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## **POLISH INTERNET COMMERCE – LOCAL OR GLOBAL?**

**Abstract.** Modern enterprises are acting in turbulent environment – global market, strong competitiveness and crisis in a global economy. That is why enterprises try to develop their activity beyond territory of the country of origin, starting to retail their products via Internet. Also consumers become participants of global markets and they do shopping in foreign Internet stores. It happens more frequently because year by year Internet commerce takes greater acceptance. In article Author is trying to estimate and indicate prospect of Internet commerce on global market. Range and potential of Internet commerce is presented in Poland, European Union and in USA. Presented are especially – how many people use Internet as a medium and as a distribution channel where are doing shopping. Next are presented reasons of shopping this way and most popular groups of assortment. Then are compared how many polish clients doing shopping in foreign Internet shops and how many polish shops can alleviate demand from abroad. At the end there are conclusions which acknowledge that polish Internet commerce is more local than global.

**Key words:** Internet commerce, American/European/Polish online shopping, online buying abroad, Internet commerce in crisis.

### **1. INTRODUCTION**

As an effect of integrate and liberalization processes, modern enterprises are acting within the global environment. In the face of challenges streaming from the market, enterprises are looking for modern methods which will enable forceful co-participation in common but a turbulent market. In the process of finding new ways of doing business, a more important determinant could also be global economic crisis. One of the present days domain of economic life, which gives enterprises chance to develop their activity beyond the territory of the origin country, is Internet commerce. Consumers become participants of global markets and they go shopping in foreign Internet stores. The purpose of the article is to estimate and indicate the prospect of Internet commerce on the global market. The article will present answers to the following questions:

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- 1) How popular is Internet commerce in different countries – especially in Europe and the USA?
- 2) What are the capabilities of Polish Internet stores to alleviate demand from foreign countries? Are Polish Internet shops ready to sell goods abroad?
- 3) What is the range of use of Internet shopping abroad by the Polish Internet consumer?
- 4) How big is the potential of Internet commerce during the global economic crisis?

## **2. INTERNET COMERCE IN POLAND, EUROPEAN UNION AND IN THE USA**

Internet commerce (i-commerce) is a part of electronic commerce (e-commerce). This kind of trade is using the Internet with www websites to deal the transactions of buying and selling goods and services. Even payments could be done via Internet. Goods or services which are traded, are mostly provided in a traditional way (for example by post or deliver company) because they are material. But part of the transaction is with completely virtual products (like software services). Internet commerce is becoming more and more popular. However this process is not as widespread anymore than it used to be at the beginning.

Internet commerce is a market without borders, so to this end we can really use statement "common" or "global" market. In this article, the author is analyzing Internet commerce in Poland in comparison to EU countries, to look at its potential – generally and in foreign buying and selling. American Internet commerce is also used as a comparison, as an economy based-on-knowledge and concentrated on electronic economy arose there. Furthermore, American Internet commerce have a large trade platform on the Internet.

The Internet is a very modern and useful medium – not only in business but also in households. However, although the number of households which use the Internet are still increasing, the pace has slowed.

Figure 1 presents statistics of Internet access by households in the European Union in 2008 (all figures in %). In a comparison of this data, in the USA, over 80% of households had Internet connection<sup>1</sup>. In this group of countries, Poland is in the second part with only 48% – this is only half of the outcome of the leader. We are outdistanced in this area by such countries like Slovenia, Estonia and Slovakia. However they are not reach, it is seemed they develop faster in

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<sup>1</sup> 18% Of U.S. Households Have No Internet Access - <http://www.webpronews.com/topnews/2008/05/14/18-of-us-households-have-no-internet-access>.

electronic economy. It is interesting that some countries which are in group of much more developed economies, are behind Poland – for example Italy and Greece. Most computerized countries in the EU27 with Internet access are Netherlands, Sweden and Denmark with scores over 80%.

