

UDC 339

## THE MAIN TRENDS IN THE RUSSIAN E-COMMERCE

S. B. Ilyashenko

*Candidate of Economic Sciences, assistant professor  
Plekhanov Russian University of Economics  
Moscow, Russia*

---

**Abstract.** At present, the pace of development of the Internet – the network is gaining greater momentum. In this connection, there is another area of development traditional commerce – e-commerce. The Internet has become one of the major worldwide channels of distribution of goods and services. This fact has some influence on the economy, markets, products and services, consumer values and consumer behavior. Internet allows to overcome the existing barriers that usually rise to the purchaser during the shopping. So, for example, the implementation of e-commerce allows the buyer to get any information about the goods anywhere and anytime. In addition, the e-commerce shortens the route of goods from producer to consumer.

**Keywords:** retail; e-commerce; customer loyalty; customer attraction; sales promotion.

---

The increase in value-added economy is happening today is largely due to intellectual activity, increase the technological level of production and distribution of modern information and telecommunication technologies. And it is certain socio-economic benefit and competitive advantage of the knowledge economy.

Existing economic systems integrated into the knowledge economy. The transition from industrial to post-industrial society significantly strengthens the role of the intellectual factors of production.

Modern society is characterized by a high level of development of information and telecommunication technologies and their intensive use by citizens, businesses and public authorities. The increase in added value in the economy is today largely at the expense of intellectual activity, raising the technological level of production and distribution of modern information and telecommunication technologies [1, p. 69].

An estimated number of Internet users in the world is 3.5 billion people. Most users are now in developing countries – in them there are 2.5 billion users, while in developed countries – 1 billion.

In percentage terms, the greatest entry of the Internet is in the developed countries – 81 %, compared to 40 % in developing and

15 % in less developed countries. Between 2000 and 2015, the proportion of Internet users increased by almost seven times – from 6.5 to 43 percent of the world population.

The proportion of households with Internet access has increased from 18 percent to 46 percent in 2005 in 2015. Over the past four years, the highest growth in the level of access of households observed in Africa (up from scratch is always a show), while the annual growth rate was 27 %. At the same time 53 % of this growth has provided Asia, 16.1 % – Europe, 11.3 % – Latin America, 9.6 % – Africa, 5.2 % – the Middle East and only 3.6 % – North America.

As for Russia, the Internet audience is growing, mainly due to the regions – 86 % of new users live outside of Moscow and St. Petersburg. This is slightly less than in previous years – then in the regions accounted for over 90 % of new audiences. However, it shows the active access to the field of modern IT-technology and additional coverage of the population. Thus, regional variation in this direction is gradually erased.

Branch of information and telecommunication technologies in the 2000–2015 years has developed rapidly, the annual increase was around 25 %, well above the average annual growth rate of gross domestic product

and growth of individual industries. Information technology and information services have become quite substantial Article of the Russian non-oil exports. However, the composite indexes and cross-country comparisons still characterize Russia is not the best way, which indicates an insufficient level of development of the information technology industry, of keeping up with the world leaders, as well as the unrealized potential of existing infrastructures and technologies.

The trade sector is characterized by a high level of competition. In this connection trade organizations have to constantly look for different ways to attract customers into stores [2, p. 146].

However, a number of parameters Russia is not much different from the European countries, where the share of the information technology sector is around 5% of the gross domestic product, about 30 % of the population have never used the Internet and only 38 % of citizens used the Internet in obtaining public services ( mainly to obtain the application form).

The most popular types of mobile activity associated with the purchase of goods and services – a search and analysis of information, whether it be reading reviews of other consumers (39 %), product search on the Internet (33 %), use of services related to the definition of location (27 %) or compare prices for shopping in a traditional store (22 %). However, only 12 % of smartphone owners made a purchase directly through their phone. In Russia, the rapid growth of mobile data traffic in 2010, it grew by 163 % and amounted to about 2.1 % of all Russian Internet traffic.

Thus, we can say that the development of m-commerce in Russia, from a technical point of view, may be due to the following factors: an increase in the number of mobile phones and the number of cellular subscribers, improve the infrastructure of mobile networks (cheaper unlimited plans, increasing the connection speed), and and interface development.

Among the factors which exert influence on the Internet shop efficiency competent execution of the site, a wide assortment

meeting requirements of target audience, considered pricing policy, active promotion, rationally organized sideline goods delivery, payment services and a personalized approach may be called [3, p. 16].

As for the prospects of e-commerce development, indicators for e-commerce market will increase, will grow volumes and market themselves, as it will expand the range of goods and services, increase audience Internet. In addition, e-commerce can continue become more mobile. Namely, will increasingly be created applications for your phone, which will help to make purchases even faster and easier.

As for the factors hindering the development of e-commerce in Russia, the most important of them are the following:

- a small number and limited contingent of Internet users;
- absence of a developed system of electronic payments with access to foreign payment systems;
- low capacity of existing means of communication;
- often justified distrust of the Russians to the banks and commercial structures.

It is thought that over time, these and other problems will be solved, and our country will take a worthy place in terms of a reasonable coverage of this progressive form of trading among developed countries.

#### **Bibliography**

1. Ilyashenko S. B., Lebedeva I. S. Main directions of increase in efficiency of electronic commerce // Actual problems of the humanities: Monograph, Volume 4/ ed. by K. Vítková. – Vienna : “East West” Association for Advanced Studies and Higher Education GmbH –2016 – P. 69–80.
2. Maslova A. E., Timyasheva E. T., Nikishin A. F. Factors that form an attractive image of trade organizations // Austrian Journal of Humanities and Social Sciences. – 2015. – № 7-8. – P. 146–147.
3. Nikishin A. F., Pankina T. V. The problem of involvement of clients in electronic commerce // Austrian Journal of Humanities and Social Sciences. – 2015. – № 3–4. – P. 15–17.

© Ilyashenko S. B., 2016.