The Analysis of the Influence of Electronic Marketplaces on the Cost of Sale of Goods

M. G. Tindova, I. M. Kublin, O. V. Zavodilo

Moscow Financial and Industrial University "Synergy", Moscow, Russia;
Saratov State Technical University named after Yu. A. Gagarin",
Saratov, Russia

Keywords: dispersion analysis; information and digital technologies; marketplaces; pricing.

Abstract: The analysis of the influence of the marketplace on the cost of different groups of goods was carried out: equipment, furniture, cosmetics and food products. The online stores Wildberries and OZON, as well as specialized stores selling the listed goods, were selected as trading platforms. The study presented in the article is based on one- and two-factor analysis of variance, the results of which showed the relationship between the price of a product and which and through which online platforms the product is sold.

© М. Г. Тиндова, И. М. Кублин, О. В. Заводило, 2024