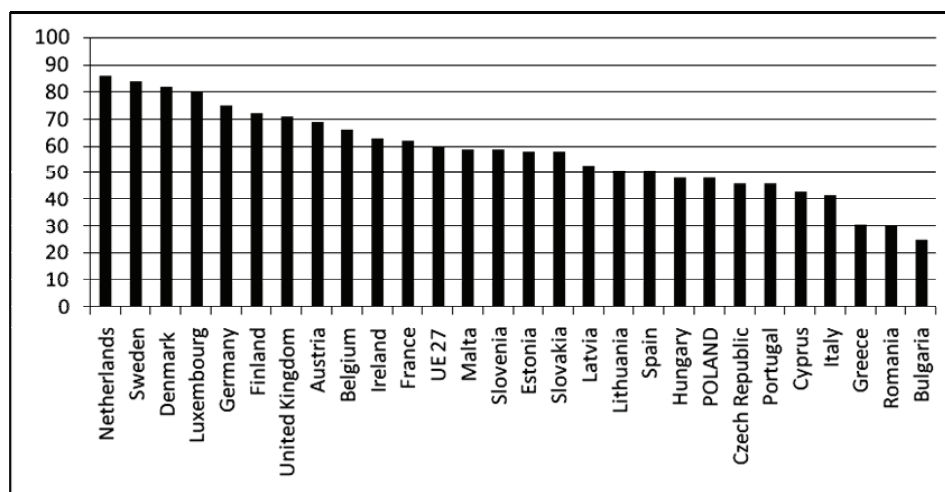


Figure 1. Internet access by households in 2008 – in %

Source: Eurostat 169/2008 – *Nearly 30% of individuals use internet banking* – [http://epp.eurostat.ec.europa.eu/cache/ITY\\_PUBLIC/4-02122008-BP/EN/4-02122008-BP-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_PUBLIC/4-02122008-BP/EN/4-02122008-BP-EN.PDF)

What is the population of real Internet users who regularly use this medium in everyday life? Statistics claim that Internet users can be broken down in term of population as follows:

- 1) whole world – 22% of people<sup>2</sup>,
- 2) 75% of USA population<sup>3</sup>,
- 3) 49% of European population<sup>4</sup>,
- 4) 61% of European Union population<sup>5</sup>,
- 5) 52% of Polish people<sup>6</sup>.

<sup>2</sup> Top 20 countries with the highest number of Internet users - <http://www.internetworldstats.com/top20.htm>

<sup>3</sup> Internet Usage and Population in North America - <http://www.internetworldstats.com/stats14.htm>

<sup>4</sup> Internet Usage in Europe - <http://www.internetworldstats.com/stats4.htm>

<sup>5</sup> Internet Usage in European Union - <http://www.internetworldstats.com/stats9.htm>

<sup>6</sup> As above. According to Polish and other surveys between 44% to 59% of people in Poland are Internet users – see at: *56% internautów wg GfK Net Index. Ilu nas zatem jest?* - <http://www.internetstats.pl/index.php/2009/02/56-internautow-wg-gfk-net-index-ilu-nas-zatem-jest/>. So score 52% from World Stats seem to be realistic.

With this result it could be said that Poland achieved an average score, although it is better in reference to the whole world or even Europe, it still remains in the second half of countries which are as computerized.

In relation to the figures above, globally it there seems to be large potential in terms of groups of Internet users, because the statistical numbers increase steadily year by year.

The number of individuals who purchased goods via the Internet also continues to rise. In 2008, 32% of people aged 16–74 in the EU27 had bought or ordered goods or services for private use over the Internet at least once in the last 12 months.<sup>7</sup> Figure 2 presents how many individuals use the Internet for shopping. According to those figures, in the USA in 2008, almost 68% of Internet users were also online buyers. As before in this comparison Poland achieved below average results while remaining in the lower half of European countries to become leaders. This time Poland is closer to the middle scores – in Internet shopping Poland is ahead of those countries where access to the Internet was more widespread.

