

## LEARNING E-COMMERCE

Mo'minova Kanizaxon Yo'ldashali qizi

Lecturer of Kokand University

[esonaliyevakaniza@gmail.com](mailto:esonaliyevakaniza@gmail.com)

MAQOLA HAQIDA

ANNOTATION

**Qabul qilindi:** 24-iyun 2023-yil

**Tasdiqlandi:** 26-iyun 2023-yil

**Jurnal soni:** 7

**Maqola raqami:** 4

**DOI:** <https://doi.org/10.54613/ku.v7i7.770>

**KALIT SO'ZLAR/ Ключевые слова/**

**keywords**

E-commerce, business operations, consumer behavior, online shopping, trust, convenience, product variety.

This study aims to analyze the impact of e-commerce on various aspects of business operations and consumer behavior. It explores the growth and development of online retail platforms, examining their advantages and challenges. The study investigates the factors influencing consumers' decision-making processes in online shopping, including trust, convenience, and product variety. It also examines the strategies employed by businesses to enhance customer experience and increase sales in the e-commerce landscape. Furthermore, the study evaluates the economic and social implications of e-commerce, including its effects on employment, market competition, and sustainability. Overall, this research provides valuable insights into the dynamic nature of e-commerce and its significance in contemporary business practices.

**LITERATURE REVIEW:** Oblinger begins by outlining some of the key trends in e-business, including the rise of online marketplaces, the growth of virtual communities, and the increasing importance of customer relationship management. She then explores how these trends might be applied to the field of distance education, suggesting that e-business could enable new forms of collaboration between learners and instructors, as well as between learners themselves. Diana Oblinger (2001)

Ahmed identifies a number of challenges facing the development of e-commerce in India, including inadequate infrastructure, low levels of computer literacy, and a lack of trust in online transactions. He also notes that there were legal and regulatory barriers to e-commerce, including issues around intellectual property rights and data protection. Farooq Ahmed (2001)

Seideman notes that one of the key lessons that Walton learned was the importance of logistics and supply chain management. During the Berlin airlift, Walton was responsible for ensuring that supplies were delivered to troops on time and in good condition, a task that required careful planning and coordination. This experience, Seideman argues, helped Walton to develop a deep understanding of logistics, which he later applied to his retail business. T. Seideman (1996)

Mitchell highlights the importance of compatibility between different legal and regulatory frameworks in order to ensure that e-commerce can operate effectively and fairly. He notes that there is a need for greater international cooperation and coordination in order to address these challenges and promote the growth of e-commerce. Andrew D. Mitchell (2001)

The article provides a comprehensive review of existing literature on e-commerce in LDCs, highlighting the limited availability of data and research on the topic. Boateng et al. also examine case studies of successful e-commerce initiatives in LDCs, such as mobile money systems and online marketplaces, and identify key factors that contribute to their success. Boateng, R., Hinson, R., Heeks, R. and Molla A. (2008)

The authors emphasize the importance of developing ethical guidelines and standards for e-commerce, as well as ensuring that businesses and consumers are aware of their rights and responsibilities. They also call for increased collaboration between businesses, governments, and other stakeholders to address ethical challenges in e-commerce. Jackie Gilbert Bette Ann Stead (2001)

**INTRODUCTION:** The emergence of e-commerce has revolutionized the way businesses operate and consumers engage in shopping activities. With the rapid advancement of technology, online retail platforms have experienced significant growth and development, presenting both advantages and challenges for businesses and consumers alike. This study aims to analyze the impact of e-commerce on various aspects of business operations and consumer behavior, shedding light on its dynamic nature and significance in contemporary business practices.

One of the key areas of focus in this study is the exploration of the factors influencing consumers' decision-making processes in online shopping. Trust, convenience, and product variety are among the crucial elements that shape consumers' preferences and behaviors in the e-commerce landscape. By understanding these factors, businesses can tailor their strategies to enhance customer experience and increase sales in the online marketplace.

