



"USE OF INTERNET TECHNOLOGIES IN THE SALE OF GOODS AND SERVICES"

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Nowadays, with more and more services becoming available online, service marketplaces are becoming more and more popular. They offer convenience and flexibility for consumers, as well as new opportunities for entrepreneurs.

One of the main distinguishing features of service marketplaces is the ability to compare different offers from different service providers. This gives consumers more choice and the opportunity to choose the most suitable offer for them, taking into account price, quality and other factors.

Another important benefit of service marketplaces is convenience. As a rule, all services can be ordered in a few clicks, without the need to look for contacts of suppliers and contact them separately. This is especially important for busy people who value their time.

In addition, service marketplaces offer flexibility. The consumer can choose the time and place that is most convenient for him, as well as compare prices and quality of services. This helps save money and time and increases customer satisfaction.

However, service marketplaces also have their drawbacks. For example, when ordering a service through the marketplace, there may be delays or service quality issues that may be due to insufficient coordination between service providers and the marketplace. In addition, the issue of reliability and security may arise, especially when ordering services related to financial transactions.

A marketplace is an online platform where sellers can list their products or services for sale and buyers can search, compare and buy them. This business model has become popular in recent years, and today there are many different marketplaces on the market, covering a wide variety of market segments.

Benefits for sellers:

Large potential market of buyers, which can lead to increased sales;

The ability to quickly and easily sell your products or services without the need to create your own website and infrastructure;

Convenient and simple process of placing goods or services on the marketplace platform;

Increasing brand awareness and expanding the customer base.

Benefits for buyers:

A wide selection of goods or services, which increases the likelihood of finding the right product;

Ability to compare prices and terms of delivery of goods or services from different sellers;

Convenient and simple purchase process;

The ability to leave reviews and rate products, which allows you to make more informed buying decisions.

However, there are several issues associated with marketplaces that can negatively impact the buying and selling experience. For example, some sellers may offer poor quality products or services, which can lead to negative reviews and a lower reputation for the marketplace as a whole. In addition, there is a risk of fraud by sellers or buyers.

To mitigate these risks, many marketplaces use feedback and feedback systems and monitor the quality of the products and services offered. Also, many of them provide money-back guarantees or buyer protection in case of problems with the order.

Marketplaces attract sellers and buyers for several reasons. First, they allow sellers to sell their goods or services in large quantities, with access to a large number of potential buyers. Secondly, marketplaces are a convenient and quick way for buyers to find the right product or service, compare prices and leave feedback on the quality of their purchase.

There are different types of marketplaces depending on how they connect sellers and buyers. Some marketplaces are based on a business-to-business (B2B) model, where businesses sell their products or services to other businesses. Other marketplaces are based on the business-to-consumer (B2C) model, where companies sell their products or services to end consumers.

In addition, marketplaces can offer various services for sellers and buyers. For example, some platforms provide financing and logistics services that help merchants expand their business and simplify the process of shipping goods. Other marketplaces offer tools for order management, sales tracking, and market analysis.

Like any business, marketplaces face their own challenges and challenges. However, with the development of technology and the emergence of new innovations, many problems have been solved.

Advantages and disadvantages of marketplaces in the modern market.

It is very important to note that in many thematic Internet publications, both market experts and independent researchers quite often pay attention to the fact that even such a seemingly successful business model has its advantages and disadvantages, which largely determine its further development in the e-commerce market.

Among the "pluses" are usually distinguished:

1) Fast scalability

Indeed, today marketplaces play an important role in the world of e-commerce and are among the fastest growing platforms. They allow sellers to reach a wide audience without being limited by territorial boundaries, and offer buyers a wide range of products and services.

Apart from Aliexpress, there are many other successful marketplaces such as Amazon, eBay, Etsy, Alibaba, Airbnb and many more. Each of them has its own characteristics and target audience, which allows sellers to choose the most suitable platform for selling their goods and services.

One of the main reasons for the success of marketplaces is their ability to quickly adapt to changing market demands. They offer sellers and buyers a simple and convenient interface, support secure payment methods and guarantee fast delivery of goods.

In addition, marketplaces provide merchants with the opportunity to use marketing and advertising tools to reach more customers. They also allow merchants to reduce marketing and advertising costs, since marketplaces already have a huge audience and visibility on the Internet.



However, like any other business, marketplaces have their drawbacks and risks. They may face problems related to counterfeit goods, copyright infringement and product quality. In addition, they can become victims of cyber-attacks and data leaks, which can cause serious business damage.

However, as of now, marketplaces continue to grow and evolve, and we are likely to see even more innovative and efficient ecommerce platforms in the future.

2) The ability to enter the market even with a small starting capital.

Indeed, a marketplace developer needs to create the right site and optimize its position in search queries in order to attract more users and increase business efficiency. Website optimization can include improving the user interface, optimizing loading speed, improving content, and many other factors that can affect the ranking of a site in search queries.

