Logistics companies can use the latest technology for delivering goods in this situation, for example, drones. A drone can be used to deliver food and medicine to inaccessible places due to its high energy efficiency, which is the most relevant for many sectors of the economy. However, there are some restrictions on the use of drones. There is a certain reserve of autonomous operation of the device within a radius of 5 kilometers, while there are no special points for receiving parcels from drones or other ways to store cargo. Using the delivery of goods by courier, the consumer will take a receipt of its receipt and can immediately return the goods if he notices any violations, and the quadcopter will simply leave the parcel on the lawn near the house unattended.

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SOCIAL MARKETING IN THE FASHION INDUSTRY

ORCID ID: 0000-0001-6365-3744 Vita Voynilovych
PhD student (Economics), of the Department of marketing
Kyiv National University of Trade and Economics

SCIENTIFIC ADVISOR:

Nataliia Ilchenko
Doctor of Economic Science, Professor,
Head of the Department of Trade Entrepreneurship and Logistics,
Kyiv National University of Trade and Economics

UKRAINE

Coronavirus pandemic has made adjustments to the development of the fashion industry. Fashion industry is currently experiencing the biggest crisis in its history. Closing physical retail and dropping consumer and investor confidence will irrevocably change the fashion business map, accelerating the decline of struggling companies and supporting strong empires.

Due to the fact that consumers will avoid public places in the future, fashion industry enterprises will switch to online sales, luxury brands will be no exception. Even in the case of the development of the most positive scenario, from the point of view of the “human factor”, an instant recovery of the industry should not be expected. The history of the development of the fashion industry market will be divide into "before" and "after" the epidemic. Global interdependence has become quite obvious, and it is logical to expect that there will be changes in the system of values and priorities. For example, a trend towards increasing the value of health, the new rules of coexistence in a single information field and the value of eco-balance, the rejection of overproduction and overconsumption will be more active. And it will have an impact on the luxury industry. As Chinese practice shows, it is likely that luxury sales will
suffer the most in fashion retail. By the beginning of April, according to the Boston Consulting Group, the pandemic caused losses among global sellers of luxury goods in the amount of about € 105 billion: about 105 million units of goods were unsold. [1]

And due to the fact that Chinese buyers are buying more branded clothing than anyone else. It was they who, over the past 10 years, have supported the industry. China is Germany’s largest fashion supplier country. According to the German Fashion Association, in the first half of 2019, goods from the fashion world delivered to Germany for a total amount of more than 3 billion euros. The timing of the resumption of the factories is still not known. So, in February orders are taken from Europe for the autumn-winter season, and production starts, as a rule, in April. Accordingly, under such conditions, the supply of goods will most likely be delayed until July, which will also affect the production and sale of goods in autumn collections. Fabric shows are also actively being canceled around the world. The design and development process of the future spring-summer 2021 collection will also suffer. If luxury brands have incurred significant losses, the consequences for young independent brands will be disastrous. However, there are some pretty positive news for the suite - again from China. After quarantine, a boutique of the French fashion house Hermes opened in the country in mid-April. On the opening day, the company sold $ 2.7 million worth of goods, and the sharp boom in sales did not stop thereafter.

Bangladesh, the second-largest apparel producer in the world after China, will lose about $ 6 billion in export revenue this year due to canceled orders from some of the largest global brands and retailers. Hundreds of workers took to the streets to protest the government’s decision to close factories. People have not been paid for 2 months.

Overall, retail sales fell in the United States in March to a record 8.7%. Fashion industry was the worst hit, sales fell 50.6% in March 2020. So, on March 31, company Gap sent 80 thousand employees on unpaid leave - more than half of its staff or almost all employees in the USA and Canada (130 thousand people work in the company). All these employees will not receive a salary, but can only rely on social benefits and benefits during the first months, according to US law. On March 24, Nike, the world’s largest sports retailer, published a report on financial results for the III quarter of 2020 (ended in February 2020). According to the unanimous opinion of analysts, Nike should have suffered considerable losses due to the closure of stores and a slowdown in online sales in China. against the backdrop of the COVID-19 epidemic. But the company managed to surprise everyone.

In the first weeks of the introduction of quarantine in China, Nike quickly shifted to online sales. Along with the promotion of its online store, Nike was actively promoting its own mobile fitness app in China, which helped the Chinese stay in shape even at home. Naturally, the application is associated with the online store and its users periodically receive successfully built-in advertising for Nike products.

Since mid-March, more than 250 thousand retail outlets, which occupy 60% of the total area of all stores in the country, have been temporarily closed in America. According to preliminary forecasts of the research company Coresight Research, by the end of 2020, more than 15 thousand stores will forever close in the United States [2]. And according to the McKinsey&Co consulting company, by the end of 2020, the total revenues of the global fashion industry will be reduced by at least 27-30% compared to last year [3].

From April 14 to April 17, a large-scale online conference Vogue Global Conversation was held. “We are all united in facing the same questions and
challenges,” says Anna Wintour, editor-in-chief of Vogue US, US artistic director and
global content advisor, Condé Nast [4].
Fashion businesses and designers are repurposing to produce personal
protective equipment for hospitals and fabric masks for civilians, and Ukraine is no
exception. If we talk about the role of socially responsible (socially-ethical marketing)
marketing in the condition a pandemic, the Ukrainian fashion industry enterprises
have reformatted their sewing production. Representatives of the fashion industry
decided to help those people who daily face the dangerous COVID-19, for doctors
sew the necessary workwear. The founder of the Bevza brand, Svetlana BEVZA,
initiated the charity volunteer movement. This initiative was supported by other
Ukrainian designers Ivan Frolov, as well as other brands, for example, Lake Studio,
Bobkova and Tago. Among those who were the first to join the charity, Lyudmila
KISLENKO, a fashion designer of the LUKIS brand, who, along with other designers,
has already sewed and transferred thousands of protective overalls to doctors in
different cities of Ukraine.

The charity of well-known world brands in a pandemic has no boundaries, they
give millions to help the sick: Prada, Giorgio Armani and Dolce & Gabbana. For
example, the Dolce & Gabbana brand has made a huge contribution to the
Humanities Institute for the study of coronavirus. Another Italian designer, Giorgio
Armani, in addition to contributing a significant amount to helping hospitals, he also
bought 60 pages of popular Italian newspapers to give thanks to doctors who are
fighting the coronavirus epidemic in Italy. He wrote about how he respects them, and
wished to be strong.

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