



## VIRTUAL FAIRS AS A MODERN TOOL OF MARKETING

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### Abstract

The article sets out to discuss questions concerning possibilities of virtual fair in modern social and cultural space. Some aspects of the activity of the Virtual Information System - Fair of Innovative Technologies (VIS FIT) and its effectiveness are considered here. It justifies the relevance of the development of innovation as an increase in the competitiveness of the country's economy, namely the ground for the creation of the VIS FIT.

*Keywords: virtual fair, information, Internet, marketing, correspondence participation in the fair, innovative technologies, developments.*

## ВИРТУАЛЬНЫЕ ЯРМАРКИ КАК СОВРЕМЕННЫЙ ИНСТРУМЕНТ МАРКЕТИНГА

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### Аннотация

В статье подняты вопросы, связанные с возможностями виртуальной ярмарки в современном социокультурном пространстве. Рассмотрены некоторые аспекты деятельности виртуальной информационной системы ярмарки инновационных технологий (ВИС ЯИТ) и ее эффективность. Обосновывается актуальность развития инновационной деятельности в качестве повышения конкурентоспособности экономики страны, а именно обоснование создания ВИС ЯИТ.

*Ключевые слова: виртуальная ярмарка, информация, интернет, маркетинг, заочное участие в ярмарке, инновационные технологии, разработки.*

One of the most important marketing tools in general and promotion in particular, are exhibitions and fairs. Recently, in practice, the concepts of “exhibition” and “fair” become almost equivalent.

Exhibitions and fairs have a long history. Traditions to demonstrate products and services are rooted in the distant past. The first fairs arose in the major cities of the Middle East as early as the first half of the twelfth century, and later in other areas of Europe, the rapid development of fair activity was noted. The intensive formation of industry, the development of communications and transport have provided the prerequisites for the creation of the prototype of modern fairs. A very important step was taken in their development: selling the samples instead of concentrating a large quantity of goods for the purpose of direct sale. In the future, such events become a powerful means of commercial communi-

cations, where visitors are mostly narrow specialists. [2]

A fair is a market event in which exhibitors present, based on display specimen, manufactured goods and services, where organizations use samples to demonstrate development and services in order to study market conditions and promote their marketing. Such events push the goods and services forward on the domestic and world markets, stimulate exports.

In the era of innovative technologies and information, the main factor in the development of production is information. Knowledge of the market, the availability of communication channels is the most important competitive advantage, which is provided to a large extent with the help of fairs. From the development of fair activities, the country's economy has a positive effect in the form of an infrastructure that forms a single economic and information space and allows

enterprises to explore the market, demonstrate new products, promote goods, and intensify business cooperation. For the state of the fair, as a factor in deepening the integration and investment processes, growth of employment and stimulation of scientific and technical progress. [3]

Participation in a specialized fair opens up opportunities to identify demand through contact with consumers, helps identify trends, types and scales of future changes in market preferences and determines the pace and direction of development, as well as a good way of advertising, the ability to declare widely itself in the market. But in today's fast-developing society, these activities become labor and financially costly, which are replaced by virtual (electronic) one.

The development of virtual exhibition activities is very beneficial not only in terms of prestige, but also the introduction of technological advances. With the right approach, this is a profitable business line, where the creation of Web pages (by flipping through which you can find the necessary information) is cheaper than building pavilions. And most importantly, electronic fairs live longer and exist all over the world. [1]

Virtual fairs have three main advantages: speed of information dissemination (the Internet serves as the cheapest and most reliable means of communication); interactivity; combination of different types of information. This kind of project, the Virtual Information System - Fair of Innovative Technologies (VIS FIT), is being created in Uzbekistan for the first time. The VIS FIT system will serve as a qualitatively new stage in the development of the information infrastructure of the Ministry of innovation development of the Republic of Uzbekistan and the Academy of Sciences of the Republic of Uzbekistan, and is available not only in the territory of the Republic of Uzbekistan, but also abroad.

Currently, virtual reality provides more opportunities for dialogue. Participants are offered the following services: coverage of the fair addressed to the target audience; constant support and updating of information; development of high-quality modern design of a virtual stand of goods or services; organizing a catalogue of participants of the fair; creating an information service - news structure, conferences, bulletin boards, information retrieval systems; carrying out planned advertising campaigns (banner advertising, e-mail distribution, website announcement in search engines); the implementation of business correspondence via the Internet; preparation and analysis of statistics of visits to the electronic stand and many others.

Thus, the virtual fair ensures the growth of the international popularity of the fair, attracting new clients, a positive impact on the image of the participants, and automation of work with clients. It is about creating a unique database of VIS FIT, creating personal pages with individual settings and the ability to remotely manage electronic representation, to develop an effective marketing policy.

The advantages of virtual fairs are the simplicity for searching the right information, free round-the-clock access to visit Web pages, which is also a suitable solution for busy business people, providing them the opportunity to choose the time and way of visiting exhibits. According to market research data, real exhibitions affect the decision-making of only a third of all visitors. Much more important factors than viewing the exhibited products are information obtained from booklets and recommendations from specialists. When conducting virtual fairs, the organizers have a unique opportunity to use statistics in order to determine how many people visited each stand and to which of them the most attention was paid. In fact, the organizers of virtual fairs now know exactly which consumer segment their clients belong to. And the visitors, in turn, do not sometimes feel the sometimes annoying attention of representatives of the companies serving the stands. [2]

Considering that society is not ready to immediately abandon traditional exhibitions and fairs, virtual fairs still function only as a useful addition to them, but at the same time, gaining more and more turns and attracting attention for absentee participation to the younger generation, which does not prefer to spend much time on participation and attendance of real events. Such coexistence in this area of real and virtual one, should lead to the fact that over time, electronic fairs will find their own niche in the advertising market and represent a whole sector of the global economy.

The implementation of this project will allow the promotion of innovative developments by scientists and specialists of Uzbekistan outside our country, since this website will be accessible to the general public. VIS FIT provides for the wide dissemination of research and innovation projects of our scientists in foreign countries, which will increase the effectiveness of international cooperation in the field of scientific research and innovation. The site will help attract foreign investment in support of the further development of science and technology of the Republic of Uzbekistan, which is today one of the priorities of our country.

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