

## **THE DIFFERENCE BETWEEN E-BUSINESS, E-COMMERCE AND INTERNET TRADE**

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### **Анотація:**

*В статті розглянуто сутність та взаємозв'язок понять «електронний бізнес», «електронна комерція» та «інтернет-торгівля». Надано загальні визначення цих поняттям та розкрито їх сутність та особливості. Підкреслено важливість розвитку електронного бізнесу у сучасному світі.*

**Ключові слова:** електронний бізнес, електронна комерція, інтернет-торгівля, сутність, взаємозв'язок.

### **Abstract**

*The article examines the essence and relationship of the concepts of “e-Business”, “e-Commerce” and “Internet trade”. General definitions of these concepts are provided, and their essence and features are revealed. The importance of the development of e-Business in the modern world is emphasized.*

**Keywords:** e-Business, e-Commerce, Internet trade, essence, relationship.

### **Introduction**

With the advent of the Internet, society has experienced a revolution in communications, information, and commerce. E-Business, e-Commerce and Internet trade have become an integral part of modern entrepreneurship. However, often these terms are used as synonyms, although they have their own essence and relationship, which is worth considering in more detail.

In today's rapidly changing world, the development of technology affects all areas of life, including the economy and business. One of the most important aspects of this transformation is the emergence and development of e-Business, e-Commerce and Internet trade. With the development of information technologies and the widespread use of the Internet in the modern world, new forms of business have emerged that allow enterprises to effectively use digital technologies to carry out various aspects of their activities.

However, their differences and interrelationship should be carefully considered for a better understanding of their essence and impact on the modern business environment. In this article, we will consider the essence of these concepts and their relationship.

### **Research Results**

#### *E-Business*

E-Business is the use of the Internet and other digital technologies to implement all aspects of the enterprise's activities. It includes not only e-Commerce, but also other aspects such as e-Marketing, data processing and others. One of the first large successful examples of e-Business was Amazon, founded in 1994.

There are several factors that contributed to the birth and development of e-Business:

- Growth of the Internet: the proliferation of and access to the Internet has greatly increased the potential audience for selling goods and services online.
- Technological Innovation: advances in technology such as electronic payments, data security, internet marketing and e-Commerce software have fueled the growth of e-business.
- Change in Consumer Habits: with the spread of the Internet, consumer habits have also changed. More people have started looking for goods and services online instead of going to a store or using a traditional catalog.
- Globalization: e-Business allows companies to more easily penetrate international markets and work with customers from all over the world.

Research in e-Business covers various aspects, such as buyer behavior, effectiveness of advertising campaigns, payment security, innovative technologies in e-commerce, analysis of market competition, forecasting trends in e-business development, and others.

The main characteristics of e-Business are the following:

- Electronic Communication: use of electronic means of communication to communicate with clients, partners and employees.
- E-Commerce: carrying out trade transactions via the Internet, including the purchase and sale of goods and services.
- E-Marketing: using digital channels to promote goods and services, including advertising on the Internet, social networks, etc.
- Electronic Business Management: use of specialized software tools to automate business processes and manage the company's activities.

E-Business can include various business models, from traditional to innovative, and is used for transactions in all areas of activity, from commerce to services and finance. E-Business can provide businesses with new opportunities to grow, communicate with customers, and reduce costs.

#### *E-Commerce*

E-Commerce is a part of electronic business and is defined as a form of business that consists of buying and selling goods and services over the Internet. E-Commerce can be implemented in various formats, such as B2B (business-to-business), B2C (business-to-consumer), C2C (consumer-to-consumer) and others.

Key aspects of e-Commerce include the following:

- Online Stores: these are websites where companies can present their products and take orders from customers.
- Electronic Payments: the ability to pay for goods and services via the Internet using various payment systems and electronic money.
- Electronic Delivery: organization of delivery of goods to customers using courier services or postal services.
- Customer Service: providing customer support via online chat, email or phone.

E-Commerce appeared in the mid-1990s with the spread of the Internet and the development of online trading technologies. The reasons for this were the following:

- The Spread of the Internet: it became available to a wide range of users, creating new business opportunities.
- Globalization and Access to New Markets: e-Commerce allows businesses to more easily enter international markets and work with customers from all over the world.
- Convenience for Consumers: online stores allow consumers to purchase goods and services conveniently and quickly without leaving their homes.
- Cost Reduction: launching and maintaining an e-store can be less costly compared to a traditional brick-and-mortar store.

Research in e-Commerce helps businesses better understand their customers, improve their products and services, optimize sales processes and predict future trends, interact directly with customers, opening new sales channels and markets.

#### *Internet Trade*

Although e-Commerce and Internet trade are often used interchangeably, they have their differences. Internet trade can include not only buying and selling over the Internet, but also other forms of communication and trading, such as online auctions, marketplaces, crowdfunding platforms, etc. Internet trade appeared at the end of the 20<sup>th</sup> century, along with the spread of the Internet and the development of electronic commerce technologies.

The main advantage of Internet trade is the availability of an Internet connection. It allows companies to promote their goods and services on the international market and attract new customers from all over the world. In addition, it provides convenience and speed in making purchases for consumers, which makes it very attractive for businesses and consumers. This includes any form of commerce that takes place in an online environment, from online stores and e-marketplaces to e-auctions and service-sharing platforms.

The main reasons for the development of Internet trade include the following:

- Globalization of Trade: the Internet has made it possible for companies to easily penetrate international markets and do business with customers around the world without significant infrastructure costs.
- Convenience for Consumers: online shopping enables consumers to purchase goods and services at any time and from any place with Internet access, making the shopping process more convenient.
- Low Costs of Doing Business: online business does not need a physical point of sale, which allows to reduce the costs of renting premises and storing goods.

- More Opportunities for Marketing and Advertising: the Internet provides many tools for targeted advertising and marketing, which allows companies to attract the attention of their audience more effectively.

Research in Internet trade helps companies understand the needs and desires of their customers, optimize their marketing strategies, improve their products and services, and predict and adapt to future trends in the world of e-Commerce.

E-Business, e-Commerce and Internet trade are rather different but they have very similar disadvantages:

- Data Security: threats to the privacy and security of consumers' personal data due to possible cyber-attacks and security breaches.

- Lack of Product Experience: some consumers prefer the traditional way of shopping because they want to see and try products before buying.

- Shipping and Order Processing: shipping issues, delays and product shortages can lead to a negative customer experience.

- Competition: high competition among online retailers can reduce profit margins and require constant updating of marketing and sales strategies.

- Shipping and Returns Processing: problems with shipping and returns can lead to customer dissatisfaction.

- Lack of Physical Presence: some buyers may distrust e-stores due to the lack of physical presence and the possibility of personal service.

- Disadvantages of Delivery and Service: from time to time there may be problems with the delivery of goods, as well as the need to solve customer service problems through online platforms.

- Necessity of Internet Connection: in order for the user to be able to use the Internet trade, he must have access to the Internet, which may be a problem in some regions or among some population groups.

### Conclusion

Summarizing existing approaches to the concepts of “e-Business”, “e-Commerce” and “Internet trade”, one can conclude that these terms are used to describe the process of buying, selling and exchanging goods, services and information over the Internet. They are used to refer to various aspects of electronic transactions and interactions between businesses, consumers and other participants using electronic means of communication.

These terms reflect the importance and development of electronic technology in today's business environment. Electronic technology allows businesses to effectively advertise their products and services, conduct transactions, and interact with customers and partners around the world, thereby increasing transaction volume and revenues. Such businesses are vital to the modern economy, expanding access to markets and encouraging innovation in trade and exchange.

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