

## THE ROLE OF INTERNET MARKETING IN THE DEVELOPMENT OF E-COMMERCE ACTIVITIES IN SMALL BUSINESS ENTITIES

*I.Irakkhujeva, Tashkent Financial Institute*

**Annotation:** This article examines the role of network entities in the country's economy as a result of the implementation of Internet marketing in the development of e-commerce in small business and private entrepreneurship, and the prospects for their effective use.

**Keywords:** marketing, internet marketing, business, entrepreneurship, e-commerce, model, technology, internet trading system, web system, commerce, electronic media, goods, services, integration, information and communication technologies, information space, mobile e-commerce.

### Introduction

The effectiveness of Uzbek manufacturing enterprises in the period of modernization of the economy depends in many respects on the degree to which all employees of the enterprise, including its management, make quick decisions and radically change the way they operate. The improvement of the market economy creates conditions for the emergence of various forms of entrepreneurship. Entrepreneurship development also has a significant impact on the formation and development of the information and communication business. Therefore, the prospects for further development of electronic networks and the expansion of e-commerce processes will serve as an important factor not only for small business but also for the wider development of the country's economy.

According to the Resolution of the President of the Republic of Uzbekistan Sh.M.Mirziyoev dated November 17, 2021 No. PP-14 "On improving e-commerce administration and creating favorable conditions for its further development" [1], Center for Electronic Cooperation Portal under the Ministry of Investment and Foreign Trade and reorganized as the Digital Transformation Center under the Ministry of Foreign Trade. The center has the following additional tasks:

- formation of the digital ecosystem and performance of its operator functions;
- creating conditions for e-commerce platforms to use their customer base and provide services to them equally, regardless of the form of ownership, departmental and sectoral affiliation, territorial location;
- ensuring that payments and payments from a single personal account and the fulfillment of contractual obligations of the parties are guaranteed (on a letter of credit) in connection with the performance of the functions of the digital ecosystem "xroy" system, etc.

By January 1, 2024, the income tax rate for operators of e-commerce platforms integrated into the digital ecosystem has been reduced by 50%. For taxpayers engaged in electronic trade in goods (services), reduced tax rates on income tax and turnover tax in accordance with Articles 337 and 467 of the Tax Code, regardless of whether they are included in the national register of participants in electronic commerce.

In order to create favorable conditions for the development of e-commerce in the country, to introduce modern mechanisms and procedures for the sale of goods (services) via the Internet, to expand the geography and increase the volume of exports of local businesses by e-commerce participants formed by information systems in the process of providing services, electronic checks, receipts, messages and other methods that allow to identify the parties to the transaction are equated to receipts, coupons, tickets and other documents confirming the payment for goods (services). Also, in the implementation of e-commerce transactions by businesses through electronic terminals (E-POS) is mandatory to send an electronic check or other confirmation of receipt of cash to the buyer and transfer cash to the servicing bank in strict compliance with the rules of collection. can be taken in the form of.

E-commerce entities have the right to accept payments through corporate bank cards of business entities, as well as electronic payment systems, using payment terminals in the conduct of trade activities. Export of goods (services) up to \$ 3,000 sold through e-commerce is carried out in accordance with the rules of postal services without entering into a single electronic information system of foreign trade operations and filling out a cargo customs declaration.

Entrepreneurs providing services for the supply of goods sold through e-commerce are given the right to accept payments for third parties (sellers of goods) subject to their subsequent collection in the prescribed manner, for goods (services) sold through e-commerce 15% of their total value in advance. payment request canceled, Legislation does not require a license to carry out passenger and cargo transportation by city, suburban, intercity and international road for the delivery of goods sold through e-commerce across the territory of Uzbekistan to the seller and supplier on the basis of personal property, lease and other use rights. except as specified.

In addition, the sale of medicines and medical devices through e-commerce is allowed only in strict compliance with the procedures and requirements for their safety during storage and delivery, and taking into account the requirements of the legislation.

