

## **E-COMMERCE IN BELARUS**

In today's world, the concept of economy includes not only the export and import of goods and services. In the era of globalization and industrialization, this concept has expanded its meaning. There is a new form of trade – e-Commerce. Electronic Commerce (e-Commerce) is a form of delivery of products in which the selection and ordering of goods are carried out using Internet technologies, and payments between the buyer and the supplier are made using electronic documents or means of payment. The development of the Internet and the appearance of e-Commerce cause significant changes in the economy and business. Technologies and standards of data transmission over the Internet have become a universal environment for the exchange of commercial information, that largely determined the principles of doing business in the field of e-Commerce.

The Republic of Belarus is fully developing e-Commerce as one of the important areas of improving the competitiveness of enterprises and entering new markets of goods and services. Sales via the Internet has a number of advantages and differs from the trading process in a regular shop. For example, the buyer on the Internet has significantly more information about the product; has a larger set of alternatives and is less loyal to the seller than in “real life” contact.

There are two main types of e-Commerce in the Republic of Belarus: first, it is the interaction of the supplier and the company (Business to Business), which gives improved opportunities for communication and collaboration on information. And it also allows companies to interact effectively. Secondly, it is the interaction of the manufacturer (seller) and the consumer (buyer) (Business to Consumer), which ensures the safe conduct of commercial operations, improves communication with existing customers and attract new ones.

Components of e-Commerce are participants, processes, networks that form an appropriate cycle, which consists of the following elements.

The development of e-Commerce has increased the number of mobile applications designed to make e-shopping as easy as possible. Online shopping is one of the most popular ways to use mobile devices. So, for example, there are 2 popular Russian apps, which operates on the CIS market – Lamoda and Wildberries. Buying clothes online has become a real hit. Everyone who once tried to buy a thing over the Internet, appreciated the opportunities of these two applications. There are many advantages of online shopping: a huge selection of product range, discount system, fast delivery of goods, free shipping by a courier to the house with the possibility of trying on before payment for the order, you can try on the ordered clothes and pay only for the one that you like.

Belarusian app-developers are also working actively in this direction. The most popular app that allows you to make a purchase, without leaving home, is called E-Delivery. This application is created by one of the largest trade networks of the Republic of Belarus Euroopt. Thanks to this application, you can choose from a range of products on the site those that you need and in a couple of hours a courier will deliver them directly to your door. However, along with the advantages we would like to highlight a number of disadvantages:

- Very often buyers face the fact that the delivered goods are very different from the pictures posted on the website of the seller.
- During the delivery goods can be damaged due to improper transport conditions.
- There is a risk of running into scammers. Thus, the buyer can simply “give” money (as well as credit card data) to the scammer and stay with nothing.

As a result, I would like to note that only the consumer decides how to buy the goods. But if you decided to make a purchase online, choose only trusted sites and always read customer reviews about the work of your chosen online shop.