

Socio-Economic Content of Book Trade Services and its Theoretical Issues

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Abstract

The article is devoted to the study of the socio-economic content of book trade services and its theoretical issues, which examine the subjects involved in the formation of the book trade, economic relations between consumers and publications in the book trade, and also examine the features of the book trade. Also, as a result of the study, definitions of such concepts as book trade, book market, book trading activities and book trading services were developed. The subjects involved in the book trade in our country and their tasks are also given special importance.

Keywords: *book sales, book market, book selling activities, book selling services, book authors, publishers, booksellers, book consumers, libraries, indirect book readers, direct book readers.*

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Introduction. Relevance of the topic. Attention to the education of the young generation in our country at the level of state policy shows how important this area is. As you know, the head of our state put forward 5 important initiatives to launch work in the social, spiritual and educational spheres based on the new system. Based on this, according to the fourth initiative, systematic work is being carried out to raise the morale of young people, widely promote reading among young people; the development of the book trade is of great importance for them. The book trade also plays a role in the implementation of these initiatives. In this regard, this topic is very relevant today.

Analysis of literature on the topic. Today, special importance is attached to the issues of sales and services for the sale of books. Because improving this area is of particular importance for the development and efficiency of intellectual capital. In this regard, services in general, including services related to the sale of books, are studied by our economists. Among them in the works of B.A.Abdukarimov, G.Mirzaev, M.M.Mukhamedov, O.M.Pardaev, Y.Abdullaev, M.K.Pardaev, S.A.Babanazarova, G.A.Solieva, Kh. N. Ochilova issues related to trade, especially book trade, are covered in general terms. However, scientific research devoted to the study of the socio-economic content of the bookselling service and its theoretical issues is practically not carried out and, accordingly, is poorly covered in the economic literature.

Research methodology. In the process of studying the socio-economic content of book trade services and its theoretical issues, methods and approaches such as quantity and quality, induction and deduction, space and time, analysis and synthesis, and comparative analysis were used.

Analysis and results. Selling books is an integral part of the book business. The book business is a collective concept that includes the printing industry, publishing and bookselling. The harmony of all components and mechanisms of the book business largely determines the effectiveness of the entire process of increasing book production. The continuous process of book production occurs only after the publishers have returned part of the cost of the funds spent and the value of the surplus product.

Selling books is somewhat different from other types of sales. Because the needs of consumers in the book trade are not clear in advance. After the book is published, the buyer looks at it and decides whether to buy it or not. In the sales process, publishers exchange their products for money, ensuring their change in the form of value, thereby ensuring the subsequent process of production and consumption of books.

To create a book trade, you need authors who shape the book. Based on this, book producers are formed. This, in turn, creates book consumers. At the same time, the interests of the subjects participating at all stages must be ensured. Their member organizations are listed in the table below (Table 1).

Table 1. Explanation of the subjects involved in the development of the book trade

s/n	The names of the entities involved in the development of the book trade	Explanation of the subjects involved in the development of the book trade
1.	Book authors	Authors who prepare books on their own initiative (mainly works of fiction) and to order (textbooks, teaching aids and other educational literature)

2.	Publishers	Publishers and independent publishers publish books under permission (license) and sell them primarily to booksellers at wholesale prices
3.	Salespeople doing accounting	Bookstores purchase books in bulk from publishers and abroad and sell them to consumers through the store
4.	Book consumers	Mainly divided into two types: libraries and book readers
4.1.	Libraries (indirect book readers)	These employees of educational organizations and other enterprises and organizations purchase them for the library for the purpose of training
4.2.	Direct book readers	This is the direct reading population, that is, those who buy books directly from bookstores at retail prices and read on their own

As can be seen from the table, interested parties are involved in the production and sale of books. Book writers are interested in this materially and morally. Publishers have a vested interest. The interests of booksellers are mainly material. But book consumers are most interested in spirituality.

Acting as a mediator between them, he represents the interests of each party. In relations with publishing houses, the book trade represents the interests of consumers, in relations with consumers - the interests of publishers. The interrelationship of these economic relations is presented in the figure below (Figure 1).

