

## Development Tendency of Electronic Commerce in Uzbekistan

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### ABSTRACT

Everyone living in the age of technology has used online or remote store services at least once in order to satisfy their needs as little as possible and to save time and excessive expenses. This complex of small service types forms a new economic field called e-commerce. E-commerce is the buying and selling of goods or services electronically on the Internet. It can also apply to other online activities such as auctions, tickets and banking services. In this article, we will discuss the different types of e-commerce, its advantages, why e-commerce is important and how necessary this new type of business is for Uzbekistan. In this article, we will discuss the different types of e-commerce, its advantages and disadvantages and why ecommerce is important.

### ARTICLE INFO

**Received:** 28<sup>th</sup> October 2023

**Revised:** 26<sup>th</sup> November 2023

**Accepted:** 30<sup>th</sup> December 2023

### KEY WORDS:

e-commerce, internet, platforms, web server

Over the past two decades, the widespread use of e-commerce platforms such as Amazon and eBay has fueled significant growth in online retailing. According to the US Census Bureau, e-commerce accounted for 5% of total retail sales in 2011. By 2020, with the onset of the COVID-19 pandemic, it had risen to more than 16% of retail sales.

E-commerce is powered by the internet. Customers access an online store to browse and order products or services through their devices. When an order is placed, the customer's web browser communicates back and forth with the server hosting the e-commerce website. Information related to the order is transmitted to a central computer known as the order manager. It is then routed to databases that manage inventory levels; A merchant system that manages payment information using applications such as PayPal; and bank computer. Finally, it returns to the order manager. This is to make sure there is enough store inventory and customer funds to process the order.

Once the order is confirmed, the order manager will notify the store's web server. It informs the customer that the order has been successfully completed. The order manager then sends the order information to the warehouse or fulfillment department and indicates that the product or service can be shipped to the customer. At this time, physical or digital products may be sent to the customer or access to the service may be granted.

Business-to-business (B2B) e-commerce refers to the electronic exchange of products, services, or information between businesses rather than between businesses and consumers. For example, online directories and product and supply exchange websites that allow businesses to search for products, services and information and initiate transactions through electronic shopping interfaces. According to a Forrester report published in 2018, B2B e-commerce will reach \$1.8 trillion by 2023 and account for 17% of US B2B sales.

Business-to-consumer (B2C) is the retail part of e-commerce on the Internet. This occurs when businesses sell products, services, or information directly to consumers. The term became popular in the late 1990s, when online retailers and selling goods were a novelty. Today, there are countless virtual stores and malls selling all kinds of consumer goods on the Internet. Amazon is the best known example of these sites.

Consumer-to-consumer (C2C) is a type of e-commerce in which consumers trade products, services, and information with each other online. These transactions are usually carried out through a third party that provides the online platform through which the transactions take place. Consumer-to-business (C2B) is a type of e-commerce in which consumers present their products and services online for companies to offer and buy. This is the opposite of the traditional B2C sales model. A popular example of a C2B platform is a marketplace that sells photos, images, media and design elements like iStock. Business-to-government (B2A) refers to online transactions between companies and government or government agencies.

Many branches of government depend on various types of electronic services or products. These products and services are often related to legal documents, registers, social security, fiscal information and employment. Businesses can submit them electronically. B2A services have grown significantly in recent years due to investments in e-government capabilities.

Consumer-to-Administration (C2A) refers to online transactions between consumers and government or government agencies. Governments rarely purchase goods or services from individuals, but individuals often use electronic means in the following areas:

- Social Security. Disseminating information and making payments.
- Taxes. Filing tax returns and making payments.
- Health care. Scheduling appointments, reporting test results and health status, and making payments for health care services.

Advantages of e-commerce include its 24/7 availability, speed of access, wide availability of goods and services, easy access and international connectivity.

✓ Convenience. Except for outages and scheduled maintenance, e-commerce sites operate 24/7, allowing visitors to browse and shop at any time.

✓ Easy access. Customers shopping at a physical store may have difficulty finding a particular product. Website visitors can browse product category pages in real-time and use the site's search function to find a product instantly.

✓ Less cost. Fully e-commerce businesses avoid the costs of running physical stores, such as rent, inventory, and cashiers. However, they will cover shipping and warehousing costs.

✓ Personalization and product recommendations. E-commerce sites can track visitors' browsing, searching and purchase history. They can use this information to provide personalized product recommendations and learn about target markets.

The scope of electronic commerce is determined not by geographic or national boundaries, but by the spread of computer networks. Since the most important networks are global, e-commerce allows even the smallest enterprises to have a global presence and do business.

In Uzbekistan, the field of e-commerce is at the stage of its development. Today, the volume of e-commerce is about one percent of the country's GDP. In order to further develop e-commerce, it is necessary to identify the factors affecting it, to research the appearance of connections between them, and to make forecasts for future periods on this basis.

They include the number of Internet users, the value of Internet service tariffs, the number of online stores, e-commerce transactions, the volume of e-commerce transactions, total transactions made through POS terminals, the number of plastic cards, the volume of transactions with plastic cards, the number of ATMs and information kiosks and a number of other factors can be cited. The rapid development of information technologies is also reflected in the economy. Today, the basis of the achievements in the economy, especially in the field of entrepreneurship, lies in the highly developed and effective use of various segments of information technologies. The economy of Uzbekistan is certainly not an exception. As a clear example, a number of segments of information technologies, such as data transmission networks, information Internet resources and electronic document exchange between them, business and commerce are developing steadily. For Uzbekistan, the development of information technologies is of great importance in ensuring new economic relations. But this process takes place only if there is a certain level of informational readiness of the society,

which is created as a result of the increase of educational standards in the field of information technologies, modernization of national telecommunication networks, and the formation of the legal framework.

The development of electronic commerce has a positive effect on the structure of the Uzbek labor market. The industrialization of advanced information technologies will create thousands of new jobs. The stabilization of the economy of Uzbekistan, the increase in the competitiveness of goods and services, and the development of electronic commerce will lead to an increase in our export opportunities. Electronic commerce ensures the improvement of the standard of living of the population, the development of fields such as marketing and management. Thus, it should be emphasized that the opportunities for the development of e-commerce in Uzbekistan are growing year by year. Its development creates opportunities for our national producers to open new markets and find new customers. Following the chosen and current path of e-commerce development will make the economy of Uzbekistan one of the leading representatives of the world market in the future. Choosing the right way to solve the problems of electronic commerce in Uzbekistan is reflected in the well-being of the people, the progress of our society, and our economic development.

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