



ELEKTRON TIJORATNI RIVOJLANTIRISHDA RIVOJLANAYOTGAN MAMLAKATLAR TAJRIBASIDAN FOYDALANISH YO'LLARI VA MUAMMOLARI

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Xalqaro bo'lim, menejer, TDIU

Xalqaro iqtisodiyot va menejment magistri, JIDU

Annotatsiya. Elektron tijorat odatda o'zining qulaylik belgisi bilan bugungi iqtisodiyotda tasvirlanadi, ammo rivojlanayotgan davlatlar uchun bunda qator kamchiliklar mavjud. Rivojlanayotgan mamlakatlarda elektron tijoratni qabul qilish darajasi turli mamlakatlarda sezilarli darajada farq qiladi. Bular, birinchi navbatda, elektron tijoratni rivojlantirish imkonini beruvchi jismoniy, moliyaviy va huquqiy infratuzilmaning yetishmasligini o'z ichiga oladi.

Kalit so'zlar: elektron tijorat, elektron tijorat bozori, elektron tijorat bozori, telekommunikatsiya texnologiyalari, internet, xarajatlarni kamaytirish.

ПУТИ И ПРОБЛЕМЫ ИСПОЛЬЗОВАНИЯ ОПЫТА РАЗВИВАЮЩИХСЯ СТРАН В РАЗВИТИИ ЭЛЕКТРОННОЙ КОММЕРЦИИ

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Аннотация. Электронная коммерция обычно описывается в исключительно благоприятных терминах, однако существуют и возможные недостатки для развивающихся стран. Темпы внедрения электронной коммерции в развивающихся странах существенно различаются от страны к стране. Однако многие другие сталкиваются с сопоставимыми барьерами на пути к электронной коммерции. К ним в первую очередь относится отсутствие физической, финансовой и правовой инфраструктуры, позволяющей развивать электронную коммерцию.

Ключевые слова: электронная коммерция, рынок электронной коммерции, рынок электронной коммерции, телекоммуникационные технологии, интернет, снижение затрат.

WAYS AND PROBLEMS OF USING THE EXPERIENCE OF DEVELOPING COUNTRIES IN THE DEVELOPMENT OF ELECTRONIC COMMERCE

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Abstract. E-commerce is typically portrayed in extremely favorable terms, however there are also possible drawbacks for developing nations. The rate of e-commerce adoption varies substantially from nation to nation in developing nations. However, numerous others encounter comparable barriers to e-commerce. These primarily include a lack of a physical, financial, and legal infrastructure enabling the growth of e-commerce.

Key words: e-commerce, e-commerce market, e-commerce market, telecommunications technology, internet, cost reduction.

Introduction.

The growth of various forms of e-commerce is largely influenced by the structure of the industrial sector already in place and by how that sector fits into a particular sectoral value chain. The applicability and transferability of the e-commerce models developed by some affluent countries has also been observed to be constrained by the differences in cultures and business philosophies among developing countries. Even though SMEs have many reasons to participate in e-commerce, consumer security concerns continue to be a significant barrier to the growth of e-commerce services and operations. The main problem is probably that people are reluctant to divulge online information about their credit cards.

One of the key e-commerce success criteria has been demonstrated to be ensuring both trust and familiarity through a functional website. In a similar vein, the expansion of broadband has increased the demand for users to safeguard their privacy and security when engaging in “online” activities. Computer viruses are the “malware” that both ordinary users and organizations say they encounter most frequently. For online firms, security remains a challenge since clients need to have faith in the fairness of the payment system before they make a transaction.

Literature review.

Barriers to e-commerce in the Russian Federation. Rebyazina, Smirnova, and Daviy (2019) conducted a study on e-commerce adoption from the perspective of consumers at the market and store level in the Russian Federation. The basis for distinguishing the consumer perspective is that Rebyazina, Smirnova, and Davy (2020) believed that most studies mix external and internal factors of e-commerce adoption. The authors classify environmental, economic and socio-political factors as external factors. Internal factors are mainly related to cognitive aspects: knowledge, people, product/service. Factors related to technological and technical aspects are dualistic, they can be internal and external.

