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**THE TRANSITION TO AN OMNICHANNEL MARKETING STRATEGY
IN RETAIL IN RESPONSE TO THE CHALLENGES
OF THE PANDEMIC COVID-19**

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The paper examines the issue of retailers' transition to an omnichannel marketing strategy in response to the challenges of the COVID-19 pandemic. The introduction of restrictions, the restructuring of supply chains, and the significant growth of e-commerce necessitated the use of the latest tools in the organization of distribution of own products. In addition, the approach of the world economy to recession means intensifying work with consumers, as their behavior in the market is becoming more and more passive. In such conditions, the sustainable development of companies depends not so much on the number of involved consumers, but on repeated purchases, and therefore on the formed circle of regular consumers loyal to a certain brand. The transition to an omnichannel marketing strategy will allow not only ensure the integration of various sales channels, to simplify interaction with consumers but also provide retailers with long-term competitive advantages. The most promising economic sector for the application of omnichannel marketing is the retail market, which is connected with the presence of a significant number of communication and sales channels, as well as the growth of Internet trade. In particular, Verhoef et al. determined the conceptual principles of omnichannel sales management and their importance for the development of retail trade [1]. According to Mathieu and Levary, omnichannel sales have a significant impact on increasing company profits [2]. However, the process of integrating omnichannel marketing tools into the strategy of domestic retailers is just beginning. According to a survey conducted by Colliers International (Ukraine) among Ukrainian retailers, only 15% of them worked omnichannel before the spread of the pandemic, and 23% launched online direction/delivery during the quarantine [3].

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