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IMPACT ANALYSIS OF E-COMMERCE ON ECONOMIC PROCESSES

АНАЛІЗ ВПЛИВУ ЕЛЕКТРОННОЇ КОМЕРЦІЇ НА ЕКОНОМІЧНІ ПРОЦЕСИ

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Abstract. The article examines the impact of e-commerce on economic processes in Ukraine in the context of digital transformation and martial law. It is determined that e-commerce plays an increasingly important role in shaping trade structure, consumer behavior, the labor market, and logistics infrastructure. The author draws attention to Ukraine's insufficient integration into global digital markets due to limited access to the Internet and weak digital infrastructure, which complicates the development of the domestic e-commerce market. The author analyzes the current state of e-commerce in Ukraine and its impact on macroeconomic indicators, identifies unresolved problems, and discusses development prospects. The study found that e-commerce changes the architecture of economic relations and creates new opportunities for growth, despite the existing challenges related to monopolization, cybersecurity, regulatory gaps, and environmental impacts. The article provides a comprehensive coverage of the multilevel effect of e-commerce on the economy and outlines areas for further research. It is concluded that e-commerce is a key driver of the digital economy and requires a comprehensive state support strategy.

Keywords: e-commerce, digital economy, economic processes, online commerce, macroeconomic impact, digital transformation, labor market, logistics, cybersecurity, regulatory policy.

Introduction.

E-commerce has a significant impact on economic processes both at the national and international levels. Its development transforms the structure of trade and business conditions and contributes to economic growth and innovative development.

E-commerce has become one of the fastest-growing segments of the global economy, fundamentally changing how we do business, consume, and interact economically. Over the past two decades, digital commerce has evolved from a niche phenomenon to a fundamental component of the global economic system, affecting all levels of economic activity - from individual consumer decisions to macroeconomic trends.

The COVID-19 pandemic has significantly accelerated the digitalization of trade, demonstrating the critical importance of electronic distribution channels for economic



resilience. This period has become a catalyst for structural changes that continue to shape the financial landscape even after traditional forms of commercial activity have resumed.

Analysis of recent research and publications.

The topic of e-commerce has attracted the attention of a significant number of researchers, including N. Boreiko, L. Harmider, V. Zhelikhovskyi, S. Legenchuk, T. Maksymova, L. Patramanska, L. Filippova, R. Tsarev, and others. The impact of e-commerce on the economic development of individual countries is also being actively studied in the scientific literature. The authors who have examined these aspects are U. Balyk, M. Yovenko, O. Melnychuk, N. Medzhybovska, A. Odarchenko, V. Pavlova, N. Chuchko, O. Yatsenko, and others. Scholars such as V. Dankiv, M. Dubel, O. Barvitchenko, H. Chaban, O. Pustovit, and others significantly contributed to developing the theoretical and practical aspects of e-commerce.

Identification of previously unresolved parts of the overall problem.

Despite the active growth of e-commerce in Ukraine and its positive impact on economic processes, several aspects still require further scientific reflection and practical solutions. The social consequences of e-commerce development, including the labor market transformation, changes in the employment structure, the need for retraining, and social adaptation of workers from traditional trade sectors, have not been sufficiently studied.

The purpose of the article.

A comprehensive analysis of the impact of e-commerce on economic processes in Ukraine in the context of digital transformation and martial law. The study aims to identify key trends in the development of e-commerce, assess its role in shaping macroeconomic indicators, identify structural changes in consumer behavior, the labor market, and logistics systems, and outline challenges and prospects for public policy in the digital economy. Particular attention is paid to identifying unresolved aspects that require further research to ensure the sustainable development of e-commerce as one of the drivers of economic growth.



Summary of the primary research material. The state of e-commerce in Ukraine in 2024-2025 is characterized by steady growth, despite the difficult economic conditions and challenges associated with the war.

In 2024, the e-commerce market in Ukraine amounted to about UAH 239 billion, which is 25% more than in 2023 [1]. However, the share of e-commerce in the total retail trade is about 10%, significantly less than in the EU or China, where this figure reaches 35-40% [2].

