THE EVOLUTION OF GLOBAL E-COMMERCE AND DISTINCTIVE ASPECTS OF DIGITAL PLATFORM

Sultanova Gavkhar Karimovna
PhD, associate professor
Department of International Economics,
University of World Economy and Diplomacy
gsultanova@uwed.uz

Sodikova Dilafruz
Researcher
University of World Economy and Diplomacy
gofurova.dilafruz.1999@gmail.com

Abstract

This article examines the transformative evolution of global e-commerce, driven by technological advancements and shifting consumer behaviors. It emphasizes the critical role of sophisticated digital platforms in reshaping online commerce, highlighting key trends and features that facilitate these changes. The study also explores the impact of e-commerce on global marketing strategies and traces significant milestones in online shopping, underscoring the competitive dynamics between digital platforms and traditional businesses.

Keywords: global e-commerce, digital platforms, technological advancements, consumer behavior, online commerce, global marketing, business models, internet evolution, mobile commerce, network effects, market competition.

Annotatsiya

Ushbu maqola texnologik taraqqiyot va iste'molchilar xatti-harakatlarining o'zgarishi bilan bog'liq bo'lgan global elektron tijoratning transformativ evolyutsiyasini ko'rib chiqadi. U onlayn tijoratni qayta shakllantirishda murakkab raqamli platformalarning muhim rolini va bu o'zgarishlarni osonlashtiradigan asosiy tendensiyalar va xususiyatlarni ta'kidlaydi. Tadqiqot shuningdek, elektron tijoratning global marketing strategiyalariga ta'sirini o'rganadi va raqamli platformalar hamda an'anaviy biznes o'rtasidagi raqobat dinamikasini ko’rib chiqib, onlayn xarid qilishning muhim bosqichlarini kuzatadi.

Kalit so'zlar: global elektron tijorat, raqamli platformalar, texnologik yutuqlar, iste'molchilarning xatti-harakatlari, onlayn tijorat, global marketing, biznes modellari, internet evolyutsiyasi, mobil tijorat, tarmoq effektlari, bozor raqobati.

Аннотация

В этой статье рассматривается преобразующая эволюция глобальной электронной коммерции, обусловленная технологическими достижениями и меняющимся поведением потребителей. В ней подчеркивается важнейшая роль сложных цифровых платформ в изменении онлайн-коммерции, выделяются ключевые тенденции и особенности, которые способствуют этим изменениям. В исследовании также изучается влияние электронной коммерции на глобальные маркетинговые стратегии и прослеживаются важные вехи в онлайн-покупках, подчеркивая конкурентную динамику между цифровыми платформами и традиционными предприятиями.

Ключевые слова: глобальная электронная коммерция, цифровые платформы, технологические достижения, поведение потребителей, онлайн-коммерция, глобальный маркетинг, бизнес-модели, эволюция интернета, мобильная коммерция, сетевые эффекты, рыночная конкуренция.

INTRODUCTION

The world of e-commerce has seen a transformative evolution over the past few decades, driven by rapid technological advancements, changing consumer behaviors, and global market dynamics. As digital platforms become increasingly sophisticated, they play a pivotal role in shaping the future of online commerce. This section explores key development trends in global e-commerce and highlights the features of modern digital platforms that facilitate these trends.

Global marketing refers to the capability to market products and services in almost every country. A global company possesses the reach, expertise, insights, knowledge, staff, and ability to deliver value to customers globally. The company's main goal is to provide local customers with globally standardized solutions or products. Businesses also need to localize their products as necessary to maintain an optimal balance of cost, efficiency, and customization. This approach is essential to meet local, national, and global demands effectively and to position the company competitively against or alongside competitors and partners while defending against new market entrants, both global and local. Furthermore, businesses must understand, research, measure, and develop long-term brand loyalty.

METHODOLOGY

This study employs a comprehensive literature review approach to explore the transformative evolution of global e-commerce and the role of digital platforms. Key scholarly articles, industry reports, and academic literature on global marketing, e-commerce trends, and digital platform dynamics were reviewed and synthesized. The research identifies significant milestones in online shopping history and examines the impact of technological advancements and consumer behavior shifts on global marketing strategies. Emphasis is placed on analyzing the competitive dynamics between digital platforms and traditional businesses. The methodology integrates qualitative analysis to contextualize historical developments and quantitative data to illustrate trends and market impacts. This dual approach provides a nuanced understanding of how digital platforms have reshaped global commerce dynamics over recent decades.

