

СЕКЦИЯ 7

ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ТОРГОВЛИ И ТУРИСТИЧЕСКОЙ ИНДУСТРИИ НА МИРОВОМ РЫНКЕ

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RETAIL LIFE DURING A PANDEMIC

The pandemic has become a real tragedy for the retail industry. Shopping centers are forced to change their future plans due to a real self-isolation problem that has closed stores indefinitely. At first glance, it seemed like some kind of joke, but the joke quickly turned into a cruel reality. The pandemic quickly brought many businesses to their knees that did not want to change.

Although most shopping center owners had a long-term development strategy, they had to be greatly shortened, or changed altogether. And those business processes that lasted, for example, 5 years had to be implemented as soon as possible. For it was necessary to move from offline to online, where businesses are forced to implement new technologies for better customer service. The way consumers wanted to spend less time shopping.

But quality service was not enough, it was necessary to improve every step, from browsing the website, to the final stage of buying on the marketplaces. And retail entrepreneurs were really ready to do this, due to the fact that they could reach a large audience from different cities, using communication channels for this, which could ultimately increase their sales. Looking at this, they began to do everything so that the consumer could order and receive the goods without any problems. But there were delivery problems. As not everyone was willing to pay for it or wait a very long time. Therefore, companies, in order to attract the audience, offered to purchase free delivery directly to their hands, which significantly improved their service and increased the brand image. This also affected e-commerce, where it was necessary to improve payment systems so that there were no problems with the purchase of goods.

Based on this, COVID-19 has changed consumer priorities. Now they pay more attention to their health and safety, so they are wary of physical stores. In view of this, 78 % of consumers began to believe that the pandemic would increase the popularity of online shopping and

58 % of consumers believed that the traffic in shopping centers would decrease [1]. And this is indeed the case, many consumers, when many restrictions were lifted, continued to buy through Internet sites, because it was faster. Although until recently it was difficult to imagine a situation when residents of a regional center or a village order via the Internet. But with the development of payment systems and delivery systems, everyone has received almost unlimited opportunities for Internet access throughout the country [2].

Thus, the pandemic has accelerated the online retail transition. This gave it the opportunity to become a digital platform, where each consumer can choose for himself a better and safer way of purchasing goods at his discretion.

References

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AMERICAN AND CHINESE PRACTICES IN E-COMMERCE DEVELOPMENT IN THE REPUBLIC OF BELARUS

E-commerce is a global phenomenon, growing at a healthy rate in almost every country. COVID-19 outbreaks worldwide increased the amount of Internet users to unbelievable levels. In 2020, more than two billion people purchased goods or services using the Internet, and during the same year, e-retail sales surpassed 4.2 trillion U.S. dollars worldwide. Consumers have gone online to make purchases that are normally made in physical stores, such as food and household items, apparel, and entertainment. The most effective e-commerce markets proved to be American and Chinese [1].