

MODERNIZATION OF CAR SALES VIA INTERNET SALES

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Annotatsiya: Ushbu maqolada, jahon avtomobil bozori o'rganilib, onlayn-savdoning ijobiy va salbiy tomonlari ko'rib chiqilgan, shuningdek, avtomobil bozorida talab ko'rsatkichlari keltirilgan. Mualliflar axborot texnologiyalari va Internetning iqtisodiy globallashuv jarayonlarida tutgan o'rnini, real va virtual muhitning o'zaro bog'liqligini aniqladilar va ushbu munosabatdagi Internetning marketing muhitini globallashuvini rivojlantirishdagi rolini aniqladilar. Maqolada dunyodagi birinchi onlayn-savdo tarixi tasvirlangan, O'zbekistonda ushbu muammoni hal qilish to'g'risida so'z yuritilgan, ushbu muammolarni hal qilish yo'llari ko'rsatilgan. Maqola mualliflari marketing tadqiqotlarini o'tkazdilar, maqolada o'zlarining tadqiqotlari natijalari keltirilgan.

Kalit so'zlar: global avtomobil bozori, raqamlashtirish, raqamli texnologiyalar, Internet, avtomobil sotuvchisi, onlayn savdo, ilgari ishlatilgan avtomobil bozori, avtomobil kompaniyalari, elektron hujjatlar, investitsiyalar.

Аннотация: В данной статье изучен мировой рынок автомобилей, рассмотрены плюсы и минусы интернет продаж, также представлены показатели востребованности рынка автомобилей. Авторами определена роль информационных технологий и сети Интернет в процессах экономической глобализации, также раскрыта взаимосвязь между реальной и виртуальной средой и определена роль сети Интернет в этой взаимосвязи как развития глобализации маркетинговой среды. В статье описана история первых онлайн продаж в мире, освещена проблема реализации в Узбекистане, представлены пути решения этих проблем. Авторами были проведены маркетинговые исследования, в статье представлены результаты собственного исследования.

Ключевые слова: Мировой рынок автомобилей, цифровизация, цифровые технологии, интернет, автодилеры, онлайн-продажи, рынок автомобилей бывшего употребления, автокомпании, электронные документы, инвестиции.

Abstract: In this article, the world car market is studied, the pros and cons of online sales are considered, and indicators of the demand for the car market are also presented. The authors determined the role of information technologies and the Internet in the processes of economic globalization, also revealed the relationship between the real and virtual environment and determined the role of the Internet in this relationship as the development of globalization of the marketing environment. The article describes the history of the first online sales in the world, highlights the problem of implementation in Uzbekistan, presents ways to solve these problems. The authors carried out marketing research, the article presents the results of their own research.

Keywords: Global car market, digitalization, digital technologies, Internet, car dealers, online sales, previously used car market, car companies, electronic documents, investments.

Materials and methods: Currently, the world is changing and developing very quickly. With the development of information technologies and the advent of the Internet, the economic sphere has not remained untouched. Accordingly, the principle of sales of certain products has changed. In this case, it is the car market [1, p. 2].

The mechanism of car sales in the world has not changed for more than 100 years. During all this time, dealerships have worked on the same sales model — the buyer visits several car dealerships, chooses a car, communicates with consultants, takes a test drive, and purchases a car and spends a huge amount of his time. Car dealers began to look archaic in the eyes of their target audience.

Virtual commerce is the conduct of trading activities in global networks, that is, and a way of directly selling goods and services over the Internet. Virtual commerce can be called a

form of e-commerce. One of the options for online trading is creating a virtual store, i.e. a special site with which you can interactively sell and buy, place an order for the necessary goods and services. The most successfully implemented in this way are books, software, computers and accessories, sound-reproducing equipment. The main difficulties in creating a virtual store are associated with the choice of the way to create it, the following options are possible: [7, p. 95]

- rent of a ready-made store (for example, in a ready-made virtual row);
- purchase of "boxed" software;
- independent project development;
- custom development by specialists.

Today, you can buy almost any item on the Internet - from books to expensive appliances and premium watches. Big checks are no longer a surprise. The Internet industry has so taken root in our daily life that we can no longer live

without our favorite everyday devices. The new profitable opportunities that e-Commerce provides to suppliers and customers can be structured as follows:

- Global presence or global choice;
- Improving competitiveness;
- Quality of services;
- Meeting the needs of the customer;

- Shortening the product's path to the customer;

- Cost savings.

