

ELECTRONIC TRADE IN UKRAINE: TRENDS AND PERSPECTIVES

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Talking about e-commerce we firstly should define this term. In the narrow sense, e-commerce - is the sale or purchase of goods and services between business, households, physical individuals, governmental or private organizations conducted through internet network. Goods and services are ordered via the Internet, but payment and final delivery of goods or services can be provided both in online and offline format. In a broad sense, e-commerce - any form of business relationships where interaction between subjects occurs by use of Internet technologies.

The most common interaction between participating entities are:

- | | |
|-------------------------------|-------------------------------------|
| 1) business to business (B2B) | 4) business to government (B2G) |
| 2) business to consumer (B2C) | 5) consumer to the Government (C2G) |
| 3) consumer to consumer (C2C) | 6) mobile commerce (mCommerce) |

It should be noted that the intensity of use is different subjects of possible e-services commerce, including e-commerce, correlates with such an indicator as quantity of Internet users in the country.

According to the Internet Association of Ukraine, Ukraine has 21.6 million Internet users, among which the most active users are the following categories: schoolchildren / students, owners or directors of large and medium - sized businesses (the level of use The Internet by these groups was 100%) [1]. Accordingly, this increase in the number of active Internet users leads to increase of e-commerce turnover since different actors perceive the Internet as natural habit, where, accordingly, any need is met. In general, about 67% of Ukrainian Internet users visit sites associated with e-commerce.

The last years of e-commerce in Ukraine showed significant increase of growth rate, which is primarily due to the sharp increasing internet penetration in Ukraine, as well as the distribution of Internet users by age and income level: for users with income level above average, it reaches almost 100%, similar situation in age group 15-45 years, which provides a significant proportion of active Internet Buyers. The reason for this growth is the Covid-19 restrictions. Experts note that in 2020 only 3% of Internet users did not buy goods in online shops.

Studies have shown that up to three the most popular e-commerce sites in Ukraine in 2020 included OLX.ua (40.4% users), Rozetka.com.ua (32.5%), Prom.ua (26.5%). These resources refer to B2B, B2C and C2C relationships. Having analyzed

most business models successful Ukrainian e-entities commerce, we can determine which sites were most in demand [2]:

1) electronic bulletin boards - sites, on which individuals or companies place advertising offers of goods and services (OLX, makeup.ua, shafa.ua);

2) e-shops, supermarkets - sale via the Internet of goods purchased from different manufacturers, on their own behalf prices, mainly from own stocks (Foxtrot; Comfy; Metro Ukraine, Rozetka, Modnakasta, Leboutique, LaModa);

3) price aggregators – comparison offers from different companies (Hotline, Price);

4) electronic ordering table – platform to combine buyers and service providers (Glovo, Racketa, Uber, Bolt, BlaBlaCar).

In addition to domestic sites, Ukrainians use foreign e-services commerce. Growth the popularity of a service like AliExpress can be explained by a wider choice of proposals, best services, the ability to pay hryvnia credit cards and finding lower prices for proposals (the difference in prices for foreign and domestic sites reaches 100%).

In general, with the creation of more active e-commerce space in Ukraine, the popularity of foreign sites is becoming more and more lower, and domestic entities more and more use the experience of other countries, implementing it in its own right functioning. The general trend of the Ukrainian electronic market commerce is the transition to the omnichannel strategy (increasing number of device types, of which possible internet access). Except desktops and laptops where it is possible to refer to the full version of the sites, more and more consumers are using cell phones (46%) and tablets (17%). Given the analysis of the main trends in the development of e-commerce in Ukraine, we can form the following long-term prospects for entities e-commerce:

1) constant increase of users;

2) the consciousness of consumers every day everything changes more towards the propensity to introduction of information technologies in all spheres of life, including the implementation of operations via the Internet;

3) the subject of e-commerce always has potential for expansion through coverage new, different from the usual, market segments, and also the involvement of other segments of the population;

4) management of the enterprise by the provider services are not limited by time or space.

If we talk about short-term prospects for the development of e-commerce in Ukraine, it is an improvement regulatory framework, and transfer of experience foreign trading platforms and their adaptation to the conditions of e-commerce within the country [3].

List of references

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