

Міністерство освіти і науки України
Сумський державний університет
Наукове товариство студентів, аспірантів,
докторантів і молодих вчених СумДУ

ПЕРШИЙ КРОК У НАУКУ

Матеріали
ІХ студентської конференції
(Суми, 25 лютого 2018 року)



Суми
Сумський державний університет
2018

THE IMORTANCE OF E-COMMERCE

Skrynnik S.V, student; SSU, group PE-71

E-commerce is popular nowadays. Every year the number of consumers increases at times. This rise, in its turn, increases the company's revenue associated with this type of business activity.

Electronic commerce refers to entrepreneurial activities. Among such activities are also the sale and purchase of goods and services. These sales are carried out via the electronic Internet and electronic network. The subject of e-commerce can be any product, service and real estate or banking product. Electronic commerce continues to distribute and offer an ever wider range of products very actively.

The biggest advantage of trading for a company or an individual is that e-commerce provides an opportunity to enter the world market, regardless of whether you have a small business or a large one. E-commerce significantly reduces the costs associated with advertising and customer service. Also in this business there are no time limits, you can perform operations at any time convenient for you. E-commerce also allows entrepreneurs to respond more quickly to changes in consumer demand.

Consumers also have many advantages of buying goods online. The most important thing is that it is convenient and save time. In addition, buyers can not only explore this product, but also view reviews about the product placed by other customers. This will help make the final decision. A huge advantage is that at any time the buyer can get acquainted with the new arrival of goods and shares. Buyers have a wide choice of goods, as well as the ability to buy goods regardless of their geographical location. It is cheaper to buy through the Internet, because of lower costs.

Drawing a conclusion from the above, it becomes extremely clear that e-commerce quickly entered our life and made it more comfortable. It saves a lot of time and makes life easier.

I think e-commerce will displace most of the traditional stores as it continues to spread rapidly and attracts more and more customers.

Language consultant: Darja Medvedovska