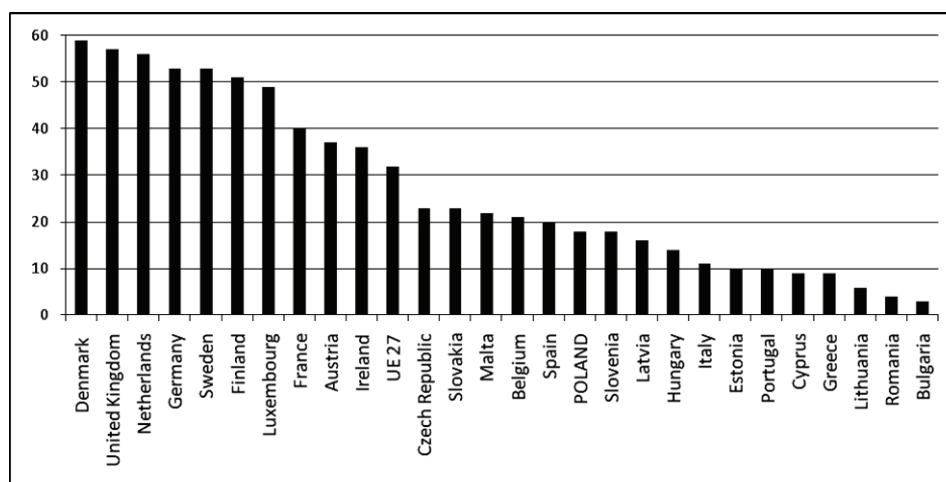


Figure 2. Individuals aged 16–74 having bought or ordered goods or services for private use over the Internet in 2008 – in %

Source: Eurostat – 43/2009 – *Nearly one third of individuals in the EU27 shopped on the internet in 2008* – [http://epp.eurostat.ec.europa.eu/cache/ITY\\_PUBLIC/4-27032009-BP/EN/4-27032009-BP-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_PUBLIC/4-27032009-BP/EN/4-27032009-BP-EN.PDF)

<sup>7</sup> Eurostat 43/2009 – *Nearly one third of individuals in the EU27 shopped on the Internet in 2008* – [http://epp.eurostat.ec.europa.eu/cache/ITY\\_PUBLIC/4-27032009-BP/EN/4-27032009-BP-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_PUBLIC/4-27032009-BP/EN/4-27032009-BP-EN.PDF)

The results of Poland (18% according to Eurostat, but 23% according to Polish Central Statistic Office<sup>8</sup>) in shopping via Internet is not spectacular, the largest number of Internet shoppers are in Denmark, the UK and the Netherlands, where over 50% of the population aged 16–74 use this medium to purchase goods. If the above mentioned Polish scores are viewed in relation to those which are Internet users or have access to the Internet it looks much better. In Poland over 41% of those who have access to the Internet do shopping online.

The potential of Polish online shoppers could be larger, because even 2/3 of them declare that they had bought something via the Internet somewhere at least once. Among them, 76% did shopping on auctions and 58% in Internet shops. Only one in three Internet users is doing Internet shopping regularly – once a month or more often. 40% of Internet users are using the Internet for shopping a few times a year.<sup>9</sup>

Why, in the above surveys is Poland's position so weak? It seemed to be obvious if we look at figure 3, which presents the average monthly broadband costs per advertised Mbit/s. Poland is in last position, having the biggest costs of access to the Internet (in a group of a few selected countries of EU27, including also the United States to compare), however other countries are much wealthier. There are large disproportions in Internet users incomes in those countries, so prices of broadband Internet in Poland seem to be very unfavorable. Polish Internet users for one Mbit/s must pay ten times more than in France. Expensive Internet connection is one of the most important reasons, why in a fore mentioned statistics, the position of Poland does not compare favourably to other countries. The slow progression of an information society is also an important factor. In ranking countries which have the most developed information societies there are, but a few selected from the EU and the United States<sup>10</sup>:

- Place No 1: Denmark,
- Place No 2: Sweden,
- Place No 3: United States,
- Place No 18: Estonia,
- Place No 32: Czech Republic,
- Place No 41: Hungary,
- Place No 58: Romania,
- Place No 68: Bulgaria,

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<sup>8</sup> Raport GUS - *Wykorzystanie technologii informacyjno-telekomunikacyjnych w przedsiębiorstwach, gospodarstwach domowych i przez osoby prywatne w 2008 r.* - [http://www.stat.gov.pl/gus/5840\\_3730\\_PLK\\_HTML.htm](http://www.stat.gov.pl/gus/5840_3730_PLK_HTML.htm)

<sup>9</sup> Brzózka M.: *Polski handel internetowy na globalnym rynku*, [in:] Dębicka O., Oniszczyk-Jastrzębska A., Gutowski T., Winiarski J. (red.): *Przedsiębiorstwo w otoczeniu globalnym*, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk 2008, p. 334

<sup>10</sup> *Polska maruderem Internetu* - [http://www.rp.pl/artykul/2,282042\\_Polska\\_maruderem\\_Internetu.html](http://www.rp.pl/artykul/2,282042_Polska_maruderem_Internetu.html)

- Place No 69: Poland.