Numerous studies have tried to find correlations between trust and experience with a new system, concept, or relationships, including a correlation to frequency of e-commerce activity and other researchers have noted that trust may be significantly influenced by culture of a given society. (McKnight, 1998), (McKnight and other, 2001), (Lee and Turban, 2001) Grabner-Kraeuter observes and states that trust is “the most significant long-term barrier for realizing the potential of e-commerce to consumers”, (Grabner-Kraeuter, 2002) and others state that trust will be a “key differentiator that will determine the success of failure of many Web companies” (Urban et. al., 2000).

Research and methodology.

The quantitative approaches used in the research include descriptive, comparative, and statistical methods. The empirical investigation of observable and measurable variables was used in quantitative research. It was used for statistical analysis to test theories, forecast outcomes, and determine correlations between and among variables.

Analysis and results.

E-commerce's potential can only be realized with a sufficient infrastructure. This restriction poses a significant challenge in the majority of emerging nations. Smaller, lower-paying internet markets in underdeveloped nations have had trouble luring enough infrastructure funding, particularly in Africa. This leads to bandwidth costs that can be up to 100 times higher than in developed nations when coupled with a lack of competition. These nations typically continue to be inaccessible to fiber optic cables and must rely on satellites for global communication – and occasionally even domestic connectivity. Even though technology has made enormous advancements, this still occurs.

The world population is 7.7 billion people, about 25% of the world's population shop online. In addition, this number is growing rapidly and will reach 2.14 billion people in 2021 (Figure 1).

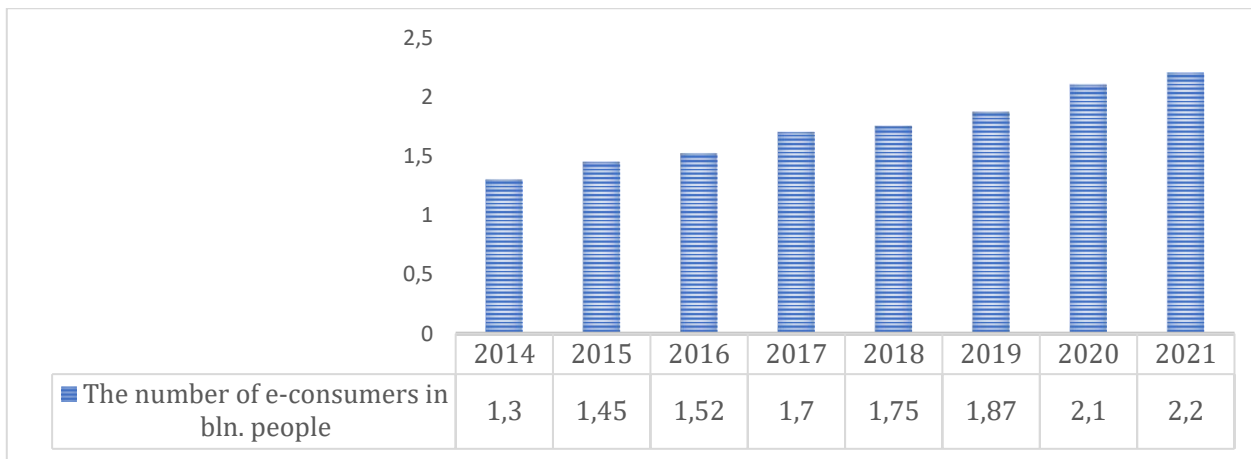


Figure 1 Number of annual online shoppers¹⁵

E-commerce is becoming an increasingly important part of global commerce in 2019, with e-commerce sales accounting for 13.7 percent of global retail sales. It is growing so fast that it is expected to account for 17.5% of global retail sales by 2021 (Figure 2).

