

IMPORTANCE OF ONLINE COMMERCE IN DIGITAL MARKETING

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Abstract: Digital marketing is developing a lot nowadays because of this the facilities are very large. If you want to sell your farm, pay rent and spend a lot of time you don't waste it. The article outlines ways of selling goods and services using Internet technologies, electronic payments, as well as other areas of internet marketing. In addition, it focuses on the introduction of e-commerce in enterprise

Keywords: digital marketing, e-commerce, management, affiliate, electronic business, digital strategy.

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E-commerce is commerce that is built solely on the basis of online sales channel and has no other distribution channels. It can also be said that when e-commerce, there is only a virtual point of sale. Unlike the concept e-commerce, in e-business, the Internet channel is not the only one, but also one additional distribution channel. These channels intertwine with each other, forming combined sales channel, and the subject of sales are any, including traditional products and service. It can be said that subsystems are used in combined sales channels ecommerce. For the industrial sector that supplies physical goods, this is the only possible form of work with the buyer via the Internet. The difference between a traditional business and an electronic business is only in the method of doing business, which is described by the formula of four "P" - Product, Price, Place, Promotion. Combined the sales channel, which is inherent in e-business, changes all 4 "P", to one degree or another. But in order to change them correctly, you need to know well what they are for your enterprise. An online store is a way of selling goods using Internet technologies. The peculiarities of selling via the Internet are such that you can sell anything you want to anyone. The main thing is that it is convenient for both sellers and buyers. It is not the product itself that is transferred, but information about it. For the mass retail buyer, the number of goods, that can be sold via the Internet is not very large - a private buyer wants to feel product before paying for it. For industrial products and corporate buyers, the opposite is true. Purchase of goods in absentia, by bank transfer for they are more a practice than an exception. Through the Internet, it is convenient for them to work - visually and quickly. It just a new step in non-cash distance trading, which has a lot of advantage in front of others. As for payments via the Internet,

then, oddly enough, this is not at all mandatory, e-commerce component. Payments are just a stage in the sales cycle. As well as the transfer of the goods or services themselves is not necessarily carried out via Internet channels, and payments may or may not be electronic. The Internet in our conditions is the most problematic place, therefore the meaning of the term "electronic commerce" undergoes some changes, compared with the value that is invested in it in the homeland of the term - in the USA. A number of alternatives are offered for electronic payments and options that are relevant to our reality, while in the United States (and in everything else civilized world) bank plastic (credit) card migrated from the traditions.

Internet commerce as the only acceptable electronic means of payment. And how for individuals and corporations. Since the use of plastic cards for payments when online shopping began to occur quite a long time ago, then all issues related to security of card data transmission via Internet channels, more or less successfully solved. I repeat, in civilized countries, which we, of course, are also moving towards. Our problem is that we in principle, they did not have a developed credit system, and cards as a means of payment have a weak walking in Russia. In addition to the first two misconceptions, there is some notion that electronic commerce is an independent, self-contained business. This is also questionable how much the Internet sales channel, being the only channel in this business concept, capable of making a profit? It is necessary to divide e-commerce into subspecies: independent business, focusing on the Internet channel as the only sales channel, and support services with an existing, well-established business. In the second case, we are talking about electronic commerce in the service of the enterprise, as well as the creation of combined channels for the sale of goods and services, with elements of e-commerce in the traditional sales cycle. First, let's talk about what a brand is. Marketing, any other business deals more with customers than functions. The word "Marketing" is translated from English means "market activity", "market activity", "market research". There are many opinions about when marketing originated. If we come to marketing If we connect the emergence with advertising, the first in Babylon in 3000 BC a reward was announced and publicly announced for the capture of a runaway slave. The first elements of marketing (word of mouth advertising, negotiating forms of exchange) are people from the time when the first forms of trade appeared, getting rid of monopoly natural economy came into being. However, if we recognize that advertising is an important function of marketing. Three thousand years ago in Babylon, a reward for fugitive slaves: a special promise of two oxen it is permissible to remember the presence of signs.

