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THE IMPORTANCE OF ELECTRONIC TRADE IN THE AGE OF DIGITAL ECONOMY

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Abstract--- We have analyzed some of the advantages and disadvantages of e-commerce in our country and around the world, and expressed our views on them in this article.

Keywords--- Electronic Economy, Electronic Field, Electronic Trading Platform, Auction, Electronic Trade.

I. INTRODUCTION

Trade, this term is widely used, is the basis of market relations. In the current era of globalization, no economy can exist without trade. The trading process of the 21st century is e-commerce, which takes place in the "Electronic Field". It is no coincidence that in the "Address" of President Sh.M.Mirziyoev to the Oliy Majlis on December 22, 2017, it is necessary to focus on the electronic economy and establish a single procedure for allocating land plots, including for entrepreneurs, through electronic auctions and auctions on the Internet.

To this end, from 2018, an electronic system for the sale of state assets through electronic trading platforms will be created. It is obvious that e-economy is very important for us to accelerate the integration of Uzbekistan's economy into the rapidly developing world economy. This is very important for us, given that 90% of the assets in the global financial market are in electronic form.

In our article, we want to focus on the current state of e-commerce and some of its problems, as well as the emergence of new perspectives in the field of trade.

II. LITERATURE REVIEW

The following scholars have considered the importance of electronic trade in the age of digital economy in their research: Blinov D.V., Voronina A.A., Igishev K.A., Narmatov N.S., Naroznikov N.K., Okyulov O.O., Sartania G.E., Filyushchenko L.I., Shablova E.G. [1], Barinov K.K., Naroznikov N.K. [2], Mirzaev Q.J., Pardaev M.Q. [3], Prischepa S.Y. [4].

III. RESEARCH METHODOLOGY

In this research, we used of methods of logical analysis and synthesis, grouping, comparative and structural analysis, abstraction, factor analysis, induction and deduction.

IV. ANALYSIS AND RESULTS

There are many e-commerce sites in the world today. Aliexpress, E-bay and other worldwide trading sites each have their own unique trading style. These firms are distinguished only by their involvement in e-commerce. But the big companies in the world have their own websites and they sell exactly their products through their sites.

There are also sites for e-commerce in Uzbekistan, OLX.uz, Avtobor, Uybor, which are unique in that they sell on the Internet. Of these, only the site OLX.uz is an electronic market, where you can find many goods. It is much easier to sell and buy goods on this site.

We would like to introduce some of these conveniences:

➤ In e-commerce, both the buyer and the seller can conduct sales processes without leaving their homes.

➤ Ease of advertising the product, as well as free for the seller.

➤ Plenty of choice for customers.

➤ In general, a reduction in transaction costs.

But just as everything has advantages and disadvantages, e-commerce also has some disadvantages:

These are:

➤ The supply of purchased goods is not perfectly organized.

➤ The complexity of the payment system puts sellers in a difficult position.

➤ Irregular pricing of goods for sale on the sites makes it confusing for buyers.

➤ The payment system is not specified in one currency.

Even if you want to buy a particular product first, you will need to arrange a meeting with the owner of that product by phone or email, which will again lead to the appearance of a simple sale. However, you use e-commerce to save time and money spent on meeting. So, to solve this problem, it is necessary either to conclude a contract with the postal communication system, or to form a certain logistics system, or to conclude a contract with an existing logistics company. Only then will sellers and buyers fully feel the convenience of e-commerce.

As mentioned above, having an e-commerce should serve to save users time and money. But now the seller and the buyer meet and agree on the price of the goods and make the payment directly. What if they don't have time for that? What if they live far from each other? which means a lot of time and money spent. So, we think that the site should open its own transit account and allow users to use it. In this case, after payment by the buyer, the seller will be able to withdraw their funds in any form from the bank's branches through a special identification number provided by the site operators. In this case, neither the seller nor the buyer spends too much time and money. Conversely, the site can earn extra commission.

If you look at the prices of some of the goods listed on the site, you will feel a situation that is difficult to understand. Let's say the product is in good condition and the price is much lower. In this case, the buyer may either think that the product is

invalid, or that there is a problem with the documentation in the product. In some goods, on the contrary, the price is the same as the new one, although the product is said to have been used. Material and moral obsolescence of the product is not calculated. So, what we are going to offer now is that today there is an innovative cadastral program that calculates the approximate price of a commodity based on the parameters entered and taking into account its current price. We believe that the introduction of a similar innovative pricing system in e-commerce will ensure that the price of goods is realistic. In turn, this will be a very important factor in attracting buyers.

Another point we need to make is that these prices are not in the same currency system. Let's say the product is acceptable, but the price is simple numbers, sometimes in Uzbek soums and sometimes in foreign currency. In this case, the buyer is hesitant.

V. CONCLUSION/RECOMMENDATIONS

In short, the reason is that numbers earn different amounts in different currencies. Therefore, setting the price of goods on the site in the exact currency ensures that buyers have a clear idea. We would have suggested a cryptocurrency that is very much in shape right now. This will increase the profitability of the site.

While the above suggestions are far from perfect, we want to create e-commerce as well as more convenience for users.

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