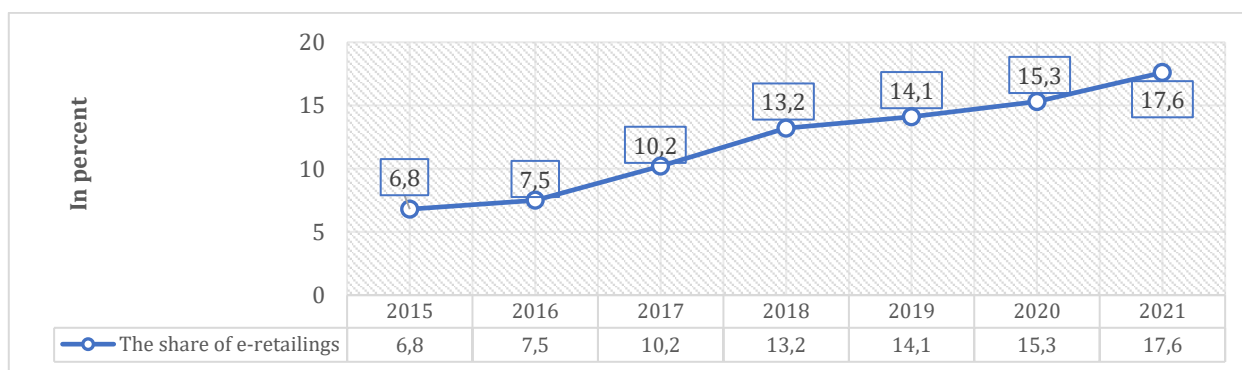


Figure 2. The share of e-retailings¹⁶

E-commerce is expanding and becoming an integral part of the consumer experience around the world. A number of reasons like the ability to compare prices, low prices, time saving and convenience of not having to go out of your way to shop, encourage people to shop online (Figure 3).



Figure 3. Reasons to shop online¹⁷

¹⁵ The graph was prepared with the reports from www.statista.com

¹⁶ The graph was prepared with the reports from www.statista.com

¹⁷ The graph was prepared with the reports from www.statista.com

Let's take a look at the largest e-commerce market players in the world: In 2021, a cross-border survey of e-commerce buyers in 26 countries found that Amazon, eBay and Alibaba accounted for 65% of cross-border purchases. There are some significant differences by country, which indicate that today's global e-commerce market is diversifying. However, the opportunities of Amazon, eBay and Alibaba are expanding further into new markets. Especially in developing countries, many new players are entering the segment at a very fast pace, which indicates the high potential of this market. The recent deal between India's e-commerce giant Flipkart & Walmart is an important step to demonstrate this (Figure 4).

Amazon Marketplace is an e-commerce marketplace founded by Jeff Bezos on July 5, 1994 in Seattle, Washington. It is one of the largest online retailers in the world. The site started out as an online library, then started selling DVDs, Blu-ray discs and CDs. Ali-Baba Holding Group Market is another example of an e-commerce market, the group was founded in 1999 in Hangzhou, People's Republic of China. Its founder, Jack Ma, created an online portal called AliBaba.com. This portal aims to connect Chinese manufacturers and traders with buyers from different countries around the world. Alibaba Holding Group sites account for more than 60% of parcel delivery to China (Davidson and other, 2012). Alibaba ships more than a million parcels a day in China alone (Figure 4).

Looking at the South and East Asia region, the e-commerce industry has recorded good growth. Although Amazon, eBay has not been able to enter China's e-commerce market, Amazon is the leading platform in Europe thanks to its plan to gain a significant place in the growing Indian market. Germany and the UK also serve as the company's testing ground for innovation.