However, it should be noted that creating the right website and optimizing it is only one part of the marketplace development process. To create a successful and efficient marketplace, there are also many other factors to consider, such as choosing the right business model, attracting sellers and buyers, establishing secure payment and shipping methods, providing quality customer support, and many others.

In addition, the size of the marketplace and its "box" type of development can also influence the need to attract serious investments. If the marketplace is relatively small and has a simple development, then it may require less investment to launch. However, if the marketplace has more complex functionality and development, then it may require more investment to launch.

So while building the right site and optimizing it are important elements of marketplace development, they are not the only ones. To successfully launch and effectively develop a marketplace, you need to take into account many other factors and make decisions based on the specific needs and goals of the business.

3) High competitiveness.

Marketplaces have a huge advantage over regular online stores due to the fact that their average cost per customer acquisition and transaction costs are much lower. This is due to the fact that on marketplaces, sellers themselves invest in promoting their products, which allows the marketplace to significantly reduce their marketing costs. In addition, fierce competition between sellers on marketplaces often leads them to lower the prices of their products in order to stand out from the competition and attract more potential buyers. In general, this makes marketplaces more accessible and attractive to buyers, which, in turn, leads to their rapid growth and development.

4) Reducing risks regarding the sales process

The marketplace as a business model successfully copes with the task of connecting sellers and buyers on the platform. While, issues related to warehousing, logistics, delivery and return policies are the responsibility of the sellers. This allows the marketplace to focus on developing and improving the platform, as well as testing and implementing the latest innovative e-commerce solutions. Thanks to this organization of business processes, marketplaces can be managed and developed more efficiently without spending significant resources on routine operations.

5) A wide selection of products from different manufacturers and the possibility of comparing them with each other

In today's market, consumers expect to have the maximum number of options for goods and services to choose the best one for their needs. The marketplace is ideal for meeting this request, as it has everything you need: many sellers in various categories of goods or services, a convenient platform interface that allows you to compare all available options for price and additional features in one place, as well as quickly and conveniently arrange delivery. This allows buyers to reduce the time spent searching for the right product or service and get the best result. In addition, a marketplace can offer shoppers items they might miss in other online stores, increasing the likelihood that a shopper will find exactly what they are looking for.

Among the key shortcomings, researchers identify:

1) The need to work with both customers and suppliers at the same time

Marketplace development is a complex process that involves attracting both sellers and buyers. However, the main difficulty lies in achieving a balance between these two sides. If there are not enough sellers or buyers on the platform, this can greatly negatively affect the ranking and reputation of the marketplace, especially if it competes in a global segment where competition is high. Developers need to strike the right balance between engagement and communication with both parties so that the marketplace can successfully develop and grow.

2) Difficulties in controlling the transaction process

The marketplace is a link between sellers and their potential buyers, and many aspects of the quality of the goods or services provided fall on the shoulders of the suppliers. However, any oversight by the seller when providing goods or services to their customers can seriously damage the reputation of the marketplace itself. Therefore, it is extremely important to regularly monitor technological updates in the systems for evaluating and filtering offers placed, as well as to implement them in a timely manner. This is a rather laborious and costly process.

3) Not numerous, but quite tough competition

At the moment, there are several giants of the marketplace business model in the market, such as eBay, Aliexpress and Ozon, which occupy a significant market share. Therefore, any new marketplace platform must be ready to compete with them if it plans to claim a significant market share in the future. However, this is a rather complicated process, and highly specialized sites focused on certain topics can be more successful. However, niche relevance is also important here, which is quite difficult to find.

4) Creating a marketplace is always a "challenge" for UX/UI designers.

The path to purchase in e-commerce must be fast and convenient, otherwise users will most likely not make purchases on such a platform. This also applies to product and service providers who, when choosing between platforms to host their products, will prefer those with a user-friendly interface and a fast content display process. Bugs in the navigation module or the ability to download products only one at a time will hinder the efficient use of the platform. However, creating an intuitive and well-configured trading platform is a complex, time-consuming and expensive process.

5) The problem of setting up a secure operation of payments

Privacy and security of payments is one of the key issues for any marketplace, including uzum market. The protection of user data and payment processing must be at a high level to prevent fraud and ensure customer confidence in the platform. Here are some of the main problems associated with setting up secure payments on the uzum marketplace:

Integration of payment systems. It is necessary to choose a suitable payment system that will ensure the security of transactions and the protection of customer data. This may include setting up encryption protocols, payment authentication, and many other factors.

Protecting customer data. Uzum Market must ensure the secure transmission and storage of customer personal data, including payment data. This may include setting up multi-factor authentication, data encryption, and other security methods.

Handling disputes and returns. When customers buy goods or services on the marketplace, disputes or product quality issues may arise. Uzum market must have a procedure for handling disputes and returns that is fair to all parties.

Monitoring of fraudulent activity. Fraudsters can use the marketplace to conduct fraudulent transactions, so it is necessary to establish mechanisms to monitor fraudulent activity and quickly respond to suspicious transactions.

Compliance with legal requirements. Uzum market must comply with all legal requirements regarding payments and customer data protection. This may include compliance with PCI DSS rules and other international payment security standards.

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