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.

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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-

ry 300 times more information than a traditional one-dimensional barcode [1]. Despite the fact that QR code was invented in Japan their active usage began to in China. The Chinese pay for almost everything by QR codes: groceries at the market, taxi or train ticket, hotel booking, bicycle rent. According to a consulting firm iResearch chinese consumers made payments worth 38 trillion yuan (5.5 trillion dollars) via mobile devices in 2016, which is more than half of the country's GDP [2]. Financial transactions are only a part of QR codes usage. With their help you can get reference information: find out the schedule, working hours, get menus, product specifications, service descriptions, characteristics of specialists, lists of documents etc.

In Beijing they practice the identification of patients by QR codes, with the help of which doctors get instant access to electronic medical records. They contain all the necessary information to provide assistance including medical history, information about surgeries and allergies to drugs as well as other important facts. QR codes are even placed on the leashes of pets, so that in case of loss a passerby could get contact information about the owner and inform him of the pet's location. QR codes are also used by homeless people and street musicians to raise money.

The introduction of QR codes can help to simplify some processes in Belarus also. Small sellers can get additional income and the ability to work faster. Business, in addition to the profit growth, will be able to use additional statistics — which is a new source of information for marketing. Analyzing feedback on QR codes will allow to evaluate a lot of new data. For the same reason the state and fiscal authorities will be involved because there appears a new way of monitoring financial flows in the country after the selection and verification of users in the system.

QR codes can be implemented in almost any sphere of human life. For example, in the event posters, which will contain information about the place and dates of the event, geographical coordinates, registration form, contact information, etc. The use of QR codes will instantly convert information from paper to "digit", which will greatly increase the feedback efficiency [3].

Thus, there is a huge number of ways to use QR code, because their main advantage is simplicity and convenience of application. The introduction of QR codes into everyday life, from obtaining additional information to money transfers, will maximize the simplicity of everyday transactions.

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