Despite of these facts, Internet shopping is becoming more and more popular in Polish society.

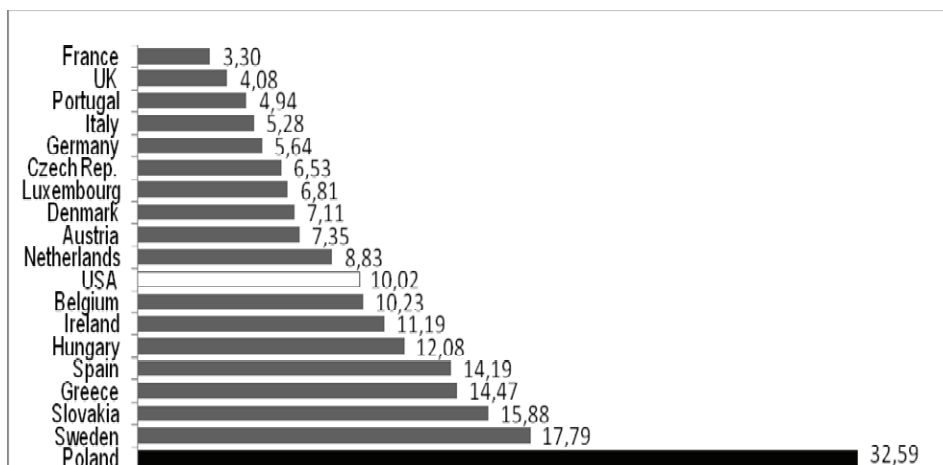


Figure 3. Average broadband monthly price per advertised Mbit/s in 2008 – in USD

Source: OECD – *Average broadband monthly price per advertised Mbit/s, by country* (p. 4f)

– [http://www.oecd.org/document/54/0,3343,en\\_2649\\_34225\\_38690102\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/document/54/0,3343,en_2649_34225_38690102_1_1_1_1,00.html)

However, in the statistics presented above disproportions can be seen, with Polish online buyers differing very little in the ways of doing shopping through the Internet and in customer's preferences. According to Eurostat's survey, the highest share of Internet shoppers was found in the group aged 25–34. The same was seen in Poland, however also big amount of online buyers come from group of 16–24 years old. In presented survey it was observed that the most popular types of goods and services purchased over the Internet in the EU27 in 2008 were in as fallowed order:<sup>11</sup>

- 1) travel and holiday accommodation,
- 2) clothes and sports goods (first position in Polish ranking),
- 3) books, magazines and e-learning, (third position in Polish ranking)
- 4) household goods (second position in Polish ranking),
- 5) tickets for events,
- 6) films and music,
- 7) electronic equipment (fourth position in Polish ranking).

<sup>11</sup> Eurostat 43/2009 - *Nearly one third of individuals in the EU27 shopped on the internet in 2008* [http://epp.eurostat.ec.europa.eu/cache/ITY\\_PUBLIC/4-27032009-BP/EN/4-27032009-BP-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_PUBLIC/4-27032009-BP/EN/4-27032009-BP-EN.PDF)

Turnover in Polish Internet commerce in 2008 achieved almost 11 million PLN. It is estimated that in 2009 it will increase to 13 million PLN. It is almost 2% of the entire trade. However turnover amounts still grow, the pace of this growth has slowed. The annual rate of growth hovers around 40%, but in 2007 it was over 60%.<sup>12</sup> This is in comparison to Europe with annual turnovers in Internet commerce reaching over 250 million USD in 2008, and increasing year by year.<sup>13</sup> In the United States, the value of Internet shopping transactions was over 210 million USD.<sup>14</sup> In Europe and the US Internet commerce is less than 8% of whole trade but there are forecasts that in next few years (2012–2015), turnovers in Internet commerce will reach 19% of whole trade, despite the fact that Internet commerce is increasing more slowly during the time of global economic crisis (especially in the United States, but this trend is also in European countries).<sup>15</sup>

The Polish consumer, like others, are shopping online because<sup>16</sup>:

- 1) it is cheaper, prices are more attractive – this is the most important reason for 50% of clients,
- 2) it is comfortable, it is not necessary to leave home (in opinion of 48% consumers),
- 3) assortment of goods and services are wider (advantage for 31% of buyers),
- 4) it is a good recipe for lack of time (for 23% of clients).