The market has shown annual growth of 17-20% since 2022, which indicates high development potential. About 11 million online shoppers in Ukraine make an average of 17 purchases per year for about 1,300 hryvnias [1].

However, Ukraine faces several challenges in the digital economy and e-commerce. The country has one of Europe's lowest Internet access rates - about 65%, which significantly hinders the potential for digital market development [3]. Although online shoppers are gradually increasing, online sales figures are still below the European average. In addition, the ongoing hostilities and economic instability create additional serious risks and uncertainty for the development of all sectors of the economy, including the e-commerce sector [4].

Analyzing the impact of e-commerce on the economy is critical for several reasons. First, e-commerce has become one of the fastest-growing sectors of the modern economy, generating a significant share of GDP and creating millions of jobs in various industries, from IT development to logistics. Understanding its impact allows governments and businesses to make informed investment, regulation, and strategic planning decisions.

Secondly, e-commerce is fundamentally changing the structure of the traditional economy, affecting consumer behavior, supply chains, tax revenues, and the competitive environment. Without a comprehensive analysis of these changes, it is impossible to adequately assess the real state of economic development and predict future trends.

In addition, especially for developing countries such as Ukraine, e-commerce presents a unique opportunity for a leapfrog in development, bypassing the traditional



stages of building retail infrastructure and integrating into global markets. Analyzing this impact helps to identify the potential for economic growth and prioritize areas of government support for digital transformation.

Let's analyze the main impacts of e-commerce on the country's economic processes.

E-commerce has fundamentally changed the architecture of markets, creating new forms of competition and business models. Traditional barriers to entry have been significantly reduced, allowing small businesses to compete with large corporations on a global scale. Digital platforms have created ecosystems where millions of sellers can reach consumers without investing in physical infrastructure.

At the same time, there is a tendency for large technology platforms to concentrate market power. Companies such as Amazon, Alibaba, and others have created robust ecosystems that control a significant share of e-commerce. This phenomenon is giving rise to new forms of monopolization, where platforms act as intermediaries between sellers and buyers, accumulating vast amounts of data and market power.

The network effect is becoming a key factor in competitive advantage in e-commerce. The more users a platform attracts, the more value it creates for all participants, forming dominant positions of individual players in the market.

E-commerce has dramatically changed consumer habits and expectations. Consumers have access to an unprecedented selection of goods and services, the ability to compare prices and features in real time, read reviews from other customers, and make more informed purchasing decisions.

Personalization has become a key element of the consumer experience. Machine learning algorithms analyze user behavior to create customized recommendations and offers. This improves customer satisfaction and influences demand generation, sometimes creating artificial needs through targeted advertising.

The culture of instant gratification, fueled by fast delivery and the ease of online shopping, has changed consumer expectations for speed and convenience. This has pressured the entire economic system, forcing companies to adapt their operating models to meet new standards.



At the macroeconomic level, e-commerce significantly impacts key economic indicators. The growth of e-commerce contributes to GDP growth by creating new markets, improving the efficiency of resource allocation, and stimulating innovation. Digital trade also facilitates the integration of national economies into global supply chains.

Inflationary processes are affected by e-commerce due to increased price transparency and increased competition. Consumers can easily compare prices from different sellers, which limits the possibility of unreasonable price increases. At the same time, automated pricing systems may lead to more dynamic price fluctuations.

The employment structure is also undergoing significant changes. New professions related to digital marketing, data analytics, and cybersecurity are being created, while jobs in traditional retail are being cut. This creates challenges for the labor market and requires retraining.

E-commerce has catalyzed a revolution in logistics and supply chain management. Traditional models focused on delivering large batches of goods to retail outlets are giving way to systems capable of handling millions of individual orders.

The development of last-mile delivery technologies has become critical. Companies invest in drones, autonomous vehicles, pickup lockers, and other innovative solutions. This improves the consumer experience and creates new industries and jobs.

The omnichannel concept integrates online and offline channels to create a single consumer experience. Companies must coordinate inventory, logistics, and customer service across multiple channels.