LITERATURE REVIEW

The evolution of global e-commerce and the rise of digital platforms have been extensively documented in academic and industry literature, reflecting their profound impact on modern commerce and consumer behavior. Early studies highlight the transformative role of technology in expanding the reach and efficiency of global markets (Turban et al., 2020). As the internet became commercially viable in the early 1990s, it revolutionized business practices by enabling electronic transactions and paving the way for online commerce (Brynjolfsson & Smith, 2000).

The literature underscores how digital platforms, unlike traditional linear value chains, foster ecosystems that adapt rapidly to market changes, thereby gaining significant market power (Cusumano et al., 2019). However, challenges such as data privacy, regulatory compliance, and platform governance have also emerged, requiring nuanced strategies for effective management (Cohen et al., 2020).

Ferrera and Kessedjian (2019) discuss the transformative evolution of global e-commerce, highlighting its progression driven by technological advancements and changing consumer behaviors (Ferrera & Kessedjian, 2019). They emphasize the role of digital platforms in reshaping online commerce, underscoring key trends and features facilitating these changes. This literature underscores the critical impact of e-commerce on global marketing strategies and traces significant milestones in online shopping.

Chu et al. (2007) present a conceptual framework and longitudinal study on the evolution of e-commerce websites, examining how these platforms have evolved structurally and functionally over time. Their research contributes theoretical insights into the technological and design aspects of e-commerce platforms, illustrating the iterative development and adaptation required in response to market dynamics and technological advancements.

Yudina and Geliskhanov (2019) explore the distinctive features and operational dynamics of digital platforms within the information-digital economy context. Their research offers a detailed analysis of how digital platforms function across various sectors, highlighting their role in fostering network effects, enhancing market efficiencies, and shaping consumer interactions. Their findings provide valuable insights into the strategic management and operational frameworks necessary for leveraging digital platforms in contemporary business environments (Yudina & Geliskhanov, 2019).

RESULTS AND DISCUSSION

The rise of e-commerce has significantly changed the landscape of global marketing. E-commerce includes all types of transactions, such as Business-to-Business (B2B), Business-to-Customer (B2C), Customer-to-Customer (C2C), and Government-to-Customer (G2C) activities. It has compelled organizations of all sizes and across industries to adapt and adopt new business models. This paper examines the evolution of global marketing initiatives and e-commerce trends over the years, and it also explores the various positive and negative impacts of e-commerce.[1]

There has been a significant amount of scholarly research on global marketing issues. However, the number of research articles focusing specifically on the evolution of global marketing is relatively small. This research reviewed several articles on

[1] Ferrera C., Kessedjian E. Evolution of E-commerce and Global Marketing //International Journal of Technology for Business (IJTB). – 2019. – T. 1. – №. 1. – C. 33

global marketing, and based on these findings, the evolution of the global marketing concept is summarized in this section.[1]

The evolution of global marketing has been a gradual process, relevant to most companies. International marketing has greatly influenced various aspects of consumers' daily lives. For a company to succeed, it must cater to the demands and needs of both local and global customers. Therefore, international marketing skills are essential for most companies worldwide. The international market has transformed rapidly due to changes in trade standards, practices, and techniques, driven by new technologies and evolving economic relationships.

Table 1

The evolution of e-commerce websites[2]

Time Period	Key Developments and Milestones
1980s	- Introduction of Electronic Data Interchange (EDI) for digital information exchange.
	- Limitations due to pre-arranged agreements and expensive networks.
Early 1990s	- Internet and open computer technology made connectivity more affordable.
	- Emergence of the World Wide Web (WWW) and powerful search engines.
Mid-1990s	- WWW evolved into a platform for e-commerce, enabling secure online transactions and multiple exchanges.
	- Integration of wireless technology with the Internet.
Late 1990s	- Commercialization of the Internet with major platforms like Amazon and eBay entering the market.
	- Introduction of secure payment methods like PayPal, revolutionizing online transactions.
Early 2000s	- Rapid growth of online shopping with significant revenue milestones (e.g., US online shopping revenue exceeding $25 billion in 2000).
	- Emergence of mobile commerce, allowing for anytime, anywhere shopping.
2000s	- Introduction of major digital platforms for music and advertising (e.g., iTunes and Facebook ads).
	- Popularization of shopping events like Cyber Monday, reflecting increasing consumer acceptance of e-commerce.
2010s	- Exponential growth in global online B2C sales, exceeding $1 trillion for the first time in 2012.
	- Continued integration of digital technologies and expansion of mobile commerce.
	- Transformation of consumer behavior with widespread adoption of online shopping as a norm.