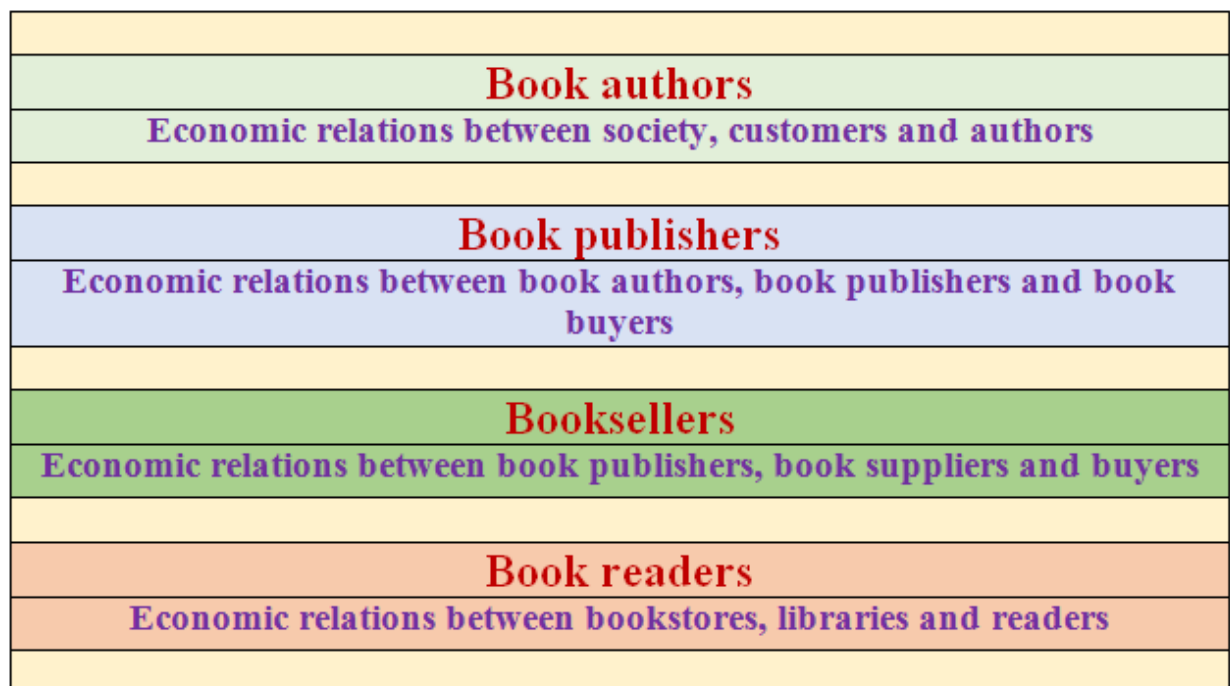


Figure 1. Economic relations between consumers and publications in the book trade

Based on the characteristics of the book trade as a form of circulation of book products, we considered it appropriate to form the functions of the book trade, taking into account the economic relations between consumers and publications in the book trade. The most important functions of bookselling are:

1. one of the important functions of the book trade is the delivery of book products from publishers to consumers. The book trade performs this function and carries out a number of production operations (book logistics, storage, preparation for sale) and continues the process of publishing books.
2. turning the price of book products into money through trade, selling it to end consumers. Only thanks to this function are economic conditions created for the continuity of the reproduction process of book production.
3. Influencing the production and consumption of book products and on this basis ensuring that the publication of books meets their needs is also an important function.
4. consists of determining the need for book products by type of book on the book market and forming consumer demand and studying its new needs.
5. implementation of activities related to the marketing concept (formation of assortment, pricing, organization of advertising, public relations, provision of additional services taking into account consumer requirements) and their constant systematic improvement is also one of the important functions.

In the book trade, as in any other product, exchange and the market are important. Because both of them allow us to determine the effectiveness of book selling services. If exchange is one of the stages of social production and includes not only goods, but also the exchange of knowledge, experience, scientific achievements, and information. In this regard, the book trade is seen as a process that has not only economic but also social benefits.

