

express the real relevance of online stores all over the planet. The growth of e-commerce is also indicated by the emergence of new professions on the labor market that ensure the operation and functioning of online stores and other platforms for the sale of goods. Such professions include an e-commerce specialist, an Internet marketer, a targetologist, a tester, etc. There are also many online courses and lessons on teaching these professions. The development of e-commerce has also increased especially rapidly during the COVID-19 pandemic, which has led to significant economic shocks and transformations. In conditions of high morbidity, online trading has become the most favorable form for preventing morbidity, since it minimizes possible contacts between people. Also, online trading has become for some companies the only option for their survival in the restrictions that have arisen related to preventing the spread of infection. According to some estimates, it is expected that by 2023 the volume of sales on the Internet will approach the 6.5 trillion mark. Dollars, whereas in 2015 this figure was 3.5 trillion [3].

Thus, e-commerce is gaining more and more practical popularity, since it has a beneficial effect on all spheres of human existence, makes life more comfortable, and sometimes even safer. Thanks to the global Internet, there are a lot of opportunities for the development of various trading platforms, their promotion and functioning. Online commerce allows not only to make your life more convenient and mobile, but also to save enough time that you can spend on yourself. And in a pandemic, it's also a great opportunity to reduce live contacts between people.

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THE IMPACT OF THE PANDEMIC ON TRENDS AND DIRECTIONS OF RETAIL DEVELOPMENT

Both in the world and in Ukraine, retail sales in retail trade are 90–95 %. However, to improve trade services, accelerate the movement

of goods from producer to consumer, new methods are used, namely methods of off-store sales of goods [1].

Therefore, retail can be largely replaced by e-commerce (online shopping) due to the pandemic, retail mobile network, vending machines, retail parcel trade, fairs and markets, retail mobile network (mobile trade) and others [1].

The non-store form of retail trade services is chosen depending on local conditions, namely: the number of inhabitants in the settlement, the availability and assortment profile of trade enterprises, seasonal and climatic conditions and other factors. During a pandemic, due to some restrictions, people are forced to keep their distance, wear masks and even stay at home during curfew. Therefore, retailers have decided to move from retail to e-commerce, which is quite the right decision. Therefore, the COVID-19 crisis has contributed to retail. This was also facilitated by the rapid development of electronic technology and modern means of telecommunications. Thus began the rapid development of Internet retail commerce.

Under e-commerce, in a narrow sense, it can be explained that it is the sale of goods through the computer network Internet (Internet-shops) and the sale of goods over the phone. That's why today there are a lot of different retail sites on the Internet, and that's where you can find everything from a sewing needle to a car, which means that there is a very wide range. And therefore the consumer is very convenient to find the goods he needs without leaving home and order in one click.

It works very simply:

1) purpose of purchase — the buyer writes a query in the search engine (what exactly he wants to buy);

2) presentation — the buyer offers different stores their product through a photo in the catalog;

3) familiarization with the characteristics of the product reviews, method of payment and delivery;

4) the operation was successful, wait for the delivery of your goods.

This clearly explains why people now prefer e-shops. In this way, they can save time on travel and keep the family and others healthy during a pandemic. For retailers, it is risky to trade in some goods in this way, because a virtual store can suffer losses for various reasons. For example, people do not like the color of the product or size and they return it. But for most, this is the best option. Therefore, one of the most noticeable trends in the world of e-commerce is the unprecedented use of mobile devices. In 2019, smartphones accounted for more than 67 % of all retail website visits worldwide [2]. According to Ecommerce Statistics, by 2040, more than 95 % of all purchases will be made through e-commerce [2].

Thus, we can see a significant shift in demand from conventional retail to e-commerce. And the COVID-19 crisis has accelerated the spread of E-commerce. Virtual stores provide customers with access to a wide variety of goods without leaving home, and have allowed companies to continue to operate despite various restrictions.

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E-COMMERCE IS A MODERN TREND OF DEVELOPMENT A CONSUMER MARKET

The development of e-commerce in modern conditions is accompanied by a desire to move from a single-channel to a multi-channel (multi-channel and omnichannel) service system, which creates prerequisites for its development, including:

- 1) the transition to the fourth industrial revolution and the sixth technological order;
- 2) the development of collection, processing, delivery and payment technologies;
- 3) the spread of COVID-19, which caused a number of problems in the development of traditional trade.

At present the mentality of the Belarusian consumer doesn't allow to fully assess the effectiveness of e-commerce, so there is practically no research in this area. The volume of global distance trade in 2020 amounted to about 3,914 trillion dollars, and the annual growth rate ranges from 13–30 % [1].

E-commerce is one of the forms of retail sale of goods, which differ from traditional retail trade in the absence of direct personal contact between the seller and the consumer in the process of communication, and the buyer makes a purchase under images and a text description of goods.

Currently, almost every economic entity has an online store in addition to the usual stationary store, which is due not only to the COVID-19 pandemic, but also to the desire of the business to build a system of direct relationships with the buyer by customizing product offerings, an individual approach to the client. In 2020 the e-commerce market in Belarus grew by 25 %, and the online advertising market — by 12 %. Retail trade turnover in 2020 amounted to \$19 billion. The share of online orders in the structure of retail turnover is about \$800 million