

## E-COMMERCE IN UZBEKISTAN

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### ABSTRACT

Nowadays, the internet and technology are developing rapidly. online sales are increasing their share in traditional sales day by day. At the same time, e-commerce is rapidly developing in our country, Uzbekistan, and it is entering all areas. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home.

**Key Words:** E-shopping, Internet, sale, Uzbekistan

Online shopping is becoming increasingly popular for variety of reasons. There are certainly outside factors such as difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increased interest in online shopping.

Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product.

Online shopping sites contain wide variety of goods both high quality and mild quality keeping in mind the level of people.

- 1) There are no national and International Barriers.
- 2) In online shopping the consumers will be in a demanding position and suppliers will not be in a commanding position.
- 3) There is enormous employment opportunities in online shopping.

As a result of the gradual development of the economy of Uzbekistan, the importance of new principles of conducting business activities, especially electronic commerce, has greatly increased. Until today, every Internet user has tried to understand the meaning of the word e-commerce. On average, 1.5-2 trillion per year in

the US markets related to such activity, which has not yet had time to build its long history. Funds are transferred in the amount of US dollars.

The term "electronic commerce" includes technologies such as EDI (Electronic Data Interchange), e-mail, Internet, intranet (exchange of information within the company) and extranet (exchange of information with the outside world). In turn, the electronic commerce system is divided into three classes:

- Organization of retail trade (business-consumer, B2C);
- Establishing relations with a business partner (business-business, B2B);
- Trade between consumers (consumer-consumer, C2C); Example; as a virtual auction [www.Ebay.com](http://www.Ebay.com)

The share of the digital economy in GDP in Uzbekistan is 2.2 percent. At the same time, the average optimal indicator is 7-8%. According to the project of the concept of the development of the e-government system of the Republic of Uzbekistan, the share of ICT services in the GDP will be up to 5.0 percent by 2025, 2030

The development of e-commerce is also of great importance in government policy. In accordance with the decree of the President of May 14, 2018 "On measures for the rapid development of electronic commerce", in order to encourage business entities in the field of electronic commerce, the national register of electronic commerce entities was created, [tjorat.uz](http://tjorat.uz), currently 297 organizations are registered.

Legal entities and individual entrepreneurs are included in the National Register on a voluntary and free basis, and the income from the sale of goods and services through electronic commerce is at least 80% of the total volume of goods and services sold by them. At the same time, they are the only tax at the rate of 2% must pay the fee.

This is the main universal electronic trading platform in Uzbekistan- Trade Uzbekistan trading platform (website [tradeuzbekistan.com](http://tradeuzbekistan.com)) created by the Ministry of Investments and Foreign Trade. Other e-commerce platforms have also been launched, such as textile manufacturers in B2B format for [uzbtextile.com](http://uzbtextile.com), [universal.uz](http://universal.uz) for small and medium businesses and others.

In accordance with the Decree of the President of January 8, 2019 "On additional measures to ensure further development of the economy and increase the efficiency of economic policy", it is planned to prepare the Strategy for the development of the national digital economy "Digital Uzbekistan-2030" . It defines the main tasks for the rapid development of the digital economy and the widespread introduction of digital technologies into the spheres of life of the country's population.

The development of the digital economy is directly related to the level of development of information and communication technologies (ICT), which is evaluated by the following indicators.

- share of digital economy in GDP;
- The volume of investments in ICT industry;
- Internet speed, country coverage and population usage opportunity for;
- development of electronic commerce;
- providing organizations with ICT specialists

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