Buying a car is quite a serious investment for a person, and they are not ready yet to give up personal contact with the seller, familiarization with the purchased product. The profitability of the automotive market is as follows (according to the World Bank in 2019)[4]:

Cars per 1000 people

* USA: 837
 * Australia: 747
 * Italy: 695
 * Canada: 670
 * Japan: 591
 * Germany: 589
 * Britain: 579
 * France: 569
 * Malaysia: 433
 * Russia: 373

* Brazil: 350
 * Mexico: 297
 * Saudi Arabia: 209
 * Turkey: 199
 * Iran: 178
 * South Africa: 174
 * China: 173
 * Indonesia: 87
 * Nigeria: 64
 * India: 22

In the United States and Europe, some companies have long specialized in online car sales. In the United States, this is, for example, Carvano, in Europe — Aramisauto. However, online purchases are expensive for customers, and sellers do not offer convenient alternatives. In Russia, remote sales were also conducted before the pandemic. But in individual car dealerships that sold mostly premium cars. Trying to sell cars over the Internet on the principle of household goods or clothing in Russia began in 2015. The pioneer was the Chinese company Lifan, which agreed with the aliexpress platform to sell and deliver its cars. In 2016, the St. Petersburg company Carmart launched the first multi-brand dealership for online car sales in Russia. On their platform, they offered cars of the brands Honda, Genesis, Ford, Lifan, Ssang Yong, UAZ, Hyundai, Mitsubishi, and Suzuki. Although the dealer managed to achieve a significant sales result (30 cars per day), the owner decided to close the business in early 2018.

But we should not forget that the car is an inconvenient product for online sales. Buyers do not have enough virtual car presentations and remote communication with the dealer to make a decision. They need the tactile sensation and sense of security of the transaction. In the mileage market, the main prospects are presumably in the premium segment, since people who are interested in it value their time more and are not ready to spend weeks driving around the car markets in search of the perfect car. But for the service to go, sellers need not only to know the product well, but also to have a detailed digitized diagnostic card and thoroughly check the car. If after the purchase, the seller's reputation will suffer if the defects are not stated. In addition to the above, there is also a problem with documents. The fact is that not all specialists are trained to prepare documents online and the legislation of many countries such as Uzbekistan does not provide for online registration of relevant acquisitions.

Table 1.

Survey of social network users

	Yes (%)	No (%)
Is an e-platform effective?	78.1	21.9
Did you sell your car?	40.9	59.1
Do you trust auto intermediaries?	11.6	88.4
Did you buy a car from intermediaries?	20.7	79.3
Have you ever encountered fraud?	13.8	86.2
Would you be able to detect fraud without help?	35.2	64.8
Are you willing to pay for reliable information about the car?	72.6	27.4

Source: compiled by the author

At the moment, Uzbekistan already has online applications for selling products of any category and for selling cars exclusively. In July 2020, I conducted a marketing study that involved 31,258 people, 82.3% of them men and 17.7% women. The study showed the following:

Conclusion: Despite the result of online sales in Russia or CIS countries, based on the experience of the United States, it is possible to establish online sales with the same previously used cars. This only requires clear regulation on the part of the state in particular internal authorities and competent legal registration of documents by employees.

In recent years, the opinion has been growing in Uzbek business circles and government structures that in order to increase the competitiveness of domestic companies and Uzbekistan as a whole, it is necessary to actively improve the information and technological base of our country. Large investment Internet projects are being created, state programs for the development of e-commerce are being implemented, laws necessary in this area are being adopted. However, most of the country's e-commerce systems have not yet received proper development. Many basic elements of the network infrastructure are at the implementation stage, without which the implementation of e-business is significantly difficult, ineffective and has a high degree of risk. In this regard, the authors express the hope that the study will be useful in solving a number of issues in the field of Internet marketing and e-commerce, will contribute to more effective integration of Uzbekistan into the global market and will contribute to increasing the competitiveness of domestic business [6, p.125]

The Internet plays an important role in the process of economic globalization, as it ex-

pands opportunities for companies from all over the world to access information, financial, industrial and labor resources, greatly simplifies global communications and logistics, allows to reduce costs, as well as to go to any national and global markets. At the same time, the analysis of the development of marketing concepts showed that, along with economic globalization, there is another global trend - the formation of a special attitude towards each consumer. The development of marketing is moving along the path of transforming marketing for the consumer society into individual marketing, as well as along the path of increasing the duration of interaction - from single exchanges of values and information to the continuity of the communication process with customers.

The practical implementation of this direction of marketing development becomes possible thanks, on the one hand, to continuous improvement and the ever wider distribution of information systems and the WWW service, which introduces new, more cost-effective, fast and flexible means for implementing relationship marketing and individualized customer service, and on the other hand, the emergence and the development of new production technologies that allow us to manufacture products tailored to the individual preferences of each client. Thus, the development of economic globalization and localization is manifested in the form of the emergence of new opportunities for expanding sales markets and, at the same time, additional requirements to meet the individual needs of buyers. In order to remain competitive in these conditions, international companies should apply new technologies and the Internet in their activities.

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