly on forward logistics, paying insufficient attention to the reverse flows from the consumer back to the seller or manufacturer.

Return rates in online trade are significantly higher than in the offline sector. According to statistics, about 30 % of all purchases made online worldwide are sent back, while for traditional stores this figure is less than 9 % [2].

A survey was conducted among people who use Wildberries about their purchase rate in the online store. Out of 110 people surveyed, the results were as follows: for 20 % of respondents, the purchase rate was more than 50 % and 75 % respectively; for 40 %, the rate was in the range of 25–50 %; and for 30 people, the finalization rate was less than 25 %.

This survey allows us to conclude that the rate of finalized purchases is indeed very low, meaning the return rate is very high.

An efficient returns logistics system in online sales is a strong competitive advantage and an important factor for a customer when choosing a store. 92 % of surveyed consumers said they would buy again if the return process was easy, while 79 % of consumers want free return shipping [3].

The analysis conducted has established that the Belarusian e-commerce segment is characterized by a critically low purchase rate. This is confirmed by the survey data and indicates significant volumes of return flows. In this context, the strategic importance of reverse logistics was identified. It has been proven that reverse logistics transforms into a key factor for competitive advantage, as a customer-friendly return process directly influences their loyalty and willingness to make repeat purchases. Thus, it is clear that there is an urgent need for market players to transform their logistics systems.

References

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