Polish online buyers are also willing to do shopping not only in Polish shops and auctions. According to eBay.pl, over 5 million Polish Internet users are active on foreign Internet platforms, including commerce. It is possible that even one in four Polish Internet users could be a client of foreign Internet shops or auctions. In 2008 these countries and their goods were most popular in foreign Internet shopping for Polish buyers<sup>17</sup>:

- Germany (51% of foreign shopping) – cars, car spare parts, business articles, machines, house interior assortment;
- United States (25%) – cars, clothes, hand clocks, electronics;

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<sup>12</sup> *Sprzedaż w e-sklepach sięgnie 13 mld zł* - [http://biznes.gazetaprawna.pl/artykuly/110292,sprzedaz\\_w\\_e\\_sklepach\\_siegnie\\_13\\_mld\\_zl.html](http://biznes.gazetaprawna.pl/artykuly/110292,sprzedaz_w_e_sklepach_siegnie_13_mld_zl.html)

<sup>13</sup> Brzózka M.: *Polski handel internetowy na globalnym rynku*, [in:] Dębicka O., Oniszczyk-Jastrzębska A., Gutowski T., Winiarski J. (red.): *Przedsiębiorstwo w otoczeniu globalnym*, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk 2008, p. 335

<sup>14</sup> *Media cyfrowe - podsumowanie roku 2008 (ComScore, USA)* - <http://www.internetstats.pl/index.php/2009/02/media-cyfrowe-podsumowanie-roku-2008-comscore-usa/>

<sup>15</sup> *Visa Europe: handel detaliczny 2012-2015* - <http://www.egospodarka.pl/32330,Visa-Europe-handel-detaliczny-2012-2015,1,39,1.html>

<sup>16</sup> *Prawie 1/3 mieszkańców UE robi zakupy w Internecie* - <http://technologytrend.pl/2009/03/prawie-13-mieszkancow-ue-robi-zakupy-w-internecie/>

<sup>17</sup> Jadachowski Ł.: *Internet globalny. Czy Polacy są częścią światowej społeczności internetowej?* Unpublished conference materials – „Internet 2k8 – Miliony w sieci”

- United Kingdom (16%) – motorcycles, cars, mobile telephones, photography equipment;
- France (4%),
- Italy and Austria (2% in each one).

The United States as it is seen had strong position in foreign shopping by Polish Internet users. Volume of trade transactions in US Internet shops increased two times as much in 2007–2008, because of the low dollar currency at this time. Shopping in United States was profitable for Polish online buyers at this time, even if the cost of transport was high.

Those aspects encouraged Polish consumers to buy in foreign Internet shops or auctions<sup>18</sup>:

- wider assortment of goods,
- bigger selection of brands and bigger assortment in brands,
- possibility of buying unique products,
- attractive price offer (even including high costs of distribution).

On the other side there are many determinants which can be barriers in foreign shopping for Polish clients, for example<sup>19</sup>:

- language barriers – it is necessary to have enough language skills in communication with seller and understanding complete information about products,
- bigger risk connected with uncertainty if seller will send a product and about guarantee, service and returning of a product,
- higher costs of delivery and bigger risk of damage or loss of package during distribution,
- higher costs of bank money transfer and necessity of having credit card,
- unclear duties required by law when goods pass through customs,
- longer delivery time,
- uncertainty about range of consumer interests protection during foreign transaction.

That was the perspective of Internet buyers. I will take now focus on how Polish enterprises and shops are conducting their business online and if they can alleviate demand from abroad.