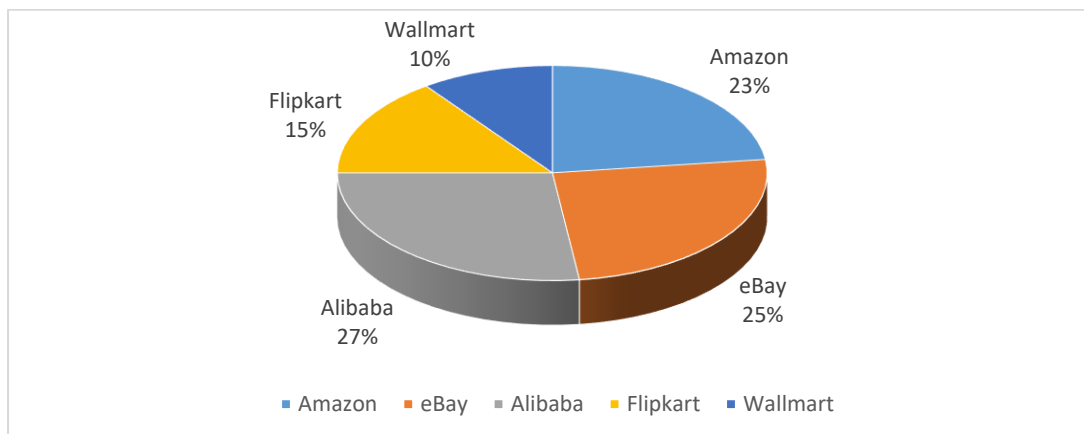


Figure 4 Market share of the main players of e-commerce on a global scale 2021 (Luo, Choi, 2022)

E-commerce retail shows that COVID-19 will have a significant impact on e-commerce, with sales expected to reach \$6.5 trillion by 2023. In addition, there are many products that have a significant effect on the virus, such as disposable gloves, cough and cold products, bread machines, soups, dried grains and rice, packaged food, fruit cups, milk and cream, dishwashing detergents, and paper towels. From the discussion, it can be concluded that the global e-commerce is significantly affected by COVID-19 and in some cases negatively, but overall e-commerce is growing rapidly due to the virus. The coronavirus has forced customers to use the internet and make it a habit in their daily lives (Abiad and other, 2020). In addition, many problems faced by retailers in e-commerce have increased, such as extended delivery times, difficulties faced during traffic management, social distancing and lockdown. The shipping and delivery process is quite slow now, but people are still buying because there is no other alternative. So people are switching to technology because of the virus. In addition, some products are in very high demand in the market. Even retailers can't keep up with the customer's demands for hand sanitizers, toilet paper, disposable gloves, food and dairy products. On the other hand, the negative impact of COVID-19 on the tourism industry, flights are disappearing, international trade is very slow and stagnant. E-commerce has been enhanced by COVID-19. How this has affected e-commerce encourages other researchers to delve deeper into the field, such as how e-commerce trends have changed with corona and future trends (Bhatti and other, 2020).

Lack of technological expertise, which prevents SMEs from maximizing their potential in e-commerce, is another area of worry. Many developing nations lack a workforce with adequate ICT and

mobile technology training. Many SMEs who may be looking to diversify or expand into e-commerce are severely harmed by this.

The key to securing the economic benefits of e-commerce is ensuring that businesses have the necessary set of skills and capacities to employ relevant technologies profitably. Many business owners in developing nations, particularly in least-developed nations, lack the skills or knowledge essential to fully utilize ICT.

Even if business owners in underdeveloped nations have access to mobile phones and the internet, they might not know how to use these tools to their advantage. In certain cases, they might even fail to recognize the benefits of spending money on the technology needed to take advantage of e-commerce potential.

According to Rebyazina, Smirnova and Davi (2020), online shopping trust, online shopping benefits, and online service quality affect e-commerce adoption in the Russian Federation. However, these factors vary depending on the perspective, specifically:

- * market-level (external) factors include loss of privacy, ease of online shopping, technical competence, and the positive impact of social norms.

- * store-level (internal) factors are online store reputation, delivery services, assortment availability, cross-border financial advantages.

In conclusion, it should be noted that today, in the rapid development of e-commerce networks, a number of platforms mentioned above are being used on a large scale. A review of the literature on global barriers and drivers of e-commerce adoption by businesses from different perspectives helped identify factors contributing to the Also, in order to further improve these platforms, special importance is attached to the development of the customer service system for e-commerce, including the logistics market. Among them, the development of multi-channel retail strategies that allow the customer to choose the order, delivery, payment, return model in the logistics market has been launched. At this point, blogs, social network services and electronic communities play an important role in the development of these platforms.

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