

activities as the center. Finally, it is to improve the financial support policy of China and Belarus and realize convenient payment in RMB and Belarusian rubles.

2. Strengthen publicity and marketing to enhance the understanding of both cultures and expand the visibility of outstanding cultural resources and natural resources. Propaganda and marketing are effective ways to expand the popularity of tourist destinations. Therefore, it is possible to carry out cooperation in such areas as national ecotourism nature reserves, joint construction of scientific research bases, mutual construction of friendship cities between the two countries, joint construction of a rural tourism policy system, joint construction of cooperation platforms, and exhibition of outstanding cultural works.

3. Conduct innovative development of cultural and tourism products. Tourism products and resources features are the key to enhance the attractiveness. Focusing on the resource characteristics of China and Belarus themselves, targeted tourism activity design and tourism product development will be carried out in response to the market demand of both countries.

With the above proposals, we hope to promote tourism cooperation and development between China and Belarus.

Reference

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CULTIVATION OF CUSTOMER LOYALTY IN E-COMMERCE ENVIRONMENT

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Summary. *In recent years, e-commerce has flourished in China and even the global trade market, and has been integrated into every corner of our lives. With the rapid development of e-commerce, the prevailing “20–80 law” in economics has been well verified. Many economists believe that the 20 % of customers who create 80 % of corporate profits are the true value of corporate customer loyalty.*

The meaning of customer loyalty. Customer loyalty, as the name suggests, is the degree of customer loyalty to a company or to a certain product, which is an abstract concept. Due to the influence of many factors such as quality, price, service, etc., customers have a special feeling for a company's products or services, forming a preference and long-term continuous purchase of the company's products or services. In the true sense, customer loyalty is a kind of personal behavior of consumers, while customer satisfaction is just an attitude. Many scholars even directly stated that loyal customers will be one of the main sources of corporate competitive advantage.

The importance of customer loyalty in e-commerce environment. Why is customer loyalty becoming more and more important in the e-commerce environment? The practical research of western marketing experts and the experience of enterprises show that “the cost of acquiring a new customer is 5 times that of retaining an old customer, and the profit contributed by an old customer is 16 times that of a new customer”. It is said that the success of marketing is not only the market share in the statistical sense, but also should be reflected in how many loyal customers the company has.

A website is a window for an enterprise to publicize, and it is the face of the enterprise. The website design with enterprise characteristics can better promote the products or services of the enterprise to customers. A good website design can bring different experiences to customers. Attractive website design can attract users' attention and stimulate their desire to shop. For the consumer, the

most important is the content of the site, its content, the form of presentation of information, its structure, ease of use and navigation on the site. The general appearance of the site, its structure and the graphics located on it are important elements that must be thought out and implemented in such a way as to maintain and develop a single brand of the company and / or a particular product. Site navigation tools that are understandable for a user with any level of training are very important – they include a site map, a list of its main sections, convenient hyperlinks for moving around (for example, exiting to the main page), and tools for finding the necessary information .

E-loyalty is depending upon quality customer support, on time delivery, convenient, reasonable shipping price and handling, clear and trustworthy privacy policies. Service quality, customer satisfaction and trust are important and influencing factors of customer loyalty.

Trustworthiness (ability, integrity, and benevolence), web design, word of mouth and switching cost are the most important predictors of customer loyalty. Therefore, electronic commerce companies should emphasize on these factors if they want to ensure the loyalty of their customers. Word of mouth is the strongest predictor of loyalty, followed by trustworthiness. These factors should be emphasized by the retailers besides web design and switching cost. Several recommendations can be derived for improve service and rise e-loyalty. Firstly, to increase trustworthiness, service providers should give true information to customers on product specification, price, sales. Service providers should also maintain their reputation by making a prompt delivery and attend to any complaints from customers. Furthermore, service providers should also offer satisfactory service to customers in the transaction by delivering what was promised. Service providers must ensure that their customers receive the correct items that they have ordered. With this, the company can increase and retain integrity, ability, and benevolence as perceived by their customers. Secondly, word of mouth has become a vital tool in spreading positive information and vibes. Service providers can create a campaign of “member get member promotions” to encourage existing customers to spread the good message to others. Besides, in order to avoid customers from choosing and changing to other e-commerce websites, service providers should provide unique products and services also free gifts to their existing and potential customers. With this, their customers will be reluctant to go to other e-commerce websites because they would not get the same services and products. In addition, in the context of switching costs, service providers can improve contract or deal offered to consumers by providing great and beneficial plans. This would help build a closer relationship between consumers and providers and indirectly lead consumers to stay with the providers because they feel appreciated.

This paper mainly analyzes and understands customer loyalty, in the era of e-commerce, to maintain customer loyalty, so that enterprises can obtain greater profits in the fierce competition. Firstly, the concept and classification of customer loyalty are briefly introduced, and the importance of customer loyalty is expounded. Then, it analyzes the influencing factors and driving factors of customer loyalty in the e-commerce environment to help companies better understand the process of cultivating customer loyalty.

In a rapidly changing market, the quality of market share is more important than quantity. The basis of customer loyalty is customer satisfaction. To gain customer loyalty, we must first improve customer satisfaction. It is necessary to actively and actively collect information about customer satisfaction, understand customer needs, analyze customer feelings, and take customer satisfaction as the starting point and end point of the company. In order to achieve this goal, it is advisable to “think from another angle”, that is, to serve customers and obtain benefits from the perspective that customers can accept. When customers are particularly satisfied with the products or services of the company, they will become loyal customers of the company and bring more profits to the company.