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<sup>18</sup> Brzózka M.: *Polski handel internetowy na globalnym rynku*, [in:] Dębicka O., Oniszczyk-Jastrzębska A., Gutowski T., Winiarski J. (red.): *Przedsiębiorstwo w otoczeniu globalnym*, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk 2008, p. 334-335

<sup>19</sup> Jadachowski Ł.: *Internet globalny. Czy Polacy są częścią światowej społeczności internetowej?* Unpublished conference materials – „Internet 2k8 – Miliony w sieci” and Brzózka M.: *Polski handel internetowy na globalnym rynku*, [in:] Dębicka O., Oniszczyk-Jastrzębska A., Gutowski T., Winiarski J. (red.): *Przedsiębiorstwo w otoczeniu globalnym*, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk 2008, p. 335



In Poland, 93% of enterprises have access to the Internet, 59% thanks to broadband. 57% of companies also have their own website. Those results are comparable with other European countries.

In EU27, 93% of enterprises of ten or more people employed had access to the Internet, and 81% of enterprises had a broadband Internet connection. The highest proportions of enterprises with Internet access in the EU27 were recorded in the Netherlands and Finland (both 99%), Denmark (98%) and Belgium, Austria and Slovenia (97% each). The percentage was less than 90% in only five countries: Romania (67%), Bulgaria (83%), Hungary (86%), Latvia (88%) and Cyprus (89%). More than 80% of enterprises in Denmark, Sweden, the Netherlands and Finland have a website.<sup>20</sup>

On average in the EU27 in 2008, 64% of enterprises had a website. The share of enterprises having a website or home page in 2008 differed significantly: Denmark (87%), Sweden (86%), the Netherlands (85%) and Finland (82%) having the highest percentages. Only in Romania (27%), Bulgaria (33%), Latvia (42%), Portugal (46%), Cyprus and Hungary (both 48%) did less than half of enterprises have a website.<sup>21</sup>

Among those enterprises having a website in the EU27 in 2008, 57% provided product catalogues or price lists, 26% had facilities for online ordering and 10% for online payment. Among Polish companies having a website, 77% provided product catalogues or price lists, only 11% had facilities for online ordering and 8% for online payment.<sup>22</sup>

The above statistics prove that the level of informatization in Polish enterprises and range of websites usage are very similar, so the chances of companies in the Internet business are theoretically almost equal. In practice it is a fact that Internet commerce in Poland is not developing in similar ways like in other countries. On the other side, one wonders: if Polish Internet commerce is more local or global in this virtual market.

As it is presented in Eurostat's surveys, only 11% of Polish enterprises are able to sell their products or services via the Internet. This is not substantial amount. The engine of Polish Internet commerce is rather Internet shops. According to Polish surveys, there are over 6130 registered Internet shops in Poland.<sup>23</sup>

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<sup>20</sup> Eurostat 173/2008 - *Almost two thirds of enterprises in the EU27 had a website in 2008* - [http://epp.eurostat.ec.europa.eu/cache/ITY\\_PUBLIC/4-09122008-AP/EN/4-09122008-AP-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_PUBLIC/4-09122008-AP/EN/4-09122008-AP-EN.PDF)

<sup>21</sup> As above

<sup>22</sup> As above

<sup>23</sup> Kraska M. (red.): *Elektroniczna gospodarka w Polsce. Raport 2007*, Biblioteka Logistyka, Poznań 2008, p. 125 – According to mentioned survey of Logistic Institute In Poznan Internet shop must comply with all next rules:

Over 60% of them are doing business in two ways – traditionally and using a virtual channel of distribution, almost 40% are selling their goods only via the Internet. It has also been observed in Polish Internet commerce the migration of its business to Internet auctions (over 50% of Internet shops are offering their assortment also on Internet auctions). Almost 50% of Internet shops are operating in this business over 3 years, so they seem to have experience in the virtual market. Over 60% of Polish Internet shops are able to offer less than 2000 products, over 30% – over 2000 products. The daily average number of orders is 17. In 90% of shops, the customer could pay for their order either: on delivery or by a bank transfer. The variety assortment of goods in Internet shops are quite different, mostly in material products – it is almost 90% of stock, 10% are electronic products, 5% – services. In those groups of assortment the most popular are shops selling:<sup>24</sup>

- 1) in group of material products – electronics, goods for home and garden, RTV goods, computers, clothes and shoes, books, magazines and e-learning;
- 2) in group of electronic products – mobile phone rings, software and games (downloaded from website), music (mp3);
- 3) in group of services – hosting, selling Internet domains, reservations in touristic, optimization for websites (SEO).

