

Development of Electronic Commerce in Rural Retail Trade

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Abstract: This article is devoted to the development of ways to improve trade services for the rural population. The authors propose modern organizational forms for the provision of trade services, proceeding from the typical demand of the rural population, which are based on the mechanisms of using e-commerce and electronic communications.

Keywords: retail trade, trade services, e-commerce.

In the process of further development of the economy of Uzbekistan, the problem of converging the living standards of the rural and urban population does not lose its relevance. This also applies to the organization of trade services for the population. It should be noted that the demand of the rural population has its own characteristics, both in terms of content and in the place and intensity of manifestation. In rural areas, consumer demand is combined with production demand, that is, the availability of land plots creates a demand for agricultural goods. In addition, the production of agricultural products leads to the emergence of an unorganized supply in the consumer market. These circumstances have a serious impact on the activities of entrepreneurial structures in the countryside. At present, various organizational forms of trade services operate in the rural areas of the country. In general, they can be grouped into four groups: retail trade network, dekhkan markets, shopping malls, unorganized private entrepreneurs. The high level of competition and insufficient attention from local governments to the development of modern regulatory mechanisms leads to an outflow of demand to cities. Thus, despite the fact that 51% of the population lives in rural areas, its share in retail turnover does not exceed 26%. In addition, studies show a low level of trade services provision in almost all organizational structures. The objective need to

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Improvement of civilized market relations in the consumer market in rural areas contributes to the creation of fundamentally new organizational structures in trade services for the population. The main element of innovation is the use of electronic

communications in serving the population. Existing trends and forecasting the development of retail trade in Uzbekistan show that in the future, rural retail enterprises based on network structures and e-commerce, as well as large shopping malls with a wide range of retail services will dominate in rural areas (Fig. 1).

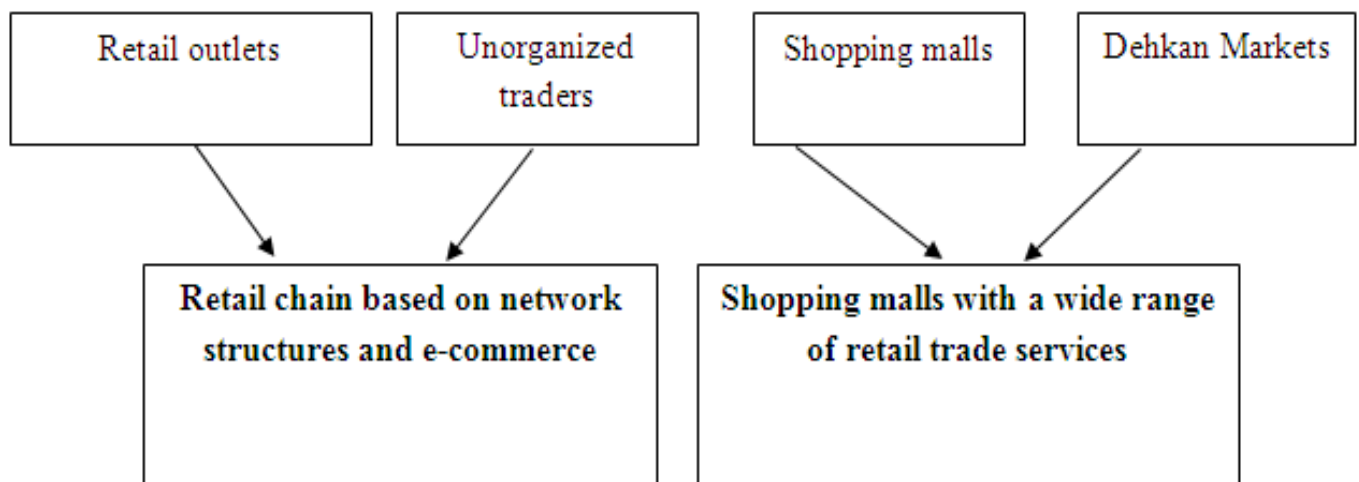


Fig. 1. Prospects for the development of organizational forms for the provision of trade services in rural areas

The legal basis for the accelerated development of e-commerce in retail is the Resolution of the President of the Republic of Uzbekistan PP-3724 of May 18, 2018 "On measures to accelerate the development of e-commerce." For the development of e-commerce elements in rural areas, it is necessary to solve the following two tasks: the organization of information flows and the organization of the distribution of goods. The variety of organizational forms of trade creates different conditions for the introduction of innovative methods of e-commerce.