In general, a market is an economic process that mainly refers to the form of relationships between producers and consumers of goods. Two conditions are necessary for its existence. Firstly, this is the existence of individual owners producing products intended for sale, and secondly, the division of social labor, in which each producer specializes in the production of a certain product, and the exchange of this product is necessary to satisfy social needs. From this point of view, the book market includes these relationships. But the peculiarity is that in the process of consumption other goods are also consumed, and the book is significant in that it is permanently preserved. Therefore, if one person buys one good book, it will last him a lifetime. It is also possible to donate to future generations. But not all other products can perform the same function as a book. While other goods are mainly material food, the book is important as spiritual food.

Thus, there are several characteristics of books and bookselling. These include the following. (Table 2).

Table 2. Features of books and bookselling.

s/n	Features of books and bookselling	An explanation of the characteristics of books and the book trade
1.	The book is suitable for everyone (women, men, children) regardless of gender and age	If there is one art book, then it will suit everyone, regardless of gender and age. For example, one novel can be read by anyone, be it a woman, a man or a child
2.	Don't buy a book because of its size	For example, women's shoes should come in different sizes to suit the buyer. Otherwise, no matter how good

		or cheap it is, people will not buy it
3.	A book does not wear out like clothing and does not run out like food	In fact, a book does not wear out like clothing, it does not end up like food through consumption. It can be stored permanently
4.	A book is spiritual food from the point of view of its consumption	Both food and clothing sold on the market are material goods, they wear out and end as a result of consumption, and accordingly this item has to be bought again, but a book does not wear out like an item and always gives spiritual food to the reading person
5.	There are important things when it comes to buying books	For example, a 10th grade student buys textbooks for that class. An economics student buys economic literature, a medical student buys literature on his medical field. So, when buying books, they proceed from the necessary needs
6.	When publishing a book there must be an author	If raw materials, labor resources and related equipment are available in production, the production process occurs. But the unique thing about publishing a book is that if there is no author who will write it, then there will be no opportunity to publish the book at all.

As can be seen from the table, books and the book trade have their own characteristics in socio-economic life. Because if the relationship between producer and consumer in society represents a general, separate and private division of labor (between networks and industries, enterprises), then the existence of specific aspects of the book trade is proof of the importance of this sphere. For example, unlike bookselling, there is an author of a book and there is a “producer” who publishes it. Without one, the other cannot exist, and vice versa. In the sales process, the manufacturer sells to the seller only on his own behalf at a wholesale price and in wholesale volume. The seller delivers to the consumer and temporarily stores the surplus. As noted in the table, you will see that when purchasing other products, consumption ends. And the book does not end, if it is a good book, its value continues to grow.

Another important feature of the book is that it can be used many times if you carefully read and store it. In this regard, not only economic, but also spiritual relations arise between those who write a book, its producers (publishers) and consumers. The form of market relations in this area is exchange relations in the form of a book, which is a collection of individual exchange acts of two entities.

The equilibrium of the economy and its state of existence is ensured by the possibility of a two-way process, including the transformation of the commodity form of a social product into money and the transformation of the monetary form into a commodity. An ordinary book, although it appears as a product, is important because it provides spiritual nourishment to people when consumed.

The market, including the book market, is an integral part of the economy and has become a connecting form of communication between producers, consumers and intermediaries. The book trade has a long history of market formation and development, as well as book publishing and book exchange. In this process, it became clear that the sale of books, the book market and the activity of selling books, book selling services are not the same concept. But in the economic literature these concepts are given without distinguishing each other, and their theoretical aspects

have not yet been sufficiently considered. Based on them, we considered it appropriate to develop definitions of these concepts. According to G. Solieva's definition, "the book market represents socio-economic processes between authors, publishers, printing houses (printing houses), booksellers, book lovers and educational institutions"¹. This definition does not systematically reflect all entities that enter the book market. With this in mind, we developed our definition.

