

ONLINE TRADE OF AZERBAIJAN IN PANDEMIA

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Azerbaijan's 2019 E-Commerce Index was 61.8 in the UNCTAD B2C E-Commerce Index, which was recently created taking into account a number of criteria such as the reliability value of Internet users, security services, online payment systems and deliveries. According UNCTAD B2C in 2020 Azerbaijan has got the 62 place among countries which have got reliability value in online trade.

Only for 11 months of 2020 the retail trade turnover was 35046.3 million AZN and the electronic trade turnover was 84111.1 million AZN. During the 11 months of 2020 e-commerce turnover increased 2.4 times compared to retail trade turnover. In pandemic terms more of customers used to online trade opportunities: ordering food, clothing and footwear, electrical goods, computers and mobile phones, medicines.

Contact Home, TukTuk, Wolt and Hungry.az are the most successful companies in Azerbaijan during the pandemic. The number of online customers of **Contact Home** has increased several times. With various campaigns, discounts and uninterrupted service, it has managed to increase customer satisfaction by 95%. **TukTuk** has quickly established its own consumer group with a 15-minute delivery offer. **TukTuk** is ideal online supermarket service. **Wolt** and **Hungry.az**, which provide ready-to-eat food delivery services to people, have been a support to restaurants that are facing huge financial losses, as well as providing and providing customers with delicious restaurant meals.

During the pandemic online trade possibilities were closely dependent on information technology. One of the most important factors for the sustainable development of e-trade is the number of Internet users in the country. In 2018, 80 out of every 100 people in Azerbaijan were Internet users and this figure increased by 74% in 2018 compared to 2010. The widespread use of the Internet alone is not enough for e-trade to develop. The increase in imports of ICT products in the country further accelerates the development of e-trade.

Factors which influences to e-trade development in Azerbaijan are 1) lack of infrastructure, 2) weakness of the postal system, 3) inability to meet customer needs in electronic space.

For development of e-trade it is necessary to take into consideration some features. The growth of Internet use in Azerbaijan in recent years has begun to create the infrastructure for the development of e-trade. E-trade involves all activities that affect and support many areas (education, advertising, information exchange, etc.). It is necessary to create the strong information infrastructure, the security system of e-trade operations and customer's financial information, legal regulation mechanisms, new management methods, the different business models "customer demand - online trade – goods' advertising - payment methods".

Firms engaged in online sales should take into account the behavior of consumers who shop online. Consumers are becoming more inclined to shop online by saving time. From the point of view of the e-trade sector, the study of online shopping behavior of consumers in Azerbaijan is of great importance.