E-commerce has spurred the development of financial technologies and new payment solutions. Digital wallets, mobile payments, cryptocurrencies, and buy-now, pay-later systems have become an integral part of the e-commerce ecosystem.

These innovations simplify the shopping experience and affect monetary policy and financial stability. Central banks must adapt their instruments to new money circulation and lending forms.



Financial inclusion is also enhanced by digital payment solutions that allow people without access to traditional banking services to participate in e-commerce and the digital economy.

E-commerce promotes economic integration by allowing small businesses to enter international markets with minimal investment. This is especially important for developing countries, where e-commerce can catalyze economic growth and integration into the global economy.

At the same time, new forms of economic inequality are emerging between regions with developed digital infrastructure and those with limited access to the Internet and digital technologies. The digital divide is becoming a factor of economic differentiation.

Cross-border e-commerce also poses challenges for taxation and regulation. Traditional tax administration systems cannot always deal effectively with digital transactions, requiring international coordination of tax policies.

Despite its many benefits, e-commerce also poses significant risks and challenges. Cybersecurity is becoming critical, as cyberattacks can paralyze economic activity and cause substantial financial losses.

Large technology platforms' monopolization of digital markets raises concerns about fair competition and consumer protection. Regulators in different countries are developing new approaches to antitrust policy in the digital economy.

The environmental impacts of e-commerce growth, mainly due to increased packaging and transportation, require the development of sustainable business models and green technologies.

Artificial intelligence and machine learning will continue transforming e-commerce, making it more personalized and efficient. Voice assistants, augmented reality, and other technologies will create new forms of consumer experience.

Social commerce, which integrates purchases into social networks, is becoming increasingly important. This creates new opportunities for small businesses and influencers to monetize their audience.



Blockchain technologies can potentially revolutionize supply chain transparency and trust in e-commerce, although their widespread adoption is still in its infancy.

Conclusions.

E-commerce has become a fundamental force transforming the global economy. Its impact goes far beyond simply changing distribution channels, affecting all aspects of economic activity, from consumer behavior to macroeconomic policy.

Adapting to the digital economy requires governments, businesses, and society to be flexible and ready for constant change. It is essential to strike a balance between capitalizing on the benefits of e-commerce and mitigating its risks.

The future of economic development is closely linked to the evolution of e-commerce. Countries and companies that can effectively integrate digital technologies into their financial activities will have a significant competitive advantage in the global economy of the 21st century.

Continuous monitoring and analysis of the impact of e-commerce on economic processes remains critical to formulating effective financial policies and ensuring sustainable development in the context of digital transformation.

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Анотація. У статті досліджено вплив електронної комерції на економічні процеси в Україні в умовах цифрової трансформації та воєнного стану. Визначено, що e-commerce відіграє дедалі важливішу роль у формуванні структури торгівлі, споживчої поведінки, ринку праці та інфраструктури логістики. Автор звертає увагу на недостатню інтеграцію України у глобальні цифрові ринки через обмежений доступ до Інтернету та слабку цифрову інфраструктуру, що ускладнює розвиток внутрішнього ринку e-commerce. Проведено аналіз сучасного стану електронної комерції в Україні, її впливу на макроекономічні показники, ідентифікація невирішених проблем та перспектив розвитку. У результаті дослідження встановлено, що електронна комерція не лише змінює архітектуру економічних відносин, а й створює нові можливості для зростання, попри існуючі виклики, пов'язані з монополізацією, кібербезпекою, регуляторними прогалинами та екологічними наслідками. Проведено комплексне висвітлення багаторівневого впливу e-commerce на економіку та окреслення напрямів подальших досліджень. Зроблено висновок, що електронна комерція виступає ключовим драйвером цифрової економіки та потребує цілісної державної стратегії підтримки.

Ключові слова: електронна комерція, цифрова економіка, економічні процеси, онлайн-торгівля, макроекономічний вплив, інтернет-торгівля, цифрова трансформація, ринок праці, логістика, кібербезпека, регуляторна політика.

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