

EVALUATION OF FACTORS INFLUENCED BY THE DIGITAL-ELECTRONIC COMMERCE SYSTEM IN REDUCING ECONOMIC EXPECTATIONS

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Abstract

In this article, the author analyzes the role of digital-e-commerce in the development of the economy and its main structural aspects, emphasizing that digital-e-commerce serves to increase economic efficiency through the automation of business processes, the introduction of digital technologies and the use of innovative solutions. The impact of factors such as Internet technologies, electronic payment systems, marketing strategies, logistics services and the legislative system on e-commerce is also considered. The article also analyzes the role of e-commerce in the modern economy and its future prospects.

Keywords: Digital, electronic commerce, model, online platforms, innovative economy, resulting and influencing factors, internet, online sales, electronic payment systems, logistics services, marketing strategies.

Introduction

In our study, the development of digital e-commerce, which is currently gaining momentum, opens up a wide range of opportunities for everyone, using digital technologies. The fact that it has reached the level of state policy and the relevant legislation adopted on it also determines how relevant it is. The reason is that the efforts being made to develop e-commerce are based on the support of the state. Digitalization, which is developing day by day, is also rapidly developing the economy.

The work being carried out in this area in our country, the measures being taken to widely introduce modern information and communication technologies, allow achieving certain results in the digitalization of economic sectors, including the development of e-commerce. At the same time, the lack of introduction of appropriate norms for the formation of an open digital ecosystem of e-commerce, the provision of all electronic platforms, regardless of ownership, departmental and sectoral affiliation, and territorial location, the promotion of electronic platforms and their services through equal access to the customer base and the acceleration of the provision of services to users of the digital ecosystem remains an urgent problem in the development of e-commerce[1].

The resolution on improving the administration of e-commerce and creating favorable conditions for its further development noted the reorganization of the “Center for Electronic Cooperation Portal under the Ministry of Investments and Foreign Trade under the Ministry of Investments and Foreign Trade under the Ministry of Investments and Foreign Trade into the Center for Digital Transformation under the Ministry of Investments and Foreign Trade” (hereinafter referred to as the Center)[2].

Analysis and results

As a result of the development of the Internet, many industries have developed. Among them, e-commerce is rapidly gaining popularity. Efraim Turban and John Outland defined “Electronic commerce is the process of selling, buying, exchanging, and distributing products and services using the Internet and other information technologies” [3]. They recognized that its main elements include the sale of products and services, a digital payment system, social networks and online markets, customer service via the Internet, and the possibility of introducing personalization based on artificial intelligence and big data. The automation of business processes is important not only for entrepreneurs, but also for consumers. This is because the main goal of digitalization is to provide their products and services to everyone in the consumer market equally.

Kenneth C. Laudon and Carol Guercio Traver, in their book “E-Commerce 2023[4]: Business, Technology, Society”, analyze e-commerce from different perspectives. In particular, the technological perspective takes the main place in the analysis, and there are opinions about the role and importance of the Internet and mobile applications. According to them, there are opinions of the authors

about the development and expansion of businesses using M-commerce and mobile applications. They also generally highlight the technological aspect, stating that “The technological foundations of e-commerce, including the Internet, mobile applications and payment systems, facilitate interactions between companies and customers, and modern technologies, such as artificial intelligence and big data, help make commercial processes more efficient and secure”[4].

Research Methodology

This article was written using statistical, mathematical, grouping, comparative and structural analysis, induction and deduction, systematic approach, and logical consistency methods.

Analysis and discussion of results

Digital e-commerce is the main engine of economic development, contributing to the rapid development of business activities and increasing economic efficiency through the automation of these processes, the introduction of digital technologies and the use of innovative solutions. The use of digital technologies in business development and the use of innovative solutions in this process is one of the important tasks for every entrepreneur today. Re-e-commerce has also entered the service sector with rapid steps. Examples include obtaining information about taxi services remotely, ordering through online platforms, digital medical services, that is, obtaining information about hospitals and their queues, working hours and various medical services, and the ability to purchase air and train tickets remotely. The examples given are forms of e-commerce that people may encounter in their daily lives. The main area of e-commerce is the provision of logistics services. This is because in this process, in addition to the provision of Internet networks, logistics services are also important.

Econometric analysis is essential for economic analysis and forecasting of e-commerce. This is because the bulk of e-commerce sales are made through online platforms. Econometric models are used to forecast the future sales of the platform based on data on the visits and sales of the visitors or buyers who visit these platforms and make purchases. In this case, regression models are used to predict supply and demand. The main factors affecting e-commerce are the spread of the Internet and mobile technologies - the number of Internet users directly

affects the volume of e-commerce. The increase in the number of Internet users is an important factor for the popularization of e-commerce. Internet speed and quality are very important for users. While the number of Internet users in the world was 2 billion in 2010, by 2023 this figure has changed to 5.3 billion. Of course, the growth rate of the world population also had an impact. In our republic, Internet users were 4.7 million in 2010, and by 2023 there were 31 million users.

The development of electronic payment systems can be considered as a factor influencing e-commerce. The convenience of the payment method increases the likelihood of consumers making online purchases. The largest electronic payment systems in the world include PayPal, Alipay, WeChat Pay, Apple Pay, Google Pay, etc. In our country, there are also online payment systems Payme, Click and several other applications. The volume of global electronic payments In 2025, the volume of global electronic payments is expected to reach \$ 6.7 trillion, which is an increase of 50% compared to 2020.

Another influencing factor is marketing and advertising strategies. In this, e-commerce companies use digital advertising platforms to attract customers. E-commerce companies widely use digital advertising platforms to attract customers. Through these, they have the opportunity to introduce their products to a wide audience and introduce themselves to potential customers. For example, companies display their advertisements in accordance with the questionnaire based on the search queries of a person seeking information, that is, a customer, in the Google search engine. In this case, the customer is presented with the information that is relevant to the search query.

Changes in the legislative and tax system also play a role in the development of e-commerce. The legal and tax system can have both positive and negative effects on e-commerce. While the right legislation regulates business and protects consumers, a complex tax system and international legal requirements can be an obstacle for some businesses. Therefore, it is important for companies engaged in online trading to comply with legal and tax requirements.

Logistics services are of great importance for the development of e-commerce. As important as the Internet is in the development of e-commerce, the role of logistics services is also incomparable. The success of e-commerce is not only related to the right marketing or product selection, but also logistics and delivery systems are an important factor. Today, domestic and international logistics

services are widely developed. Fast, reliable and efficient delivery services increase customer satisfaction, ensure business competitiveness and directly affect overall profit.

The global e-commerce volume was \$6.0 trillion in 2022, and is projected to reach \$8.2 trillion in 2027. In our republic, this figure was 10,886.8 billion soums in 2022, and is projected to reach \$1.8-2.2 billion in 2027.

Conclusion and Suggestions

E-commerce is an important component of the modern economy, accelerating business activity and increasing efficiency through the introduction of innovative technologies. It affects a wide range of sectors, from the service sector to logistics systems. Digital technologies, an increase in the number of Internet users, the development of electronic payment systems, and effective marketing strategies are emerging as key factors in the development of e-commerce. Also, the flexibility of the legislative and tax system, the quality of logistics services are of decisive importance in the development of this sector. Therefore, investing in and further developing e-commerce will make a significant contribution to economic growth. Creating, analyzing, and forecasting an econometric model based on influencing factors demonstrates the necessity of e-commerce in an innovative economy.

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