

ABSTRACTS

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ON THE PROBLEMS OF E-COMMERCE DEVELOPMENT IN UKRAINE

Broad opportunities of the Internet technologies make it possible to take into account rapid changes of the competitive environment and lead to the need in new models of entrepreneurship. New companies doing e-business have emerged. This type of business enables to improve service and to minimize costs due to adaptation to modern conditions.

Ukrainian e-commerce is still arising but its development is rather dynamic and rapid. The market of e-commerce in Ukraine has a significant potential. Besides, the above target market has enough segments which are practically free.

For the development of e-commerce it is important to attract consumers accepting new technologies and that is the key factor for increasing on-line sales.

The consumers have been divided into six groups according to their loyalty to new technologies: innovators, supporters, attracted majority, conservatives, pessimists and unreceptive to novelty.

The acceptance of high-tech products by consumers enables to promote innovations. The positive attitude of innovators and supporters of e-commerce provides the success of its development. The above two groups are pioneers in innovative supply consumption. Attracted majority and conservatives can be referred to as pragmatists who consider on-line purchases as additional to traditional methods of buying goods. For pessimists and unreceptive to novelty consumers it is difficult to accept the implementation of on-line service and, therefore, they make up a group of skeptics.

The interrogation of e-commerce users (university students and staff) has shown that different age groups perceive e-commerce offers in different ways. Taking into consideration their opinion and rapid growth of the Internet it is worth developing e-commerce as it provides competitive advantages for the retail market participants due to possibility of making quick and cheap market transactions.