Branches which have become more and more popular in the last few years are pharmacies, law consulting services, selling music in mp3 format and groceries.

With respect to the possibility of extending the range of Polish Internet commerce abroad, it is very important if Polish Internet shops could attend to customers from other countries. In figure 4 the number of Polish Internet shops prepared to offer goods and services to foreign clients are presented. They are not spectacular – possibilities to alleviate demand from abroad seem to be not very impressive. Less than one in three Polish Internet shops could sell on the European market. Selling on other continents is marginal.

What could be the advantages and disadvantages of selling abroad by Polish Internet shops? Polish on-line retailers starting to operate abroad, may see the possibility:<sup>25</sup>

- 1) extend their distribution channel,

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- on website are presented all important information's about selling products or services with its price,
  - it is possible to order product or service by special form (ordering only by e-mail is not enough),
  - selling is possible only in area on own Internet domain – referring to other Internet address exclude from group of Internet shops.

<sup>24</sup>As above – p. 135

<sup>25</sup> Brzózka M.: *Polski handel internetowy na globalnym rynku*, [in:] Dębicka O., Oniszczyk-Jastrzębska A., Gutowski T., Winiarski J. (red.): *Przedsiębiorstwo w otoczeniu globalnym*, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk 2008, p. 332

- 2) increase sales,
- 3) acquire new partners for cooperation and business relationship,
- 4) take on the foreign market the position of a niche leader if offered assortment is unique – this could be very profitable.

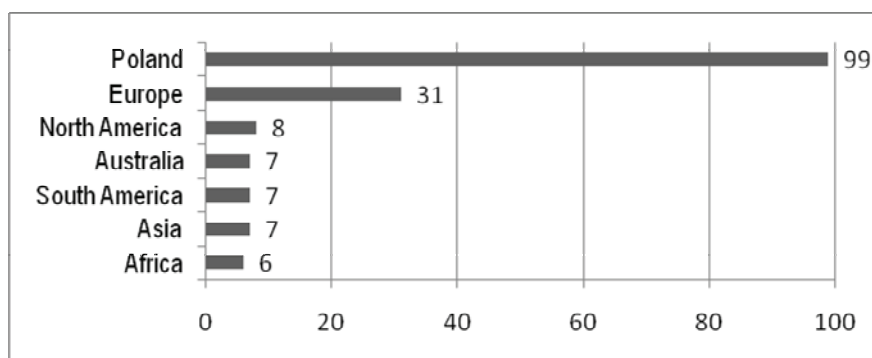


Figure 4. The amount of Polish Internet shops which could attend to a foreign customer (according to a customer origin continent) – in % of a whole number of Internet shops

Source: Kraska M. (red.): *Elektroniczna gospodarka w Polsce. Raport 2007*, Biblioteka Logistyka, Poznań 2008, p. 131

But from the other side, there are some aspects which inspire fear of selling abroad. First – high costs of foreign customer service, especially higher costs of delivery. Also (however marginally) there are problems with customs duty law or consumer rights in other countries. It is necessary to know international law in this area, but it could be problematic for Polish Internet shops. There are also problems with delivery time, payments from customers and currency differences. Shops must also deal with handling complaints, disputes with clients and returning of products<sup>26</sup>.

From the perspective of foreign customers, Polish Internet shops could be attractive because of the lower product prices. Even if they have to pay more for delivery, it could be profitable for foreign clients to buy in Polish shops. They have relatively larger incomes, so the costs are minimal. A larger problem they have because not every shop prepares their offer in other language than Polish. If a solution is found to this problem, foreign sales would be greater. Foreign sales from Polish Internet shops have also increased thanks Polish people locating abroad in search of employment. For Polish consumers in other countries, it is

<sup>26</sup> Kraska M. (red.): *Elektroniczna gospodarka w Polsce. Raport 2007*, Biblioteka Logistyka, Poznań 2008, p. 173.

still possible to buy well known products from familiar shops, which remain unattainable on foreign markets. Also foreign clients could take advantage of currency differences.

