



Internet Shop - As a Promising Direction for the Development of Retail Trade Services

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ABSTRACT

The article analyzes the definitions of the concept of an internet shop, examines the main elements, types and classification of an internet shop by means of earnings.

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Introduction. The most efficient and practical way to maintain growth rates for individual enterprises as well as entire industries is thought to be through restrictions brought on by the worldwide pandemic's negative effects. With the merging of physical and cyberspace, these procedures aim to ensure social well-being in addition to efficiently resolving industrial issues.

Literature review. The majority of individuals throughout the world are not unfamiliar with the idea of an online business. Since there isn't yet a widely agreed-upon definition for this term, fact-gathering and understanding are still ongoing [1].

The explanatory dictionary of the information society and new economy states that: "An internet store, also known as a "internet shop," is a location on the internet where products are sold and delivered simultaneously to consumers (whether they are individuals or legal entities). In this instance, gathering

consumer data, placing an order for goods, and completing the transaction all take place in the same location, i.e., on the network (on the website of the online retailer)." [2].

In his book, F.N. Gurov "Online stores are described as "showcases" of offline stores that are located online in the article "Company promotion on the Internet: It's all about PR and advertising on the network. It displays products online and lets you place an order, unlike a typical storefront. On the website of the online business, a full catalog of goods is normally provided with pricing, and on the basis of it, clients create their orders" [3]. We disagree with this viewpoint because opening an online store does not need the existence of an offline store.

Specialist A. According to Salber, "online shop is an interactive website that advertises goods or services, accepts orders, offers the user a payment option, a method of accepting the order, and writes a receipt for payment. - site" [4]. In our opinion, the online store deals with offering and not advertising goods and services.

In our opinion, "Internet trade", "e-commerce" and "e-commerce" are elements of a whole and are considered a type of business activity. In example, the phrase "e-commerce" is extremely broad and encompasses a variety of commercial activities in addition to trade activities, such as factoring, leasing, banking services, insurance, and investment. Yet, the fact that all settlement activities are done electronically continues to be a significant component of e-commerce.

Methodology. As a methodology, scientific abstraction, analysis and synthesis, grouping of statistical data, comparative analysis, sample observation, expert assessment, and forecasting techniques were employed.

Result and discussion. A multipurpose software module that is installed on a website and permits the selling of business products via the Internet is what is meant technically by a "internet store" [5].

In general, the terms "e-business," "e-commerce," and "e-commerce" can be used to describe the idea of an online store. The following definition of electronic commerce is provided by the "Whatis.com" English electronic dictionary: "Electronic commerce is the purchase (selling) of goods and services via the Internet. In reality, the terms "e-business," "e-commerce," and "internet-commerce" are frequently used in its stead [6].

Consequently, an online store is a unique kind of website where a selection of products are offered, and where customers can make purchases without leaving their homes. As comparison to conventional retail locations, it provides a variety of competitive benefits, including no renting expenses, ideal personnel, and time savings for the customer.

These fundamental components [7] form the foundation of the online store:

1. Meaning is the key component. That is the outcome of a PR expert's labor. The website should entirely serve the goals of the PR specialist as a communication tool. A site's text alone, devoid of any images or vibrant embellishments, creates a singular communication between the user and the business.

2. Aesthetic component - the designer creates the site's visual design, color scheme, and stylistic elements in accordance with the technical specifications. The visual challenge of building a site can be overcome with the help of a brandbook, a distinctive branding manual. It reflects information about the company, such as its target market, position, and style (or style). The PR expert can develop successful communication with the company's internal and external environments with the help of this information. The corporate identity department or company style is crucial for the designer. The time

required to produce the visual portion of the site can be greatly reduced with a high-quality brand book. The site should be simple and simple to use.

3. Technical aspect - this component depicts the software that powers the site's functionality and establishes how accurately the site executes the project. It's crucial that an expert (programmer) with extensive knowledge respond to this part. A technical component failure might result in significant faults that have an immediate impact on how the client uses the product. As a result, the user is powerless to take any action, dissatisfied with the website, and unlikely to use it again [8].

The mediated nature of contacts, the visual representation of products and services, and the potential for individualized assistance are all elements of a contemporary online business. This sort of commerce differs greatly from conventional ones. The consumer has the option to use the services of the online business in the world of the Internet, no matter where he is.

As a result, using digitization processes contributes to an increase in the volume of services, Internet services, and online trade.

The online store's focus on a certain business model is also crucial. The following categories of internet retailers exist:

1. Online store (in pure form)
2. Integrating offline and internet business (when the online store is organized on the basis of an existing sales structure). The traits of a traditional business are present in this kind of online store, including a warehouse, a shipment of purchased items, workers, an accountant, a lawyer, etc.
3. An outsourcing-based online store. Outsourcing entails leaving solely organizational tasks to the company itself and assigning storage, packaging, receiving, and delivery duties to another company.
4. Using the dropshipping model to do business (goods are sold directly from the supplier to the customer, the online store acts as an intermediary).

