



Theoretical Foundations of Internet Marketing in the Activities of Small Businesses

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ABSTRACT

This article discusses the role of Internet marketing in the development of small businesses and the application of the theoretical foundations of electronic commerce. The article also reveals the prospects and benefits of e-commerce

Keywords:

internet, internet marketing, e-commerce, internet store, innovative products

Introduction

Comprehensive socio-economic reforms being carried out in our republic today require improvement of the activities of economic entities based on modern marketing mechanisms.

In the conditions of market relations, it is the demand of the time to foresee the current problematic issues, changes and possible opportunities, to develop a new method, a new technique - technology in the development of economic policy and strategy [3].

Materials And Methods

Today, foreign scientists conducting research in the field of marketing have considered "internet marketing" as a new direction of activity consisting of information and Internet technologies.

As a result of the globalization of the world economy, the strengthening of the competitive environment, the sharp reduction of the life cycle of manufactured products, the rapid changes in the market situation and the needs of consumers make the development of effective commercialization mechanisms in a

short period of time for the production of each product a vital necessity [5]. This requires the use of internet marketing for quick delivery and effective commercialization of the products of small business entities to consumers.

In the last decade, the "life cycle" of the product has been reduced by four times, the diversity of the product range has increased, the mass production of the same products has decreased, and the content of products with brand quality has changed [4]. In this respect, internet marketing activities are not limited to simple ways to reduce the costs of small businesses, but at the same time, they focus more on the areas of online sales of products and continuous increase of income.

Results and Discussion

In our opinion, the Internet marketing system allows forecasting certain segments of the market, planning their consumption characteristics, price and sales channels, reducing market uncertainties and innovations that are not acceptable in consumption.

In today's conditions, the success of economic relations cannot be imagined without

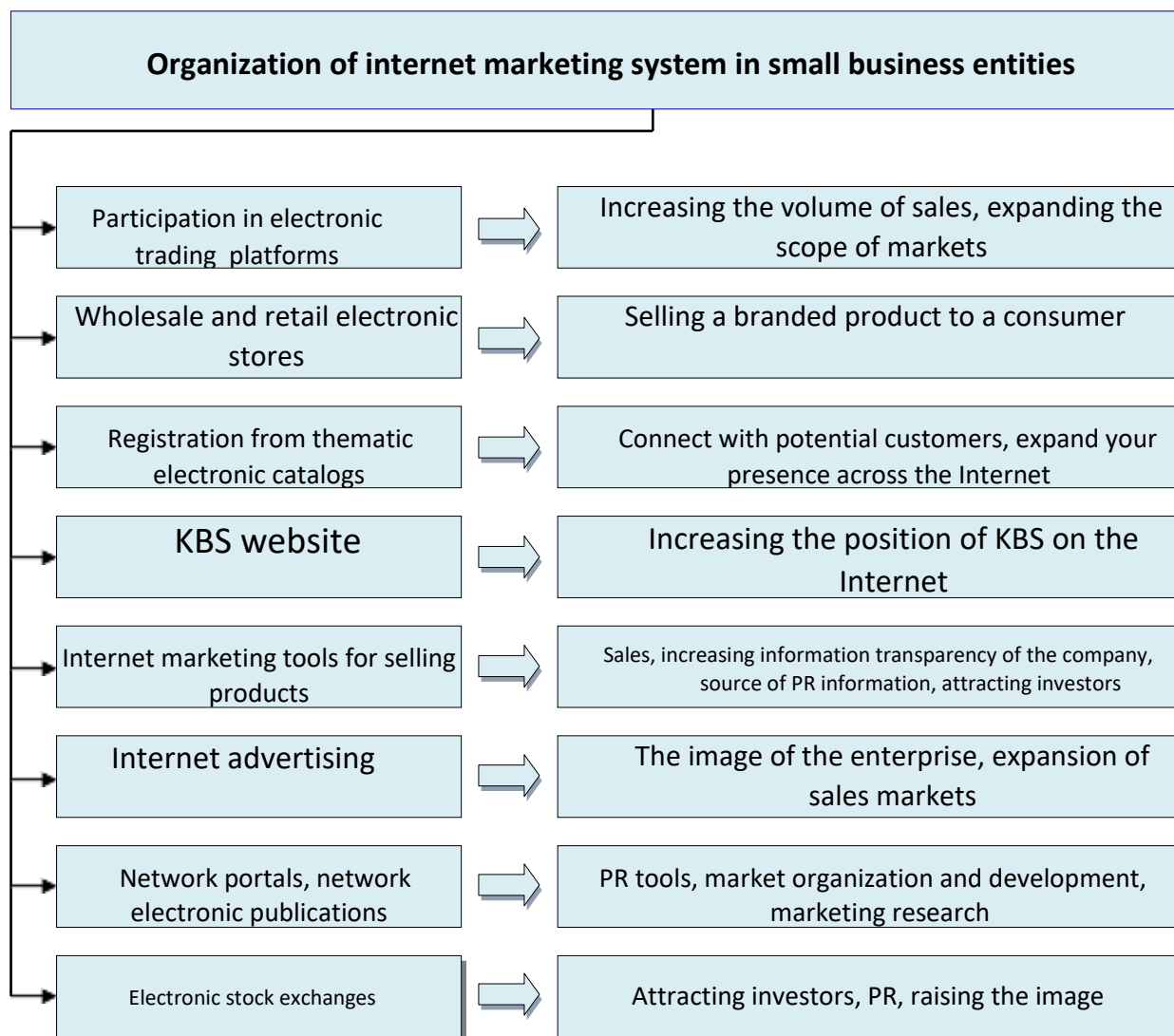
modern information technologies and the Internet. It is worth noting that one of the comprehensive reforms in our republic is aimed at the development of small business entities, including the opportunity to fully use the Internet for sufficient activity.

As a result of these reforms, due to the introduction of direct electronic forms of interaction between state bodies and business entities, in 2022, 42 thousand 800 business entities were registered on the Unified interactive state services portal through the Internet. They have access to 260 types of interactive services. In 2021-2022, more than 102,000 services were provided to entrepreneurs and citizens, and in 2022, this figure exceeded 420,000.

The following examples of e-commerce in small business entities can be given:

- selling products and providing services in online stores;
- reservation of seats in a hotel, restaurant, airport in advance via the Internet;
- use of an interactive telephone system that allows free calls when receiving orders from consumers;
- placing orders for the purchase of products by retail enterprises using the electronic exchange system of the wholesale enterprise;
- electronic insurance services in small business entities, etc.

In order to form internet marketing in the activities of small business entities, commercialize innovative products, expand the sales volume and gain a name in the market as soon as possible, the following internet business was proposed (Fig. 1)



Conclusion

The following ways to effectively use the Internet marketing system in the development of small business entities are offered:

- providing small business entities with personnel who have thoroughly mastered the field of modern management and marketing;
- revitalizing the activities of business incubators and technology parks in improving the skills of employees in the field of small business;
- encouraging small business entities by creating relief in tax payments on income from goods or services sold over the Internet;
- formation and improvement of the national search system in the organization of web pages of small business entities and increasing its effectiveness.

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