Ташкентский государственный экономический университет
Карагандинский государственный университет имени академика Е.А.Букетова

II Международная студенческая научная конференция
Инновационные механизмы управления цифровой и региональной экономикой

СБОРНИК НАУЧНЫХ СТАТЕЙ И ТЕЗИСОВ

15-16 июня 2020 г.

Ташкент – 2020
В сборнике рассматриваются актуальные вопросы инновационных механизмов управления цифровой и региональной экономикой. На основе отечественного и международного опыта рассмотрены основные технологические тренды в сфере цифровой трансформации экономики и промышленности, включая массовое внедрение концепции интернета вещей, активное использование технологий искусственного интеллекта и больших данных, роботизации, сквозной автоматизации и интеграции производственных и управленческих процессов в единую информационную систему (цифровую интеллектуальную платформу).

Сборник научных статей и тезисов публикуется на базе практического гранта по теме №ФЗ-2019081471 «Разработка и программное обеспечение оценки пароговых индикаторов экономической безопасности».

Редколлегия: А.Н.Норкина, И.П.Комиссарова, В.Г.Когденко, П.Ю.Леонов, Н.В.Морозов, Н.Г.Каримов, И.С.Хотамов, Ш.Сагдуллаев

Материалы издаются в авторской редакции
Получены до 13.06.2020

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Подписано в печать 27.06.2020. Формат 60х84 1/16.
Печ. л. 25,25.

Национальный исследовательский ядерный университет «МИФИ»
Ташкентский государственный экономический университет «ТГЭУ»
Секция II. Внедрение современных информационных систем и программных продуктов в отрасли сельского хозяйства и продовольственной безопасности в Республике Узбекистан

УДК 338.21 (335.42)
JEL
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З.И.Мадиева
Z.I.Madieva
Базовый докторант, Ташкентского государственного экономического университета,
Ташкент, E-mail: zuxraxon1119@mail.ru
Basic doctoral student, Tashkent State University of Economics, Tashkent, E-mail: zuxraxon1119@mail.ru

Организация послепродажного обслуживания в интернет-маркетинге в условиях цифровой экономики

Organization of after-sales service in Internet marketing in the digital economy

АННОТАЦИЯ
В цифровой экономике успех любого бизнеса определяется уверенностью потребителей в маркетинговой деятельности, работе с ними, увеличении их количества. Таким образом, в этой статье подчеркивается, важность и организация механизма послепродажного обслуживания в интернет-маркетинге.

ANNOTATION
In the digital economy, the success of any business is determined by the trust of consumers in marketing activities, working with them, increasing their number. Therefore, the importance and organization mechanism of after-sales service in Internet marketing is highlighted in this paper.

Abstract

Ключевые слова: интернет-маркетинг, политика бренда, сервис, послепродажное обслуживание, жалобы потребителей, дополнительные консультации, советы по ремонту, конкурентоспособность бренда.

Keyword: internet marketing, brand policy, service, after-sales service, consumer complaints, additional advice, repair advice, brand competitiveness.

Today, the experience of many developed and leading countries in the world economy proves unequivocally that achieving competitiveness and access to world markets, first and foremost, gradual economic reform, structural change and deepening diversification, ensuring the rapid development of new high-tech enterprises and manufacturing industries is achieved through digitalization [1]. These processes are directly related to the organization and improvement of Internet marketing activities in enterprises.

Internet marketing has its own characteristics that are drastically different from traditional marketing tools. One of the main features of the Internet marketing environment is its hypermedia nature, which is characterized by high efficiency in the presentation and assimilation of information and significantly increases marketing opportunities in strengthening communication between enterprises and consumers [6, 66-73].

In the current globalization of the world economy, the main purpose of Internet marketing is to develop and select the right market conditions, market conditions and opportunities, supply and
demand, brand characteristics, enterprise marketing strategies using modern information technology [4, 249].

