

Mykhailiuk V.R.,

*student for the first (bachelor's) level of higher education
Kyiv National University of Technologies and Design, Kyiv*

*scientific advisor: **Goncharenko S.M.,***

*senior lecturer of the department of philology and translation
Kyiv National University of Technologies and Design, Kyiv, Ukraine*

CURRENT TRENDS AND STRATEGIC MANAGEMENT OF ONLINE CLOTHING SALES IN UKRAINE

Online sales is becoming the key sales channel for many companies worldwide, including in Ukraine. Rapid development of digital technologies and evolving consumer needs have stimulated the growth of e-commerce. In the apparel sector, this process is particularly pronounced due to active use of social media and mobile platforms. That is why investigating current market trends and strategic managerial tactics is essential to understanding prospects of its development.

Thus, the purpose of this study is to evaluate current trends in online clothing sales in Ukraine, identify effective management strategies to improve business competitiveness by means of analyzing secondary data, including reports, academic articles and statistic studies, as well as reviewing online trade practices on the clothing market both in Ukraine and abroad.

We observe certain interesting trends being available in online clothing sales in Ukraine.

Growth of mobile commerce. The increasing share of mobile devices used for consumption has become the key tendency, as most of Ukrainian consumers prefer to shop via smartphones, which, in its turn, drives further development of mobile applications for online stores and hubs which provide a user-friendly interface and give instant access to goods.

Role of social networks. Well-known platforms such as Instagram, Facebook, and TikTok affect and generate demand for clothing through advertising, collaboration with influencers and direct commerce, allowing brands to expand their reach and improve interaction with their target audience.

Customising. Consumer needs investigation with artificial intelligence makes it possible to offer them (consumers) individual options and special offers, that is customize goods, and thus, not only increase sales but also help and increase the level of customer loyalty.

Environmental friendliness and sustainability. The increasing number of customer concerns with the issues of sustainability and organic origin of goods, forces famous brands to offer environmentally friendly or recycled materials and processes for apparel production, making the tendency particularly popular, especially among the youth.

Next issues to consider are some influential aspects of online clothing sales both in Ukraine and globally.

Strategic management of online sales. Businesses use different approaches, business models, or online sales channels: branded online store, marketplace (ROZETKA, Kasta, etc.), or social platform. Each model has its advantages. Direct sales through your own website allows manufacturers to control the entire process, while marketplaces ensure access to a wide audience.

Optimization of logistics and customer service. One of the key aspects of success is speed and accuracy of goods delivery. Ukrainian companies are increasingly implementing innovative solutions

to optimize logistics, as high-quality customer service, including the return policy, and constant contact with customers are crucial factors for any successful business.

Innovations in management. Implementation of CRM systems and automation of business processes allow businesses to manage supply chains, interact with customers, and control sales more effectively. It also helps to improve operational efficiency and increase customer satisfaction.

Problems and challenges. Despite significant progress, online commerce in Ukraine faces several challenges, such as high logistic costs, problems with returns and refunds, which fuels the need to strengthen cybersecurity, and consequently, compete international brands more efficiently.

To summarise, we should note that online clothing sales in Ukraine is demonstrating rapid development. The use of mobile devices and social networks, the introduction of customisation and emphasis on environmental friendliness are the main factors that determine future market trends. At the same time, the success of companies depends on the right choice of business model and optimization of managerial processes. To achieve maximum efficiency in the market, companies need to focus on mobile application development, innovative logistic solutions implementation, and active use of data to personalize offers. Besides, brands, on the one hand, have to be flexible, sensitive to changes and consumer preferences, but, on the other, focus on long-term development strategies.

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