Furthermore, this study delves into the strategies employed by businesses to navigate the e-commerce landscape successfully. From personalized marketing campaigns to seamless user interfaces, businesses are constantly seeking innovative ways to attract and retain customers in the highly competitive online retail market.<sup>35</sup> By examining these strategies, this research aims to provide valuable insights into how businesses can thrive in the ever-evolving world of e-commerce.

In addition to its impact on business operations and consumer behavior, this study also evaluates the economic and social implications of e-commerce. The effects of e-commerce on employment, market competition, and sustainability are crucial aspects that need to be analyzed and understood. By examining these implications, this research aims to provide a comprehensive understanding of the broader consequences of e-commerce on society as a whole.

**RESEARCH METHODOLOGY:** E-commerce is the term for the electronic data interchange, electronic mail, electronic bulletin boards, electronic funds transfer, World Wide Web, and other network-based technologies that enable the paperless transmission of commercial information. E-commerce helps firms transition to a totally electronic environment and transform the way they run in addition to automating manual operations and all paper transactions. Organizations have been doing E-commerce through the Internet, the network of networks, in the last ten years. Due to its inexpensive cost as compared to proprietary networks, the Internet offered e-commerce still additional impetus.

Understanding internet commerce requires being able to recognize the many terms used and researching their definitions and usage. Electronic commerce, according to Vladimir Zwass, editor-in-chief of the International Journal of Electronic Commerce, "is sharing business information, maintaining business relationships, and carrying out business transactions through telecommunications networks." According to him, electronic commerce has been around for more than 40 years, and it all started with the transfer of messages electronically during the 1948 Berlin airlift. Next in the evolution of e-commerce came electronic data exchange, or EDI.<sup>36</sup> A first attempt at standard electronic data formats was made in the 1960s thanks to cooperation amongst industry organizations. But only purchasing, transportation, and financial data were supported by the formats, which were mostly utilized for intra-industry activities. The development of national

<sup>35</sup> Diana Oblinger(2001); Will E-business Shape the Future of Open and Distance Learning?; Open Learning; Vol. 16, No. 1, 2001; pp.9-25.

<sup>36</sup> Farooq Ahmed (2001); Electronic Commerce : An Indian perspective; International Journal of Law and Information Technology; Vol.9, No.2, 2001;pp.133-170. [4] Jackie Gilbert Bette

Ann Stead (2001); Ethical Issues in Electronic Commerce; Journal of Business Ethics; Vol.34, 2001; pp.75-85

Electronic Data Interchange (EDI) standards didn't start until the late 1970s, although they continued far into the early 1990s.

The procedure entails two firms, referred to as "Trading Partners," electronically exchanging information using computer technology. Technically, EDI refers to a set of standards that specify common information formats to enable this kind of information exchange. A seamless electronic flow of prepared data has taken the role of laborious processes that were once conducted on paper. Many papers, including invoices, bills of lading, shipment alerts in advance, school transcripts, medical claims, and many more, have been replaced by EDI.<sup>37</sup> Every day, in the normal course of business, many companies, organizations, and government institutions use EDI. That's because EDI streamlines and automates the process of conducting business together. Additionally, compared to physical documents, digital technology can contribute to enhanced information security.

In many businesses, EDI is truly not an option. Dealing with larger companies, such as major merchants, producers, and governmental institutions, could need it.

Once you are using EDI for communication, you can start thinking about how to get the most of it for your company. You may expedite the entire process of how information moves through your organization by linking your EDI workflow with your back-end business or accounting system.<sup>38</sup> The advantages might be enormous, including:

- ✦ Reduced expenses - You may be able to cut labor and paper costs, as well as the costs associated with mistakes, by cutting back on manual data entry, document handling, and other operations.

- ✦ Greater efficiency - EDI data may be sent and received in a matter of seconds, allowing for quick action. You and your trading partners will both save time as a result.

- ✦ Greater accuracy - Using EDI reduces mistakes because manual and double entering are removed. Everything moves unhindered, leaving a trail for simple tracking in the future.

