



E-Commerce among Students: New Kind of Business or Utopia?

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Abstract

The relevance of this article lies in the understanding of the emergence and rapid development of the Internet, as well as the modernization of information technology, which led to the creation of a new direction in business — e-Commerce. Modern computer technologies allow entrepreneurs to conduct their activities, not being distracted from other important things, being in different parts of the world, so small business in recent years is gaining popularity among those who are limited in time and in their actions - among students. The aim of the study is to analyze the phenomenon of e-Commerce as a way to support students, on the example of students - young mothers. The leading method for the study of this problem is the method of free interview with the use of a guide, which identifies the topics of conversation, arranged in a logical sequence, which contributes to the effective identification of the attitude of young mothers-students to e-Commerce. The article analyzes the concept of e-Commerce as a new type of business. The existing ways to support student entrepreneurship are studied and the attitude of young mothers-students to entrepreneurship in the field of e-Commerce is described. E-Commerce is analyzed as a new way to support young mothers-students. The novelty and originality of the study lies in the fact that the phenomenon of e-Commerce and the attitude of young mothers-students are considered. It is revealed that more than half of the informants as the main reason for e-business called the need for self-realization. Material support for them plays a secondary role. It is established that e-Commerce does not have a negative impact on the family relationships of informants; moreover, the family supports them and helps them. It was determined that the main problems faced by informants were the lack of time associated with the care of family and children, unscrupulous clients, technical difficulties. All informants have successfully organized the promotion of their products through social networks and their own websites. None of the surveyed mothers-entrepreneurs did not use the programs of state support for women's entrepreneurship, and nothing about it was heard, as well as about the existing Funds of women entrepreneurs. During the survey, young mothers expressed interest in these organizations and the desire to join them, if participation in them would not be accompanied by a large amount of time. It is established that at the end of maternity leave, almost all informants plan to continue to engage in e-Commerce, officially registering their business. The data obtained in the work can be used in the psychology of labor, age psychology, social psychology, pedagogy, sociology, as well as for the further theoretical development of this issue.

Keywords: E-Commerce, Student Youth, Young Mothers, Social Networks.

1 Introduction

It should be noted that the phenomenon of entrepreneurship is becoming more popular every year, and

many domestic scientists pay a lot of attention to it. For example, entrepreneurship is an independent activity of citizens, carried out on their own initiative and aimed at making a profit (15). V.P. Samarina (2010) under

entrepreneurship understands the process of creating something new that has value; a process that absorbs time and effort, involving the adoption of financial, moral and social responsibility; resulting in cash income and personal satisfaction from the achievements (19). V.Yu. Burov (2011) believes that entrepreneurship is one of the most important types of human activity, ensuring the realization of creative human needs in the formation of his/her place in the economy, at the same time, it provides personal income, allowing to realize the needs in other areas.

In our opinion, it is not quite true to interpret the ultimate goal of entrepreneurship only as a way to make a profit, because many modern entrepreneurs open their business in order to realize their plans, to realize the interesting ideas of their consumers. Therefore, in our opinion, entrepreneurship has its ultimate goal not so much profit as satisfaction of the ever-changing needs of consumers and the entrepreneur him/herself (1, 6, 7, 20, 25, 27, 28). Therefore, in this regard, entrepreneurship should be defined as a process of continuous search for changes in the needs of the consumer for certain goods and services, their satisfaction through the organization of production, sales, marketing, as well as orientation of the entrepreneur to the latest innovations that bring maximum productivity at each stage of production of goods or services (2, 3, 13, 22, 25).

Thus, analyzing the different interpretations of entrepreneurship among scientists it is impossible to identify a single, unambiguous definition. First of all, it is necessary to distinguish what kind of entrepreneurship is in question, for example, entrepreneurship as a type of individual activity and entrepreneurship of firms and within firms, as well as, for example, to understand the difference between productive, unproductive and destructive entrepreneurship.

In order to better understand the content of the concept of entrepreneurship, it is necessary to study the forms and types of entrepreneurship. Thus, G.L. Bagiyev and A.N. Asaul (2001) distinguish four main areas of entrepreneurship: production, commercial, financial and consumption.

In the scientific literature, there are different interpretations of commercial activity. Thus, in the dictionary of V.I. Dal' (2016) Commerce is understood as "bargaining, trade turnover, merchant crafts", and in a broad sense, Commerce is considered as any activity aimed at making a profit. In the Large legal dictionary, Commerce is understood as the activity of selling or facilitating the sale of goods and services (23).

F.G. Pankratov and T.K. Seregina (1996) define the concept of *Commerce* as an extensive sphere of operational and organizational activities of trade organizations and enterprises aimed at the implementation of the processes of purchase and sale of goods and services to meet demand and profit. "The commercial activity of trade organizations and enterprises covers the issues of studying the demand of the population and the market for goods, identifying and studying the sources of receipt and suppliers of goods, the organization of rational economic relations with suppliers, including the development and submission of applications and orders for goods, the conclusion of contracts for the supply of goods, the organization of accounting and control over the implementation of suppliers' contractual obligations".