In other words, marketing is smart about giving the customer what he wants the ability to determine the price and purchase goods at a place convenient for him

and in the necessary quantity convinces everyone that success can be achieved by giving. In any case, marketing began to be used as an applied scientific field in the United States. There it is "mass consumer society" was being formed at that time. It is also a first in human history the bulk of consumer goods, including housing, automobiles, household appliances, and then education and health care, even with the help of consumer credit, a wide population opened for layers. Most importantly, ordinary citizens have a real choice of which goods and what amount of consumption was available.

Some understand marketing as advertising and selling. It is a broad concept that covers. Marketing is the most important difference between advertising and sales. A good way of marketing is a general framework, within the framework we distinguish several segments. This segments advertising, marketing research, media planning, public relations, product pricing, customer support, sales strategy and public engagement is to do. Advertising and sales are only parts of the circle. Forward to marketing activities in order to achieve the set goal, these elements must work not only separately, but all together need You see, marketing is a very complex process. These market relations subjects, as well as suppliers, applied economists, scientists, entire organizations, even government market philosophy, thinking strategy and tactics, activities of the departments. Recently, two different approaches to understanding the subject of marketing have become known: "expansive" and "restrictive". To the subject of marketing from an expanding point of view starting from the microeconomic problems of socio-economic and technological processes, narrowly financial. Almost the entire spectrum of range problems is included. We can show the definition given by the "Dictionary of Explanatory Terms": "Marketing is the product of the company maximum sales, achieving maximum efficiency of export products and market share is a system of management and organization of company activities aimed at expansion". Restrictive the approach is well represented in the definition used by the French school of marketing. According to him: "Marketing is the creation of sales and consumer demand for the sale of goods and services measures carried out in order to meet the requirements by releasing them in accordance with the requirements is the sum".

E-commerce marketing includes the methods and tools used by a company to find new customers and guide them through the buying process, as well as to attract old customers. Ecommerce marketing works by sending store visitors through the customer lifecycle, getting those customers through the top of the ecommerce sales funnel, and eventually turning them into paying customers. The Internet not only facilitates the creation of effective marketing strategies, but opens up a new dimension to this field. Internet marketing, as part of digital marketing,

turns the network into a channel of communication, promotion and customer loyalty with great opportunities. The growing penetration of the Internet into society, as well as faster connection speeds and cheaper service, makes it ever easier for all entrepreneurs and professionals, whether they are in the e-commerce industry or not. conduct online marketing campaigns to sell products and/or services; and conduct professional and personal branding campaigns. In this section, we will talk about trends regarding Internet marketing strategies and we will analyze the news in the new sector. We will also analyze the tools and services that are emerging on the market for creating online marketing and digital marketing campaigns.

The E-commerce sphere is divided into types depending on the target audience with which the company works:

1. B2B (Business-to-Business). The niche "Business for business" implies commercial relations between legal entities, economic entities of the market. That is, companies, manufacturers interact with each other - conclude deals, partnership contracts for the supply, sale, purchase of goods or services. To establish contacts, search for partners and negotiate in B2B, specialized Internet sites and interactive databases are used.

2. B2C (Business-to-Consumer). The sphere "Business for the consumer" involves the trade in goods and services between legal entities and individuals. This is a kind of retail sales, but only with the help of online platforms - shops, services, banks, and so on. The advantage of customers in a larger range of choices, ease of ordering and delivery of goods to your home or office. E-commerce allows an entrepreneur to reduce the cost of maintaining retail and warehouse space.

3. B2G (Business-to-Government). The "Business for Government" niche includes the following market participants: legal entities - companies, corporations, brands, on the one hand, and municipal authorities, government agencies, on the other. A striking example is the public procurement portal of the Russian Federation. Transactions in B2G are carried out on the basis of competitions, tenders or quotations. This area of e-commerce operates with large transaction sizes, which places strict requirements on market participants. The company participating in the auction must have a high status and impeccable reputation.