### **Analysis and results.**

The role of marketing, especially internet marketing, is important in the development of e-commerce in the country. At the heart of Global Internet marketing, of course, is the idea of transforming innovative products into a standardized and affordable way to meet the needs of a wide range of consumers. Market globalization

is said to be the tendency of countries and individual regions to operate beyond their borders. This is evidenced by the liberalization of trade, the removal of investment barriers, the emergence of free enterprise and others.

In the case of large enterprises, globalization means the formation of a common approach to transcending the boundaries of the domestic market and the development of the world market. All this leads to the conclusion that the successful implementation of Internet marketing trends and trends at the enterprise level requires its adoption as a management concept, the development of inter-functional coordination and decision-making, the creation of inter-functional groups to improve corporate culture. Internet marketing as a philosophy, strategy and tactics of market activity has shaped certain scientific principles, goals and means of achieving them in its historical formation and development.

Internet marketing, understood as a business philosophy and aimed at identifying the needs of consumers and target markets, is used at the level of individual enterprises and commercial and non-profit organizations, as well as at the regional and state levels. Internet marketing is a dynamic concept that means the development of a firm (enterprise) through active market activity. It is also seen as a system that allows production to be oriented to market demands.

In accordance with the principles of Internet marketing, all aspects of modern business activities should be planned and implemented taking into account market requirements, consumer needs. The achievements of modern firms in the field of production and sales, the diversity and quality of products, their entry into sales markets, the creation of production that is optimal in terms of scale of operations are all the result of the use of Internet marketing.

The main task in the operation of the management system of the firm in the fierce struggle with competitors is to adapt its activities, strategy and tactics as much as possible to the constantly changing situation of the market and the consumer sector.

Internet marketing assures everyone that success can be achieved by providing the customer with what he or she wants, setting a reasonable price, and giving him or her the opportunity to purchase goods where he or she is comfortable and in the amount he or she needs.

Internet marketing is one of the main disciplines of qualified market participants. They need to know how to describe the market, segment, evaluate the needs and requirements of consumers, convey the idea of product value to consumers through price, advertise and promote the product.

Internet marketing is a multifaceted process. It is the activity of market relations subjects, as well as suppliers, practical economists, scientists, organizations, government agencies, market philosophy, thinking strategies and tactics. The main goal of this process remains to ensure full satisfaction of customer needs and

requirements. Therefore, Internet marketing can be defined as a way to identify and use needs, to achieve the commercial goals of the enterprise on the basis of improving and improving the quality of products and services in accordance with these needs.

Internet marketing is the main condition of movement in this or that market and manifests itself in the form of the ratio of supply and demand. Only this ratio, more precisely depending on which component of it is dominant, differs as follows:

1. "Seller's market" - in which the demand for a product exceeds its supply. The seller dominates the market, the buyer has to be the most active participant. In this case, "money chases the product."

2. "Buyer's market" - in which supply is more than demand, so buyers (consumers) have the opportunity to choose what they want from the products and services offered. In such a market, buyers have an advantage, producers and sellers become the most active participants in the market. In this case, the product has to be "chased for money."

3. "Balanced market" - in which supply and demand are more equal.