When taking all these factors into consideration, Internet commerce should also be viewed with the context of the recent economic crisis. The economic downturn seems to be helpful to the Internet market. In Internet shops people could buy products cheaper, resulting in savings. They are looking for opportunities, to compare prices in different shops and choose the better offer, but it is important to remember to do shopping in trusted shops, thus avoiding cases of fraud. This theory was confirmed in the United States where most US economic indicators were down in 2009, with the exception of online sales. US online retail sales rose an average of 11% in the first three months of 2009.<sup>27</sup> According to that survey there are opinions that online commerce will resist the recession, both in the United States and Europe. Possibly the rate of increase will be lower, but Internet commerce is still going to be more popular.<sup>28</sup> In Europe over 40% of the population declare their willingness to buying on-line in the future<sup>29</sup>, thus each country has a chance to extend the range of Internet commerce.

### 3. CONCLUSIONS

According to the questions asked at the beginning of the article the following conclusions could be drawn:

- 1) As it was presented, Internet commerce is becoming a more and more popular method of doing shopping. The rate of increase in Poland is lower than in Europe and the United States – Poland is still behind the leaders, but year by year it has greater acceptance by customers.
- 2) In big amount of Polish Internet shops only small percentage are ready to sell goods abroad and able to alleviate demand from foreign countries. In that aspect Polish Internet trading seems to be rather local than global.
- 3) Polish customers also rarely buy abroad, but they are more and more conscious of opportunities – it could be assumed that the range of buying in foreign Internet shops will increase. On the whole foreign trading would be very helpful if every country respect the same law on the Internet market connected with trading.

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<sup>27</sup> *US Online Sales Up* - <http://www.emarketer.com/Article.aspx?R=1007058>

<sup>28</sup> *Sklepy internetowe oprą się recesji* - <http://www.rp.pl/artykul/125618.html>

<sup>29</sup> *Ponad 40 proc. mieszkańców UE chce robić e-zakupy w innych krajach* - [http://gospodarka.gazeta.pl/gospodarka/1,33181,5404095,Ponad\\_40\\_proc\\_mieszkancow\\_UE\\_chce\\_robic\\_e\\_zakupy.html](http://gospodarka.gazeta.pl/gospodarka/1,33181,5404095,Ponad_40_proc_mieszkancow_UE_chce_robic_e_zakupy.html)

4) The value of Internet commerce could be appreciated especially during the time of economic crisis. However, customers must remain more careful, despite the savings in time and money.

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*Monika Szyda***POLSKI HANDEL INTERNETOWY – LOKALNY CZY GLOBALNY**

Współczesne przedsiębiorstwa działają w turbulentnym otoczeniu spowodowanym globalizacją rynku, coraz silniejszą konkurencją oraz kryzysem w gospodarce światowej. Dlatego aby rozszerzyć działalność poza terytorium własnego kraju, przedsiębiorstwa rozwijają sprzedaż poprzez Internet. Poza tym również konsumenci stają się coraz bardziej świadomymi uczestnikami globalnego rynku i również dokonują zakupów w zagranicznych sklepach internetowych. Jest to możliwe gdyż z roku na rok zakupy internetowe zyskują coraz większą akceptację. W artykule Autorka próbuje oszacować stan obecny oraz wskazać dalsze możliwości rozwoju polskiego handlu internetowego na globalnym rynku. Znaczenie oraz potencjał handlu internetowego Polski ukazano w odniesieniu do krajów Unii Europejskiej oraz Stanów Zjednoczonych Ameryki. W szczególności zaprezentowano jak wielu jest użytkowników Internetu jako medium oraz jako kanału dystrybucyjnego, gdzie dokonywane są zakupy. Następnie wskazano przyczyny dokonywania zakupów tą metodą oraz najpopularniejsze grupy asortymentowe towarów. Porównano jak wielu polskich klientów dokonuje zakupów w zagranicznych sklepach internetowych oraz czy polskie sklepy internetowe są w stanie sprostać popytowi z zagranicy. Na koniec zaprezentowano wnioski, z których wynika, że polski handel internetowy ma bardziej lokalny niż globalny charakter.

**Słowa kluczowe:** handel Internetowy, amerykański/europejski/polski handel on-line, zakupy przez Internet za granicą, handel internetowy w czasach kryzysu.