Grouping internet retailers according to their sources of income:

1. Make products available on its website or on behalf of an authorized agent.
2. Promote products using an affiliate scheme (affiliate networks). In this instance, the partners split a portion of the income.
3. Information services that supply content, such as paid websites and emails.

It is important to assess the order in which tools are applied in order to grow the amount of online store services if online stores are to function efficiently and develop the sales market.

Conclusion and recommendation. We believe that there are significant prospects for the continued growth of Internet stores' operations in the sector of retail services, given the unique characteristics of the management system and organizational structure of businesses engaged in e-commerce. The subsequent trends can be used to explain these:

First, there are many benefits of retail trade in the "manufacturer supplier retail" chain for the makers of goods and services, and retail brands are anticipated to emerge. There will be more competition between retail trade firms in the near future. Several products are avoiding conventional retail channels as a result of the development of Internet technologies. Because of this, suppliers are attempting to connect directly with retail customers. Internet advertising, in contrast to mass media advertising, is

adaptable, doesn't demand huge costs from vendors, and may be browsed through specific web pages at will.

Second, substantial funds, an ideal location, and high demand are necessary for economic connections involving real estate utilized for commercial purposes (purchasing, renting, etc.) and for newly established businesses. Such entry hurdles force newcomers to consolidate into networked businesses and make the switch to an electronic environment. The extremely high cost of real estate also acts as a stimulant for the growth of Internet trade, especially in our nation's major cities (Tashkent, Samarkand, and regional centers) [9].

Thirdly, our nation's major cities are where "thrifty" consumer behavior is starting to take shape. Sports medicine, recreation, and entertainment services are becoming more and more prevalent around the nation today. As they literally adjust to the market environment, today's consumers place a strong emphasis on satisfying their own personal and family consumption needs while also enhancing their capacity for work through leisure activities with their loved ones. Another significant difficulty is that, after the consumer's fundamental material needs are met, an increasing amount of economic effort is put into meeting his other, more nuanced, and more personal demands.

Fourthly, the demographic landscape of social and labor interactions is dynamic. The issue of resolving family issues in our nation has emerged, particularly for women, and for men, the issue of raising the family budget on the basis of labor migration, with the steady lowering of gender gaps in labor relations and the increase in women's engagement in society. All of this has increased the demand for more service simplification in the areas of delivery, selection, and sorting.

Fifth, with the rapid increase in the number of the population and the increase in the level of urbanization in the country, the transport and logistics capabilities of a large city are becoming limited. Traffic jams, especially in the cities of Tashkent and Samarkand, accelerate the popularization of e-commerce.

Sixth, the increasing length of the working day and time. Today, the question of finishing work at 18:00 is not important. In addition, strict adherence to working hours and routines can significantly damage the professional career of qualified or hired personnel.

Seventh, the elimination of physical labor in domestic settings and the enhancement of high-tech technical support. The prevalence of using the Internet at home has brought about a lot of financial conveniences for the vast majority of people.

Eighth, because they are regarded as a viable option for working in a social environment, middle-aged people, who make up the majority of the population, frequently use international search engines (language learning through mobile phones or computers, free consultations). With the use of various advertising and RR, many big-box businesses are luring customers and online users. Consumer attraction is greatly aided by the websites of commercial enterprises. Remote locations are most affected by this. For instance, a customer looks to two business websites to purchase home appliances. The initial website offers details on the company's location, product, and address. The second company's website offers solutions to numerous queries regarding the types, selection, and costs of home appliances, which are not specifically related to retail commerce. Customers are more inclined to return to a second company website. Particularly today, search engines (search marketing) also have the ability to compare products based on pricing, allowing customers to purchase goods at the most advantageous price and selection. In the virtual world, competition operates similarly to traditional retail trade in that the most crucial goods, secondary goods, and supplementary services continue to be

the focus of price rivalry. The retail company's website ought to include sufficient details on new products, manufacturer-specific promotions and discounts, and prices. Nowadays, websites let visitors take a 3D virtual tour of an online store's sales areas.

The ease of the pricing range is the ninth. To purchase something or an item, one typically needs to travel to the city center, a grocery store, or a specialist shop. It will cost an additional 5,000 soums and take at least an hour to buy this merchandise, which costs 45,000 soums. The Internet gives producers the chance to reach consumers directly and avoid the retail route. Retail pricing are typically a little more, as we all know. In light of this circumstance, the manufacturer or suppliers will be in a position to speak with the customer directly, completely ascertain his demands and preferences, make a trade markup through direct delivery, and have extra money for quality improvement.

Tenth, by saving time, social output is highlighted. Self-employment is now regarded as a need, and the Internet is helping to drive up demand for it. Online retailers offer a wide range of products, and when customers have access to sufficient information, they may easily contact the vendor, clarify certain details, and make a purchase.

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