

## **ELECTRONIC COMMERCE AND ITS DEVELOPMENT IN SHKODRA**

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### **Abstract**

Commercial activities in their authentic form have begun to take place in Albania after 90s. Over the years, e-commerce is emerging as a new way to help businesses increase competitiveness and thereby contribute to economic success. Virtual world is quite different from the real. Not just in how people behave, but also on how they perceive it. There is a strong relationship between e-commerce and internet. Through the internet, it is impossible to touch or to smell the product, so consumers should choose a product based only on the information he/she has read (which may not be 100% accurate and reliable). Difficulties that is causing traditional forms of doing business for businesses operating in Albania, as well as the advantages and benefits provided by the application of electronic commerce is orienting the business towards a final application virtual trade. The concept of electronic commerce is everything that refers doing business on the internet better and faster. This service provides a personalized auto major financial impact on businesses in terms of profit growth and reducing the cost of doing business. The treatment is done in two main divisions: the level of development of electronic commerce in our country and study, "Use of electronic commerce in Shkoder". The purpose of the study is to bring a clearer picture as electronic commerce and the extent of its spread in Albania (specifically in Shkoder). This study was a good opportunity to show the level of development of electronic commerce in our country, which gender buys more online, what do they buy, how often do they use e-commerce, how much do they spend on e-commerce, etc. The results of the study will encourage us to work further and recommend changes needed to be made.

**Keywords:** *electronic commerce, virtual world, economic development, internet, economic success, financial impact.*