

Comparative analysis of models of traditional and electronic retail

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Abstract

© Medwell Journals, 2016. e-Retail market in Russia is less developed than in Western Europe or North America. It is known that for the last 6 years the Russian market of e-Retailers increased by > 3.5 times. Average annual growth rate of this market is 30% and analysts predict that this trend will continue in the next 5 years. Buyers are attracted absence of any barriers to obtaining information about products, prices, stock and so on. In addition, economic efficiency is explained e-Retailers reduction of transaction costs, accelerated turnover of goods, reduced human resource needs and reduce administrative costs by switching to a system of electronic office.

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Keywords

Consumer confidence in online trade, Disadvantages of e-Commerce, E-Retail, Sampling frame, The advantages, Traditional retail