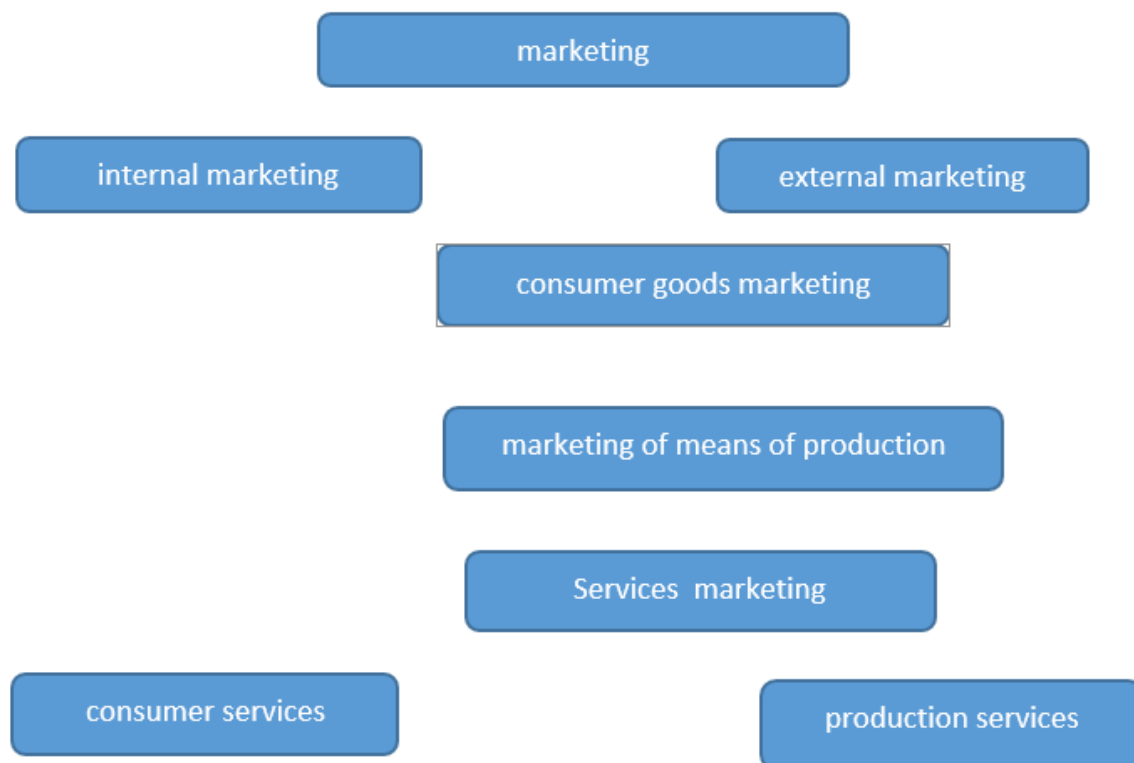
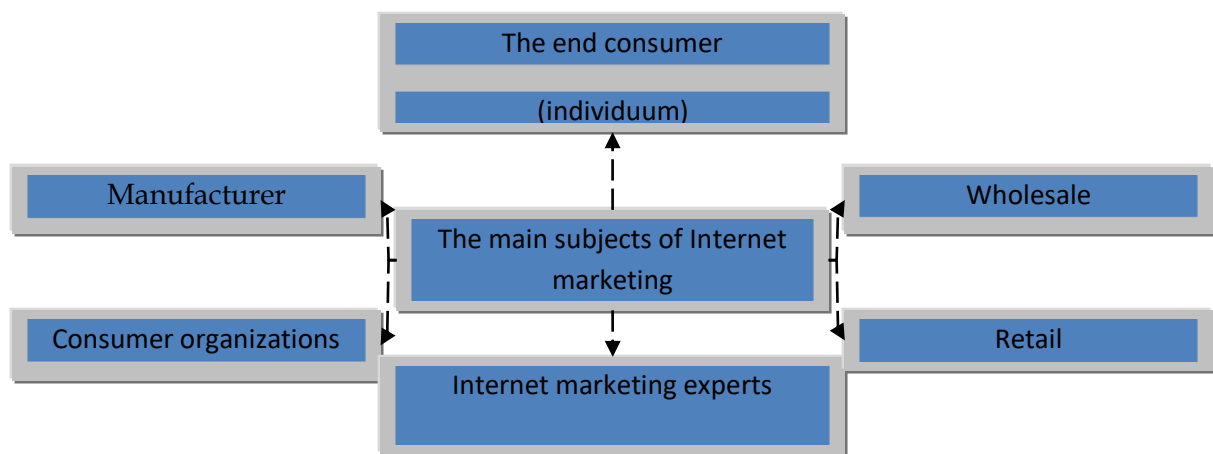


Figure 1. Areas of application of Internet marketing <sup>1</sup>

Internet marketing is widely used in business and covers the following areas:

- market sectors (goods, money, finance, labor);
- types of products (material resources and services);
- types of consumers (final consumers, consumer enterprises);
- Entrepreneurship (industry, agriculture, trade, construction, transport, banking, insurance, sales services, sports, culture, education, etc.);
- market sectors (external and internal).