- ✦ Greater supply chain visibility - Using EDI, suppliers and their suppliers may be informed about product sales information, product inventory levels, demand projections, and other parameters. This makes just-in-time delivery possible and enables improved inventory management.

- ✦ Enhanced security - Compared to other methods, EDI allows for the sharing of sensitive corporate or personal data with better degrees of security due to the multiple communications protocols that solve encryption and other security problems.

- ✦ More management information — Since EDI data is electronic, you have a supply of data to inform management choices or mine for more research.

E-Business encompasses both front and back-office software, which serve as the heart of contemporary e-commerce. E-business involves redefining traditional business models in order to maximize consumer value. It is not only about online transactions.<sup>39</sup> The whole strategy is based on e-business, of which e-commerce is a crucial component. The ability to take credit card payments, put up a company website, and deliver goods or services on schedule are not sufficient to qualify as e-business. By deploying enterprise resource planning (ERP) systems, supply chain management, customer relationship management, data warehousing, data marts, data mining, etc., the business is fundamentally restructured and streamlined utilizing technology.

B2B, B2C, C2B, and C2C are some of the numerous categories that may be used to classify different sorts of business relationships.

Other forms of e-commerce that involve dealings with the government include G2G (Government-to-Government), G2E (Government-to-Employee), G2B (Government-to-Business), B2G (Business-to-Government), G2C (Government-to-Citizen), and C2G (Citizen-to-Government).<sup>40</sup> These transactions range from purchasing goods and services to registering businesses and renewing licenses. There are further e-commerce categories, however they are usually unnecessary.

**RESULTS AND DISCUSSION:** Saving time: Both travel and time are saved. due to the lack of a physical need. No time restrictions: Since there are no time restrictions, it may be utilized whenever and wherever. Product and price comparison: Assists customers in making efficient and effective comparisons between prices and products. effective in terms of cost puts a small firm on level with giants and

reduces logistical issues. limit-less (global location): Because there is no need for a specific limit, e-commerce can be conducted anywhere in the world. It helps all businesses to grow on a worldwide scale. Simple product arrangement: Within minutes, things may be set up on shelves. It is quite simple with an internet store.

Reduces transaction costs: A well-designed online store may automate many processes. If there is an online download option, the expense of distribution can be eliminated. Flexible target market segmentation: In e-commerce, the target market segment is flexible and may be changed at any moment. Direct customer interaction: Social networking sites and online advertising networks can be used as platforms to spread the word about online stores. Improved customer interaction: The major elements to engage with consumers are quick feedback and remark boxes. Simple and simpler information exchange: Enhances information sharing between businesses and consumers and makes it possible for timely, just-in-time delivery. Simple financial transactions: Electronic fund transfers allow for quick financial transactions to be made from anywhere in the globe. Faster purchasing process: E-commerce entails superior and efficient customer support. Online customer support increases consumer satisfaction. Due to a lack of middlemen for product purchases. Thus, the purchasing process will be quick and easy. No actual office setup: Due to the lack of a physical setup needed, conducting business online is more affordable. low cost of operation It requires relatively little money to start and maintain. Staff costs are relatively little.

5. Negative Aspects of E-Commerce phony websites Fake websites may lend e-commerce a negative reputation in addition to being an embarrassment to it. Fraud: One of the biggest weaknesses in e-commerce is worries about the exploitation of financial and personal data. Limited product selection: There may only be a certain amount of goods. Limited advertising: Due to the impossibility of widespread advertising in e-commerce, there are few options for advertising. client satisfaction: The client and vendor do not communicate. Therefore, there is no need to try to persuade the buyer.<sup>41</sup> Customers frequently choose to visit the market in person to make purchases rather than making them online. Less discounting and haggling: Online stores seldom provide discounts, and haggling is impossible. Customers are confused by security issues, particularly those involving the integrity of the payment process. Delivery times might be weeks or days long, which is too long to wait for. More shipment fees: If we purchase online, the shipping fees go up. Online purchases cannot be handled, worn, or sat on, therefore there is no way to know the quality or physical condition of the item.