Today, the phenomenon of "e-Commerce" has a number of definitions. For example, e-Commerce is understood as the

type of economic activity that promotes goods and services from producer to consumer through computer networks (16). Other authors define the e-Commerce as the transactions on the Internet, including the purchase or sale of goods. At the same time, the following operations related to e-Commerce are distinguished: electronic transfer of funds, Internet marketing, transaction processing, electronic data exchange, automated data collection systems.

Since e-Commerce is a rapidly developing sphere of the economy, it is necessary, in our opinion, to indicate its advantages, both for the client and for business (11, 21, 26). First, the main advantage is the global presence, which implies that the sale of goods and services is not limited by either geographical or national borders. In this case, there can be only one limitation — the missing and underdeveloped Internet technologies. Secondly, the continuous mode of operation, when online stores are open 24 hours a day, 7 days a week, allow customers to make purchases and *off-hours*, which has a positive effect on sales. For example, according to the marks of Russian online stores, most of the purchases occur at night. The third advantage is the continuous ability of online stores to expand their range, and, consequently, to increase sales (4, 10, 12, 14, 18).

Since 1997, the Russian Federation has had a non-governmental organization, the Association of women entrepreneurs of Russia. This all-Russian public organization offers various programs for the development of women's entrepreneurship, vocational training, as well as retraining and advanced training of young mothers on maternity leave. Programs are being implemented to assist in the upbringing of children, the development of the family, children's institutions, services, etc. Within the framework of this Association, there are the following activities: business, educational, cultural and educational, information, publishing, charity, research, etc. One of the main objectives of the Association is to help in the implementation of civil and socio-economic rights of women entrepreneurs and enhance their participation in society. To achieve this goal, the organization performs a number of tasks:

- provides assistance to all women's and other public associations seeking to enhance the role of business women in all spheres of public, social and economic life;
- establishes scholarships for students and graduate students of higher educational institutions studying entrepreneurship;
- support civil initiatives aimed at the fullest protection of the rights and legitimate interests of women;
- develop and implement training programs for women seeking to take up their own business, as well as training programs for women entrepreneurs;
- contributes to the analysis, selection and organization of support for current and future proposals for the development of socially significant business activities of women;
- promotes activities in the field of education, enlightenment, science, spiritual and intellectual development of women entrepreneurs, etc.

The well-established view that many women feel unequal in achieving success in business compared to men in the field of entrepreneurship is confirmed by various sociological studies. So consider, for example, *leaders of female*

entrepreneurship in our country (8). According to the results of the study in Saratov, among women who wanted to start a business, a hierarchy of difficulties was built, where respondents equally called the factor of gender discrimination, lack of capital, and lack of knowledge. Far fewer women mentioned difficulties in family responsibilities and self-doubt. On the question of whether, there is inequality of rights and opportunities between men and women in the sphere of entrepreneurship, women answered in the affirmative in 56.6% of cases, and only 22% of respondents answered in the negative. E-Commerce is ushering in a new era of women's entrepreneurship. Although this phenomenon is gaining momentum, there are practically no social and psychological studies on this topic.

2 Materials and Methods

At the first stage of our study, we studied by online survey the attitude of women studying in universities with children under the age of 3 years, to doing business and, in particular, e-Commerce.

Among the surveyed young mothers studying at universities, aged 19 to 27 years, and 75.8% indicated that they were aimed at opening their own business, while the age of the respondents on average was 25 years.

One of the main tasks facing us during the survey was to identify the attitude of respondents to women's entrepreneurship in General. Thus, the absolute majority of respondents (87.9%) indicated that they had a positive attitude to women's entrepreneurship, the remaining 12.1% — neutral. None of the respondents referred to the entrepreneurship as a whole negatively.

Table 1: Distribution of answers to the question: What are the barriers to opening a small business?

Types of barriers	Response share (in %)
self doubt	43,8
Lack of state support	29,3
Lack of knowledge about the organization and conduct of business	33,7
Lack of understanding on the part of the family	37,3
Lack of start-up capital	23,0
Infringement of women's rights	23,0
Lack of time	17,2

Answering the question *What are the problems the entrepreneurs engaged in small business face up?*, as the main problems were pointed administrative barriers (56.1%), promotion of goods and services in the existing market (45.5%), lack of financial resources (43.9%), and organizational problems, which included business registration, opening of various Bank accounts, etc. (36.4%).

3 Results

On the question "How the entrepreneurial activity of a young mother affects family relations, respondents (79.2%) assume that the entrepreneurial activity of a young mother has a positive impact on the family to some extent. Thus, respondents identified the following as positive signs: the possibility of a young mother not to *be stuck* in household affairs (63.1%), additional earnings in the family (51%), as well as self-realization of the spouse (46.2%).

