

Wide Web for at least one part of the transaction's lifecycle although it may also use other technologies such as e-mail. E-commerce system is a kind of technology that gives the participants a variety of opportunities online. The largest representative in the territory of Belarus is "E-dostavka". The catalog of products that you can find on the site is very diverse.

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VOICE COMMERCE AS DIRECTION FOR THE DEVELOPMENT OF WORLD TRADE

A very recent trend to the eCommerce is the rise of voice technology. Voice commerce is the term used to describe any transaction that occurs using a voice device. This opened a new way for eCommerce businesses to sell and grow their businesses and became the third key online channel for shopping, joining web and mobile. It is estimated that by 2020, voice will account for 50 % of all search, voice commerce will generate a total of \$40 billion in sales in the U.S. and in the UK — \$ 5 billion [1].

Main characteristics of some channel for shopping

Channel	Want	Information search	Way	Purchase	Payment
Physical	Same	In-store browsing	Look/see	Pick up	Credit/cash
Online	Same	App or Web	Type/click/view	Click	Credit with password
Mobile	Same	App or Web	Touch/swipe/view	Touch	Credit with password
Voice	Same	Device or app assistant	Ask/listen	Ask	Credit with PIN

Most people still prefer the physical shopping experience (62.3 %) in way of shopping, payment and purchase decision (table). The use of voice for the consumer shopping has only emerged in the past two years. The data reveal that one-in-five shoppers (21.2 %) have used voice in their shopping activities at least once. Over half of those have used a smartphone to access their voice shopping experience. Coming in second is the PC (22 %), followed by smart speakers at just 13 % [2]. Voice may be breaking down stereotypes about gender and shopping. When it comes to voice shopping, men lead women by 63 % to 37 %. More than one-third of 18–29 year old consumers report having tried voice shop-

ping at least once, in the 30–44 age group — 21 % and only 11–13 % of the over 45 age groups. Key dislikes of the voice shopping experience relate to intangible concerns about feeling uncomfortable with the process or not trusting voice for payment transactions. Over 20 % said they didn't like that there was no screen. Consumers said they liked voice shopping because it is hands free (27.3 %), it enables them to multitask (20.7 %) and it's faster to get answers and results (18.9 %) [3]. The data show the most frequently shopping categories using voice are nearly identical to overall online shopping habits (everyday household items, apparel, entertainment/music/ movies). Over 85 % of voice purchases were for \$100 or less. Voice is being used for everyday transactions and is not yet viewed as a channel for higher-priced items. With all this growth in commerce through voice, companies have clearly shown an intent to increase their investments in this sphere. In a study of 400 companies, 91 % are already making significant investments in voice, 94 % plan to increase their investment in the coming year [4].

As a result, companies should remember that although the usage of voice is increasing, consumer behavior indicates that in the near future a significant volume of purchases will be smaller monetary amounts and often consist of digital products. However, this may change quickly as the voice shopping experience develops.

References

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QR CODES USAGE PERSPECTIVES

Quick Response Code is a trademark for the type of matrix barcode. A barcode is a machine-readable optical label that contains information about the item to which this code is attached. One such barcode can car-