#### 6. E-commerce Opportunities

Emerging technologies Internet users are becoming more numerous every day. Online shopping is more convenient for consumers. Globalization: E-commerce may be conducted at any time, anywhere, without interruption. Adapting to new trends: E-commerce is efficient and quick, and it allows for global financial transactions. Future generations will feel more at ease making their purchases exclusively online. High availability (available every minute of every day, seven days a week): The business is running with each and every mouse click. Wide business expansion: The potential for e-business to expand is vast.

**CONCLUSION:** After making extensive observations, it has been determined that e-commerce has unquestionably grown to play a significant role in our society. We already use and will continue to use the internet extensively in our everyday lives. Small companies must consequently create their own in order to compete with the bigger websites. It is now more inexpensive for small companies to use the internet to market their products because to web developers' decreasing rates for their services. Even if there are drawbacks to e-commerce, small firms have made an effort to meet customer demands. For instance, one drawback of online shopping is that customers lack the advice and direction of retailers. To address this, retailers offer customer care through phone or online to address any queries. It's also critical to remember that not all small businesses gain equally from e-commerce. Depending on the type of service a company offers, e-commerce can generate different amounts of money. It probably wouldn't help a small business that sells garments as much as a small business that sells home goods or specialized books because most people want to try things on before they buy them. E-commerce does,

<sup>37</sup> T. Seideman, "What Sam Walton learned from the Berlin airlift", Audacity: The Magazine of Business Experience, Spring 1996, 52-61.

<sup>38</sup> Andrew D. Mitchell (2001); Towards comptability: The future of e-commerce within the global trading system; Journal of International Economic law; 2001; pp.683-723

<sup>39</sup> Boateng, R., Hinson, R., Heeks, R. and Molla A. (2008). Ecommerce in LDCs: Summary Evidence and Implications. Journal of African Business, 9(2) 257-285.

<sup>40</sup> V. Zwass, 'Structure and macro-level impacts of electronic commerce: from technological infrastructure to electronic marketplaces', <http://www.mhhe.com/business/mis/zwass/ecpaper.html> (accessed May 2001).

<sup>41</sup> Jackie Gilbert Bette Ann Stead (2001); Ethical Issues in Electronic Commerce; Journal of Business Ethics; Vol.34, 2001; pp.75-85.

however, provide certain advantages to any firm, no matter how little. Because ecommerce is becoming such a significant component of how society operates, it has a significant impact on the economy, and whatever happens to the economy impacts us, it is important to

understand how ecommerce affects small companies. This is why it's crucial to comprehend this topic since it will ultimately have an impact on all of us.

#### REFERENCES:

1. Diana Oblinger(2001); Will E-business Shape the Future of Open and Distance Learning?; Open Learning; Vol. 16, No. 1, 2001; pp.9-25.
2. Farooq Ahmed (2001); Electronic Commerce : An Indian perspective; International Journal of Law and Information Technology; Vol.9, No.2, 2001;pp.133-170. Jackie Gilbert Bette Ann Stead (2001); Ethical Issues in Electronic Commerce; Journal of Business Ethics; Vol.34, 2001; pp.75-85
3. T. Seideman, 'What Sam Walton learned from the Berlin airlift', Audacity: The Magazine of Business Experience, Spring 1996, 52-61.
4. Andrew D. Mitchell(2001); Towards comptability: The future of e-commerce within the global trading system; Journal of International Economic law; 2001; pp.683-723.
5. Boateng, R., Hinson, R., Heeks, R. and Molla A. (2008). Ecommerce in LDCs: Summary Evidence and Implications. Journal of AfricanBusiness, 9(2) 257-285.
6. V. Zwass, 'Structure and macro-level impacts of electronic commerce: from technological infrastructure to electronic marketplaces', <http://www.mhhe.com/business/mis/zwass/ecpaper.html> (accessed May 2001).
7. Jackie Gilbert Bette Ann Stead (2001); Ethical Issues in Electronic Commerce; Journal of Business Ethics; Vol.34, 2001; pp.75-85.