An important component of brand policy, which is an important element of traditional marketing, is service. Especially after-sales service is becoming more and more important today. This is due to the growing competition in the commodity markets and the saturation of the markets, the complexity of the process of using the goods, the growing desire to solve problems that arise in the process of using the goods, leading to increased demand for after-sales service.

The risks associated with the production of a product are solved in a short period of time by investing a large amount of money. As a result, the production of finished products will begin. The sale of finished products serves to cover the costs incurred and to ensure profitability. But the process of selling finished products is also complicated. At the current stage of economic development, the activity does not end with the sale of the product. The competitive advantage of any manufacturing and sales company also depends on the work they do in the field of after-sales service.

The main functions of the service as a marketing tool are to attract customers, develop and support sales, provide information to customers. Thanks to the services, the company provides an opportunity to establish reliable communication with customers and paves the way for the continuation of effective commercial relations [7].

After-sales service is a set of measures taken by the manufacturer or seller for installation, repair and commissioning, elimination of defects in products (goods) during the warranty period and post-warranty repair [8].

After-sales service is important in the supply of spare parts, components, equipment, raw materials for the organization of production in processing, industry, agriculture and other areas, their maintenance, logistics in general. These areas provide services such as organization of distribution and sale of finished and manufactured finished products, delivery, installation, repair, repair, replacement of defective parts, supply of necessary spare parts, replacement and delivery of necessary parts during the operation of the goods.

In today's competitive environment, buyers choose a seller based on after-sales service in the purchase of a wide range of goods, especially durable goods, home appliances, computers, cars, means of production. This means that after-sales service is becoming one of the main criteria for choosing a seller by the buyer.

In Internet marketing, the opportunities for consumers to organize after-sales service are huge. Advising on the use, installation, use of the product after the purchase of the product, replacement of some parts of the product during the period of operation, training, education, acceptance of consumer complaints, answering quick questions of consumers are more effective through Internet marketing.

The author has developed a mechanism for organizing after-sales service through Internet marketing in the "supply-production" and "production-consumption" supply chains (see Figure 1).
after-sales service lines:

- training in the use of means of production, spare parts;
- obsolete equipment - replacement of equipment with new ones, giving advice on updating obsolete equipment.

Logistics and distribution infrastructure

Figure 1. The mechanism of organization of after-sales service in Internet marketing

Internet marketing can be used in the following areas to provide after-sales service and expand customer support:

- Additional advice - businesses can organize a course of advice for consumers on the Internet. This is especially important in high-tech goods such as home appliances, personal computers. The data should have a different description - what is required for consumers to make a purchase decision, the enterprise and its providing information on how to interact with consumers is of great importance in the process of product exploitation acquisition (e.g., instructions for its use without) possible;
- organization of training courses for industrial enterprises on the use of means of production, installation and replacement of spare parts, buyers of household appliances to perform their functions, replacement of pump parts with attachments;
- organization of questions and answers with specialists of the service center, organization of expert answers to consumers' questions on technical repair of goods, replacement of spare parts during the service life of the goods;
- Acceptance of consumer complaints. Acceptance and study of post-purchase complaints of consumers, organization of service on their complaints.

In Internet marketing, after-sales service is one of the most important components of ensuring the competitiveness of enterprise goods. It also determines the success and intensity of product sales in the market. Ultimately, after-sales service serves to ensure the competitiveness of the product.

Commodity competitiveness is the result of increased sales. Therefore, the assessment of product competitiveness is carried out by determining the planned profit and sales volume, which is one of the main objectives of enterprises. Rapidly through Internet marketing has a positive impact.
on the competitiveness of products and sales of enterprises through the organization of after-sales service, which is provided after the purchase of goods to a very large consumer audience.

One of the most pressing issues today is the development of mechanisms for each supplier, manufacturing and sales enterprise to organize after-sales service for its customers through Internet marketing.

**Literature list**

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