

УДК 658.87

Krupkevich N., Ladutska N.
BOPIS in Retail and E-commerce

Belarusian National Technical University
Minsk, Belarus

With the need to maintain social distancing in public places, as well as the temporary closure of some chains of stores, there has been an increase in interest on the part of buyers in online shopping and in-store pickup.

The emergence of multi-channel goods delivery services has combined the strengths of online and offline shopping, which provide customers with more choice and flexibility. An example of such a service is BOPIS ("buy online pick-up in-store"). It is also called "click and collect".

In today's world, in the current situation, the multi-channel delivery service BOPIS, which is gaining momentum, offering customers a method of online purchase of goods through the store's website with placing an order for collection at a local pickup point with delivery in a short time at a convenient time.

For 70% of customers, click and collect offers the best experience. Buyers can take advantage of faster delivery times, make purchases without leaving home

The BOPIS method is a guarantee of the availability of the desired product at the place of receipt of the goods.

More than 50% of adult shoppers used BOPIS retail services in 2019, according to the International Council of Shopping Centers. Due to the Covid-19 pandemic, this figure has increased dramatically. BOPIS recorded a significant growth of 106.9% during 2020.

Online shopping often requires consumers to buy a product without trying and testing it in advance. This is one of the main

reasons for the consistently high rates of profitability in e-commerce.

For customers, the benefits of BOPIS are more than enough to keep them using this service. The main advantages are fast and free delivery of goods to the store's warehouse; a guarantee of the availability of necessary products; the ability to check and return at the place of receipt; convenience of purchase. The first and most important is speed. BOPIS allows customers to receive their product or products much faster than if they opted for home delivery. This is especially true if the item is physically on the shelves of their preferred or local store. In such situations, customers can pick up their items within a few hours instead of having to wait several days, as in the case with a retailer who only provides home delivery services.

Online shopping often requires consumers to buy a product without trying or testing it beforehand. This is one of the main reasons for consistently high returns in e-commerce.

Instead of receiving the item at home and initiating a return by mail during a separate trip to the retail outlet, BOPIS allows the customer to view the item upon receipt and return it on the same visit if desired.

Bopis offers three main advantages over other fulfillment models:

- convenience - customers may browse online from home and schedule a pickup from a store at a time suitable for them;
- rapid order fulfillment - once a customer's order is picked and staged, it is ready to be picked up from the brick-and-mortar location;
- affordable - Bopis eliminates shipping costs for both customers and businesses [1].

For the successful functioning of the BOPIS service, a well-thought-out and smoothed system of work is necessary. A striking example of a company using the BOPIS delivery service is the Russian private company Wildberries. There are 248 order

pick-up points operating on the territory of Belarus, and their number continues to grow. In the Republic of Belarus, the multi-channel delivery service BOPIS is not so widely developed. Examples of stores using this service are the 21st century online store, MarkFormelle, Conte, Officeton and others. The pickup point here is the store itself, which does not provide a place to store goods purchased online. Also, to receive an order, you have to stand in a live queue, which can sometimes take a lot of time. The location of stores is not so widespread in the cities of Belarus. Also, on various forms on the Internet, reviews about the service of these stores are somewhat negative. The main complaints are incomplete order picking, poor packaging, external damage to the goods, poor service, problems with the replacement and return of products.

The evolution of BOPIS will continue to change and change to adapt to the modern needs of e-commerce. However, there is one thing that remains unchanged: BOPIS is no longer an optional strategy for success. Retailers and brands need to incorporate BOPIS into their strategies to help bridge the gap between e-commerce and physical stores [1].

35% of consumers say they prefer to shop in-store because it allows them to avoid shipping charges. For retailers, the last mile shipping cost is also usually the most expensive one. Therefore, implementing BOPIS is a win-win for both the business and their clients.

References:

1. BOPIS: how buy online, pick-up in store is catering to consumers' needs and boosting retailers' bottom lines [Electronic resource]. – Mode of access: <https://www.bigcommerce.com/articles/offline-to-online/bopis/>. – Date of access: 14.04.2022.