4. C2C (Consumer-to-Consumer). E-commerce in the "Consumer to Consumer" niche involves transactions between individuals. The success of such Internet sites as Avito, Yula, Ebay, Molotok and others is based on the commercial relations of users through the electronic ad system.

5. G2C (Government-to-Citizens). Quite a popular type of e-commerce in recent years is "Government for Citizens" - providing access to government information through online services. For example, payment of taxes and fines,

registration of projects and forms of commercial activity, obtaining permits and more. This category also includes information support for citizens, so G2C does not fully belong to the commercial niche.

6. C2B (Consumer-to-Business). An interesting type of e-commerce "Consumer for the company", where the client himself sets the cost of goods and services. That is, buyers, by voting, determine the price for which they would like to purchase the proposed product. However, the final decision "to sell or not" is made by the owner of the product. In the C2B system, the site or any other electronic platform acts as an intermediary broker who is looking for sellers for the formed price of potential buyers.

7. G2G (Government-to-Government). The sphere of e-commerce "Government for Government" implies business relations between government agencies: the supply of products, the provision of services, and so on. Such interaction is realized through online technologies.

8. B2P (Business-to-Partners) or B2L (Business-to-aLLiance). The "Business for Partners" niche is a commercial relationship with service and product providers, between affiliates, partner organizations of the same network, or third-party companies.

9. B2E (Business-to-Employee). The sphere of relations with personnel can also be commercialized. "Business for employees" implies the use of various systems for automating the management of business processes and corporate tasks. Such systems are combined into an intracorporate network - an intranet, which has access to the global system through secure channels.

10. B2B2C (Business-to-Business-to-Customer). An example of combining two types of e-commerce is Business to Business and Consumer. Integration of B2B and B2C systems in a single platform. For example, a company purchases goods in China, enters into contracts with Cargo warehouses to send orders to buyers' addresses. It turns out the chain: the seller company (B2B) - the warehouse (B2B) - the buyer (B2C).

11. E2E (Exchange-to-Exchange). A highly specialized type of e-commerce "Exchange for exchange", when sellers and buyers interact between various electronic exchanges. For example, e-currency exchange services.

Today, most of the niches are B2B and B2C. The public procurement sector has a fairly high entry threshold, so it does not stand out as a massive one. The transition to marketing activities cannot happen automatically in most of Uzbekistan enterprises need a lot of preparatory work. Doing things based on marketing methods, There is no single universal scheme of increase. Marketing direction and essence of the enterprise to the characteristics of its activity, its internal capabilities and the external conditions in which it operates is determined

depending on To ensure the market success of the product, only sell it the measures implemented usually lead to limited results. That's why from collecting ideas for the creation of promising products of the enterprise for the market the entire operation from timely production to receipt of obsolete goods must be subject to marketing. Marketing requires highly qualified personnel instead of non-thinking executors who approach creatively and solve tasks. We need entrepreneurial people who are focused on finding the most effective ways. Marketing product development provides manufacturers with a clear perspective of market-oriented behavior, enabling these behaviors to be targeted and coordinated.

Many brands whose consumers are actively using the World Wide Web digital marketing strategy for the whole corporate strategy is considered This integration increases the return on investment. Modern digital the use of technologies expands the interaction between the brand and customers and deepens, which increases sales and increases loyalty. Viral effect and cheap advertising channels reduce advertising costs. Digital advertising breaks many of the laws of traditional marketing. If offline advertising when a consumer creates a demand, digital advertising usually fulfills it. This is intended is achieved by focusing on the audience. E-commerce marketing and digital marketing are not mutually exclusive. Websites from the above digital channels to promote the product and grow their business can use. This e-commerce marketing guide today explores all available digital media. Electronic Commerce social for marketers to attract visitors and facilitate online shopping use of media, digital content, search engines and email campaigns possible.

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