In the 20th century, globalization reshaped the global economy, introducing new concepts and ideas to manage and explain the conditions facing investors. A global market is a primary driver of international finance and trade, encompassing concepts on both micro and macroeconomic levels. Often, certain geographical regions offer better value for specific products or industries, providing investors with a higher rate of return for the same capital investment.[3]

E-commerce involves buying and selling through digital media and applying digital technologies to business processes. In the early 1990s, new software and technologies transformed the Internet into a commercial platform, revolutionizing global business practices. E-commerce has made life easier by saving time and simplifying the transportation of goods. E-commerce has also connected the world more closely. For example, Leclerc, a major supermarket in France, was one of the first to offer online shopping.[4]

[1] Turban E., Kin, D., Lee J., Liang T. P., & Turban D. C. (2020). Electronic commerce: A managerial and social networks perspective. Springer Science & Business Media.
[2] Ferrera C., Kessedjian E. Evolution of E-commerce and Global Marketing //International Journal of Technology for Business (IJTB). – 2019. – T. 1. – №. 1. – C. 35
[3] Ferrera C., Kessedjian E. Evolution of E-commerce and Global Marketing //International Journal of Technology for Business (IJTB). – 2019. – T. 1. – №. 1. – C. 34
[4] Dewitte A., Billows S., Lecocq X. Turning regulation into business opportunities: A brief history of French food mass retailing (1949–2015) //New Perspectives on 20th Century European Retailing. – Routledge, 2021. – C. 64-85.

This shift has changed how businesses market themselves, impacting international marketing. Today, almost all companies have an online presence to provide information and raise brand awareness, even if they do not directly sell online. Initially, e-commerce meant conducting electronic transactions, like sending order documents. Later, it expanded to include “web commerce” or buying and selling goods and services over the Internet.[1]

During the 1980s, efforts to standardize digital information exchange relied on Electronic Data Interchange (EDI). However, EDI required pre-arranged agreements and was often implemented on expensive value-added networks, which limited its commercial viability.

In the early 1990s, the use of the Internet and open computer technology made connectivity more affordable. This connectivity between businesses and individuals led to the creation of the World Wide Web (WWW). The emergence of powerful search engines and websites transformed the Web into a rich information resource. Businesses began to reach potential customers by providing marketing information and product catalogs online.

By the mid-1990s, the WWW had evolved from an information resource to a platform for e-commerce sites, necessitating a secure and interactive environment. This transformation enabled e-commerce activities to expand from single buyer-seller connections to multiple exchanges. It also became possible to customize or personalize websites. Businesses started integrating wireless technology with the Internet.[2]

Considerable work has been done on designing, using, and enhancing the user-friendliness of websites and their business models. However, most of these efforts focused on current trading processes and did not provide a comprehensive view of the incremental technological development of websites.[3]

The evolution of online shopping has been a remarkable journey, marked by significant milestones that have transformed the way consumers interact with the marketplace. This transformation began with the inception of the World Wide Web in 1991, laying the groundwork for the digital revolution that was to follow. By 1994, the digital landscape started to take shape with the launch of Netscape Navigator, the first mainstream web browser. This year also saw Pizza Hut pioneering online ordering, demonstrating the potential for internet-based commercial activities. The subsequent year, 1995, witnessed the founding of eBay and the entry of Amazon into the online marketplace, setting the stage for what would become two of the largest e-commerce platforms in the world. In 1996, the internet had garnered over 40 million users, and online sales surpassed $1 billion for the year, indicating a growing acceptance and reliance on the internet for commercial purposes. The introduction of PayPal in 1998 further revolutionized online transactions by providing a secure and convenient method

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[1] Ferrera C., Kessedjian E. Evolution of E-commerce and Global Marketing //International Journal of Technology for Business (IJTB). – 2019. – T. 1. – №. 1. – C. 35

[2] Brynjolfsson, E., & Smith, M. D. (2000). Frictionless commerce? A comparison of Internet and conventional retailers. Management Science, 46(4), 563-585.