Of course, entrepreneurial activity of a young mother can lead to negative consequences for the family, 10.6% of respondents agreed. At the same time, the main problem respondents see is that often a woman *forgets* about the family, putting the business in the first place. Of the women, surveyed 62.1% believe that women's entrepreneurship has a negative impact on family life. 27.3% expressed concerns about the lack of time for household chores and the answer *deterioration of relations between spouses due to financial independence* was chosen by 22.7% (table 2).

Table 2: Distribution of answers to the question: What is the influence, in your opinion, of young mother's entrepreneurial activity on family life?

Young mother's entrepreneurial activity Influence on family life	Share of respondents
Positive	22,7
Rather positive	54,5
Neutral	12,1
Rather negative	10,6
Sharply negative	0,0
In total	100,0

Speaking about e-Commerce, we first found out how the existing forms of this type of Commerce make life easier for young mothers. The most common form of e-Commerce is online shopping.

According to the survey, 80.3% of women surveyed have a positive attitude to online shopping in varying degrees, only 3% - have rather negative attitude, 16.7% are neutral to online shopping. The following positive characteristics of online stores were identified: the ability to save money (65.2%), the ability to save time (59.1%), the convenience of payment (51%), a wide range of products (33.3%), the ability to receive goods at home (30.3%). Negative attitude causes difficulties with the delivery of goods (68.2%), the need to register on the website of the store (51.5%), and the inability to touch the goods with your hands (31.8%), according to respondents, there is a risk of being cheated (30.8%), and there are difficulties with the delivery of goods (7.6%)

Then we found out how often women respondents make purchases in online stores. We have obtained the following results: the vast majority of women surveyed used online stores- 95.5%. At the same time, a third made purchases in online stores no more than 1 time in 1-2 months (33.5%), but there were also those who often used the services of such stores — more than one purchase per week (10.3% of respondents).

However, despite the fact that online stores are in high demand, handmade products are not cause a positive reaction for everyone. Thus, only 22.7% of respondents indicated that they had a positive attitude to such stores and bought goods from them. 10.3% of respondents had a negative attitude to such stores.

4 Discussions

We interviewed mothers-entrepreneurs studying in universities and discovered that they promoted the following areas in e-Commerce: home baking, online clothing store and accessories, tailoring, manicure and pedicure Studio, portraits to order, photographer, master sewing curtains, children's goods store, cafe, honey natural cosmetics and knitting to

order. One of the main tasks facing us was to find out what motivates young mothers to start their own business. As it turned out, it is, first, the reluctance to sit idly, i.e. the desire to find something to do in addition to childcare and study.

Promotion of goods and services through social networks, as well as their sale — this is one of the main differences of e-Commerce. Informants have personal pages in social networks. Now, based on the site *Vkontakte* there are separate pages — shops, where you can create a virtual showcase, bind to each product its price, as well as add the product to the cart. This makes it very easy for entrepreneurs to promote their products. It turns out that to promote the product is not so difficult, it is only necessary to at least read the various forums to promote pages on social networks. If you do not have time, you can contact a special service; there they will quickly find potential buyers. The problem, which drew the attention of informants - is unscrupulous customers. This problem is that people make the order, and then disappear. The solution to the problem seems to lie on the surface - you can take an advance payment, and quietly make an order. However, many buyers are not satisfied, the number of orders falls.

5 Conclusion

Without exception, all informants gave affirmative answers to the question of the possibility to recommend to friends to start e-Commerce. First, not so much because of profit, but because of the fact that a woman can realize herself, starting to do exactly what she likes. All informants pointed out that e-Commerce is a huge support for those mothers who cannot sit idle, in terms of emotional support, psychological as well as material.

Thus, the results of the analysis of the interviews allow us to draw the following conclusions.

More than half of the informants cited the need for self-realization as the main reason for engaging in e-business. Material support for them plays a secondary role. E-Commerce does not have a negative impact on the family relationships of informants; moreover, the family supports and helps them. The main problems faced by informants were the lack of time associated with education, care for family and children, unscrupulous clients, technical difficulties (the purchase of necessary materials abroad is complicated by economic sanctions). All informants have successfully organized the promotion of their products through social networks and their own websites. None of the surveyed mothers-entrepreneurs did not use the programs of state support for women's entrepreneurship, and heard nothing about it, as well as about the existing Funds of women entrepreneurs. During the survey, young mothers expressed interest in these organizations and the desire to join them, if participation in them will not be accompanied by a large amount of time. At the end of maternity leave, almost all informants plan to continue to engage in e-Commerce, officially registering their business.

Thus, contrary to common belief that women studying at universities, who are on leave for childcare, are *fallen from public life*, they are a very valuable business resource. However, this part of entrepreneurs remains out of sight of the state, respectively, outside the programs and funds to support entrepreneurs created by them. Meanwhile, greater

attention and flexible attitude on the part of the state, such as the creation of online courses for young mothers wishing to become entrepreneurs, could help to address the important socio-economic challenge of employing women after maternity leave.

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