

THE INTERNET AS A CATALYST FOR THE DEVELOPMENT OF E-COMMERCE

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Annotation: The article is devoted to the study of the role of the Internet in the development of electronic commerce. The author analyzes the key aspects that contribute to the transformation of traditional trade models under the influence of digital technologies. Factors such as the availability of Internet technologies, their impact on consumer preferences, as well as on the business processes of companies are considered.

Key words: internet, e-commerce communication, target segment, information resources, efficiency, customer feedback.

Introduction. The phenomenal growth of computer technology production was not an end in itself. Computer technologies and views on their use have undergone significant changes in the last few years. Until 1994, local area networks, database management systems, word processors, transaction management systems, and even multimedia technologies were used primarily as a tool for internal automation of companies and individual firms, i.e., as a means of automating corporate systems. However, since 1995, the situation has begun to change rapidly. The most important catalyst for this process was the worldwide recognition of the Internet computer network. The repeatedly tested advantages of the Internet practically all over the world led to a mass refusal, despite the multi-billion dollar investments already made, to develop their own corporate or departmental dedicated networks in favor of building open standardized systems and integrating them into the Internet.

The Internet is a complex of technical and software tools, connection to which allows:

- to eliminate the influence of the distance factor in the communication process;
- to increase the efficiency and reduce the cost of communications;
- to access virtually unlimited information resources of the network;
- use various categories of information encoding (text, sound, color, form, movement, etc.) when exchanging information, which significantly improves the quality of perception and processing of information;
- implement prompt feedback and live communication between subscribers separated by territory;
- use the services of developed and highly effective service departments to solve their problems.

Literature analysis. In the work of A. A. Arlanov and D. Orazovov "Fundamentals of electronic commerce and its development paths" the features of the development of electronic commerce and its impact on the country's economy are studied, with an emphasis on the methods and strategies for implementing technologies. These studies cover various aspects of the impact of the Internet on the development of e-commerce, including economic, managerial and marketing perspectives.

Analysis and results. This feature of the Internet is associated with the active role of the user, conditioned by control over the search for information due to various search and navigation mechanisms. The push model of information delivery to consumers is characterized by the passive role of the consumer, who has only a fairly limited opportunity to choose information channels. The information provided is usually paid for by the customer companies, so access to the information is provided either free of charge (regular television, radio) or for a small fee (cable television, magazines, newspapers). This model creates a win-win situation for all its participants: the media receive income for providing information from advertisers and consumers; companies gain access to consumers using the media; consumers gain access to information and entertainment (news, sports, recreation, etc.). Observing the development of Internet technologies, it can be stated that it occurs through the synthesis of push and pull models. Due to the high functionality of the Internet, there will always be the possibility of navigation for users in order to find the necessary information or any resources. In addition, they will always have the opportunity to select the information sources that interest them and then automatically receive the necessary information - news, reviews. The most important properties of the Internet include:

- independence from time (information resources are available daily 24 hours a day throughout the year);
- no connection to the user's location (geographical distance does not matter);
- integration (individual components and services on the Internet - e-mail, ease of information perception, hypertext links - are independent, but at the same time form a single space).

The unique qualities of the World Wide Web make the Internet an effective business tool. The rapidly growing interest of business in the Internet, in turn, has caused a response from companies developing software and hardware for the World Wide Web. An entire industry of business services on the Internet has emerged, which makes the Network even more attractive to businessmen.

The transfer of business processes to the Network blurs the traditional boundaries between subjects of the economic process, facilitating closer interaction and integration of producers, suppliers, consumers, intermediaries and financial structures focused on the prompt and high-quality satisfaction of the needs of each specific consumer. In essence, it is the integration of production in the name of differentiation and individualization in satisfying needs. The Internet thus has a revolutionary impact on both the organization and performance of business and on the well-being of society.

Recommendations and conclusion.

In conclusion, we can conclude that the Global Internet has made e-commerce accessible to companies of any size. If earlier the organization of electronic data exchange required significant investments in communications infrastructure and was only within the power of large companies, then today the use of the Internet allows small firms to join the ranks of "electronic traders". An electronic showcase on the World Wide Web gives any company the opportunity to attract customers from all over the world. Such an online business creates a new sales channel - virtual, requiring almost no material investment. If



information, services or products (such as software) can be delivered via the Web, the entire sales process (including payment) can take place online.

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