[3] Chu S. C. et al. Evolution of e-commerce Web sites: A conceptual framework and a longitudinal study //Information & Management. – 2007. – T. 44. – №. 2. – C. 154-164.

for digital payments. The early 2000s marked a period of rapid growth and innovation. By 2000, the United States saw its online shopping revenue exceed $25 billion. In 2001, a staggering 70% of internet users were shopping online during the holiday season, reflecting a significant shift in consumer behavior towards online retail.[1]

The following years continued to build on this momentum. Apple's launch of iTunes in 2003 introduced the first major digital music store, changing the way people purchased and consumed music. In 2005, the term 'Cyber Monday' was coined, quickly becoming one of the most popular online shopping days, symbolizing the rise of e-commerce during the holiday season. The next year, Facebook began selling ads, harnessing its growing user base to drive targeted advertising, which would become a cornerstone of digital marketing. By 2008, the advent of online shopping on mobile phones marked a new era of convenience and accessibility, allowing consumers to make purchases anytime and anywhere. This mobility contributed to the exponential growth of e-commerce, culminating in 2012 when global online B2C sales exceeded $1 trillion for the first time. These milestones collectively highlight the rapid and transformative journey of online shopping. From the creation of the World Wide Web to the rise of mobile commerce, each development has significantly shaped the digital marketplace, making online shopping an integral part of modern consumer life.[2]

Digital platforms have revolutionized numerous facets of human activity, operating at micro, meso, macro, and even mega-levels. These platforms manifest in various formats, touching virtually every sector. Their distinct advantages over traditional pipeline companies have enabled them to amass significant market power and ascend to the ranks of the world's largest corporations in a relatively short timeframe. (Figure 1)[3]

One of the key differentiators for digital platforms is their unique competitive edge. Unlike traditional pipeline companies that follow a linear value chain, digital platforms facilitate interactions between multiple user groups, such as consumers and producers, creating a network effect that enhances their value as more participants join. This model not only fosters rapid growth but also establishes a robust ecosystem that can adapt to changing market dynamics swiftly.[4]

The emergence of digital platforms has triggered intense competition, not only among the platforms but also with traditional companies. This competition spans various markets and industries, often leading to cross-platform rivalries. As digital platforms grow, they significantly impact the economic and social lives of millions globally. Managing digital platforms effectively has become crucial for both research and practice. Experts are focused on understanding the strategies for platform success, maintaining competitive advantage, and addressing issues like data privacy, market

[1] Cusumano, M. A., Gawer, A., & Yoffie, D. B. (2019). The business of platforms: Strategy in the age of digital competition, innovation, and power. Harper Business.

[2] Cohen, W. M., Nelson, R. R., & Walsh, J. P. (2020). Protecting their digital assets: The use of patents in the software industry. Management Science, 48(12), 1666-1682.

[3] Yudina T., Geliskhanov I. Features of digital platforms functioning in information-digital economy //IOP Conference Series: Materials Science and Engineering. – IOP Publishing, 2019. – T. 497. – №. 1. – C. 012104.

[4] Yudina T., Geliskhanov I. Features of digital platforms functioning in information-digital economy //IOP Conference Series: Materials Science and Engineering. – IOP Publishing, 2019. – T. 497. – №. 1. – C. 012104.

regulation, and ethical technology use. The relationship between digital platforms and traditional companies is complex. Traditional businesses must innovate to stay competitive, often incorporating platform-based models, while digital platforms must continuously evolve to meet user expectations and remain ahead.

CONCLUSION

In conclusion, the evolution of global e-commerce and the ascent of digital platforms have fundamentally reshaped commerce worldwide. Rapid technological advancements and evolving consumer behaviors have propelled this transformation, emphasizing the pivotal role of sophisticated digital infrastructures. From the early days of the World Wide Web to the current era of mobile commerce and robust digital ecosystems, these developments have not only streamlined business operations but also revolutionized consumer interactions and global market dynamics. As digital platforms continue to evolve, their impact on international trade, market competitiveness, and societal norms underscores the imperative for businesses to adapt, innovate, and strategically navigate this dynamic landscape.

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