The main subjects of Internet marketing are manufacturers, Internet marketing specialists, intermediaries and consumers of various products and services.



**Figure 2. Internet marketing entities <sup>1</sup>.**

The objects of Internet marketing include material products, services, ideas, organizations, regions and individuals. Internet marketing objects are usually combined into the concept of ‘products’.

Material products are divided into products for personal consumption, production and products intended for public social purposes.

Services (housing, manufacturing, finance, transportation and communication, social, intellectual) - the best emerging sector of Internet marketing activities. Their quality is variable because it depends on the exact executor and it is difficult to standardize them.

Ideas include development and prediction scenarios, projects, technologies, patents, know-how, social norms and traditions, needs, and their hierarchy. The ideas are inextricably linked to the development of the legal support of copyright championships in Internet marketing.

<sup>1</sup> Compiled using economic literature.

An organization can be considered as an object of Internet marketing both in terms of organizational structure and models, as well as in terms of rights, privileges and so on. Special mention should be made of the reputation of the organization in the business environment and in the eyes of society as a whole. The image of an organization is usually characterized by the brand of the firm, the product, or the service mark of the firm.

Regions include land as Internet marketing facilities, housing, recreation areas, farm buildings, land as an object of investment. In a much broader sense, when regions talk about Internet marketing, it is possible to understand the general definition of the category of immigrants, tourists, businessmen, the attraction of financial and other resources.

### **Literature review.**

Problematic processes facing our economy In this regard, the Resolution of the President of the Republic of Uzbekistan dated May 5, 2018 No PP-3697 "On additional measures to create conditions for the development of active entrepreneurship and innovation" acknowledges the existence of obstacles to further development of the industry. the process of overcoming existing problems is given priority [Decision. 2018. 2].

For several years before the advent of the Internet, e-commerce was based on various electronic data transmission systems. The above organizational methods of data exchange are still used in a number of e-commerce systems EDI (Electronic Data Interchange), EFT (Electronic Funds Transfer-funds), E-Mail (Electronic Mail - e-mail) [2018. 3].

## **CONCLUSION**

In conclusion, it should be noted that in the context of increasing information in various spheres of society, there is an opportunity for the company to communicate directly with the customer. In recent years, there has been a transition from mass marketing to Internet marketing. One such area is Internet marketing, which focuses on strengthening individual relationships with consumers as much as possible using telecommunications tools.

This is a process of continuous application of knowledge about the individual consumer, obtained through the use of interactive communications. This knowledge helps to create and promote products and services in order to ensure long-term mutually beneficial relationships. The advantages of such a relationship for the customer: the effectiveness of the relationship, for the manufacturer - profit, for both - peace, confidence in the future. It should be noted that individual Internet marketing is increasingly developing in hotel services, banking, more precisely, can be applied in any particular product market.

It is these principles that reveal the new, most characteristic features of Internet marketing. The specific forms and content of Internet marketing depend on the characteristics of the enterprise, its internal capabilities and external conditions. This is where Internet marketing and all other intermediate types of activities come together in a single focused process to achieve set goals, which in turn determines the movement of different types of Internet marketing.

#### **LIST OF REFERENCES**

1. Resolution of the President of the Republic of Uzbekistan Sh.M.Mirziyoev dated November 17, 2021 No PP-14 "On improving e-commerce administration and creating favorable conditions for its further development"
2. Resolution of the President of the Republic of Uzbekistan dated May 5, 2018 No PP-3697 "On additional measures to create conditions for the development of active entrepreneurship and innovative activities"
3. Nir Vulkan. Electronic commerce. M.: «Internet-trading», 2018 - 296 p.
4. M.S.Yakubov, D.B.Yuldashev Modernization of economics on the basis of electronic commerce. Newsletter № 2 (14), 2013. Bulletin of higher education courses of the General Prosecutor's Office of the Republic of Uzbekistan. 39-
5. Yakubov M.S. E-commerce is a leading factor in the socio-economic development of the country. ISSN 2181-5011. Vestnik?? 2 (22), 2015. Bulletin of higher education courses of the General Prosecutor's Office of the Republic of Uzbekistan. 14-19 b.