Based on this, we have developed mechanisms for the provision of trade services through e-commerce separately for the retail trade network and for shopping malls (dekhkan markets).

The retail trade network is characterized by a wide network of retail outlets distributed across all settlements and a high level of competition. The chain "individual point of sale - store - retail trade enterprise - supermarket" is based on complex economic

relations between individual entrepreneurs. Ultimately, all relationships are associated with meeting consumer demand in the most efficient way. Therefore, e-commerce will be based on pre-order trading methods, only the nature and content of this method will be slightly different from the traditional method used in the urban trading network. In practice, this will be done through the development of mobile communications or the Internet.

To apply this method, a mobile information channel is created. This can be an SMS channel, or a group on a social network. Each point of sale or retail trade initiates an information channel and announces its email address to consumers in advance. In both the first and second cases of electronic relations, the buyer sends a standard order form for the goods indicating the type, size of the purchase and the price. The order is based on information about the preliminary assortment of the outlet, which is updated daily. Standardization of e-mails will enable real-time order processing.

A little more complex are the processes of order fulfillment and delivery of goods to customers. The easiest way is to prepare the goods in accordance with the order for subsequent purchase when visiting the outlet at a time convenient for the buyer. In the absence of the ordered goods at the outlet, the entrepreneur turns to other entities up the chain. The supply request is considered by several entities at once, one of which confirms the execution and organizes the delivery of the goods to the outlet. In these conditions, the mechanism of joint responsibility of the trading network to consumers, from a private trader to a distribution center in the region, should be activated.

Currently, the home delivery service is rapidly developing, that is, the fulfillment of an order to the consumer with payment after purchase. In this case, the buyer must be informed in advance about the features and conditions of delivery to prevent misunderstandings. In world practice, effective mechanisms for this process have been developed.

Shopping complexes and dekhkan markets located in rural areas are characterized by a large concentration of sellers at a certain time. This creates inconvenience when unloading goods and bringing them to the point of sale. In addition, the existing trading mechanism contributes to the vigorous activity of resellers at the sites adjacent to the shopping center. The chaotic movement of goods creates inconveniences for buyers as well. Strengthening the material and technical base of shopping malls without improving the mechanisms for organizing trade does not give the desired effect. The solution to this problem lies in the development of communications between the administration of the complex, sellers, suppliers of goods and buyers, using mobile communications and the Internet.

Buyers who prefer to personally participate in the shopping process and walking through the mall do not need to use e-commerce elements. Therefore, an important task is to create conditions for the use of e-commerce for suppliers of goods and the administration of the shopping complex. Elements of e-commerce can be used for the following purposes: for lease of a trading place, offers for wholesale sales

of goods, offers for wholesale purchase of goods, applications for intra-trade transport, applications for trade and technological equipment, applications for short-term storage of goods, etc.

The implementation of transactions is offered through a special electronic platform of the shopping complex. For this, the administration of the shopping complex creates a special website for online orders for the next working day. The site provides space for standard calls from manufacturers, wholesalers, retailers and other traders. For example, the owner of a subsidiary farm plans to sell 100 kg of grown products on Sunday. He will be able to place on the site either an application for a trading place and the corresponding accompanying conditions, or an offer for the sale of this product. In addition, if there is interest, he can place an offer for the provision of services for the sale of the same product, since the trading place will be assigned to him until the end of the working day. In the same way, the administration can place an application for the purchase of bulk consignments of goods for storage or for subsequent sale in other markets. Visitors to the electronic platform can immediately carry out transactions for matching offers.

In this system, the administration of the complex, as one of the participants in trading activities, can participate in the regulation of demand, supply and the level of prices in the market, which is the implementation of one of the social tasks of the shopping complex.

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