The book market refers to the process of buying and selling, which is reflected in the relationship between book creators and consumers (book readers).

Books are also a major commodity in this market. The relationship between book producers and buyers plays a key role in this. This also takes into account supply and demand. Based on consumer demand, he can order the book from publishers and advertise to consumers. This leads to direct sales processes taking place. The sales process is also the last stage in the book market.. Book sales occupy an important place in the book market. But it is unique and part of it. Therefore, we considered it appropriate to define this concept as follows.

Bookselling is the process of selling books from publishers, storing them, and selling them to consumers (libraries, readers, etc.). With the help of this definition, the theoretical aspects of the book trade can be revealed. Because in this book, business can be assessed as an industry that has emerged as an independent industry. The main task of the book trade is the delivery of books from publishers to consumers through the purchase and sale of books, the following entities participate in it (Figure 2).

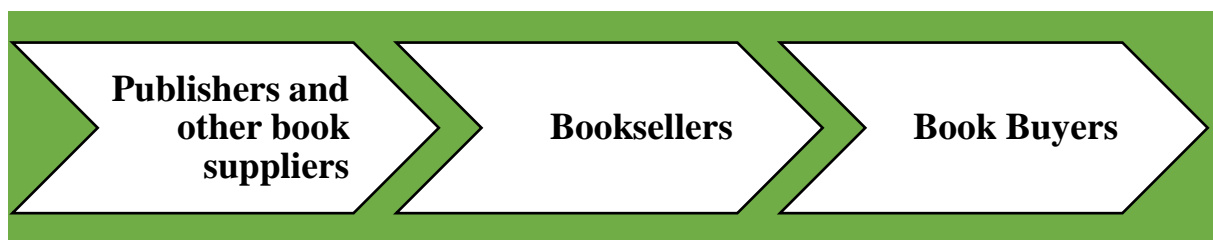


Figure 2. Interdependence of book trade participants

As you can see from the picture, to sell a book, the last step is to sell the book to book buyers. This process is fundamental at all stages. Clarifying this requires a theoretical justification of what bookselling is.

Book selling is the process of buying and selling books from publishers to sellers (wholesale) and from sellers to consumers at a set retail price. Income from book sales is known to benefit the entrepreneur (seller) through the sale of books. Delivery of books to the market for the purpose of selling books is ensured. The subjects of bookselling in this case are booksellers, that is, publishers and bookselling intermediaries.

Bookselling service refers to the conscious activity of people associated with the provision of services, aimed at satisfying all human needs in the processes associated with the purchase and sale of finished books.

In a modern free economy, book market participants perform various functions related to the sale

¹Solieva G.A. Development of book trade in Uzbekistan and factors for increasing its socio-economic efficiency. 08.00.05 – Abstract of the dissertation of a Doctor of Philosophy (PhD) in economics, specializing in service economics. Samarkand, Samarkand Institute of Economics and Service, - 2018.

of books. The publisher prepares books and sells them for resale, and also buys other goods needed to publish the book. A bookseller buys books to sell and sells other books to buy back. For a bookseller, selling is his main activity.

Participants in the book market act in the market as economic consumers, in contrast to booksellers who satisfy the demand for books, that is, buy them not for sale, but for consumption (reading, viewing, collecting). In a developed system of commodity-money relations, all economic consumers are buyers, but not all buyers are consumers.

It is formed according to the supply of goods on the book market. Publishers and booksellers are interested in this. The demand for books, like any other product, comes from the consumer, but booksellers also participate in creating demand. Publishers are organizations that buy published books. It is sellers who promote books to consumers, that is, they perform advertising tasks. Thus, booksellers participate in both demand and supply. Booksellers occupy a central position in the book market. In this regard, the main role in delivering published books to consumers is played by sellers involved in the book trade (Figure 3).



Figure 3. The role of the book trade in meeting the population's need for books

As can be seen from the figure, the book trade plays a very important role in satisfying the population's need for books. This situation is important for satisfying social needs for books. The book trade, like other professions, consists of wholesale and retail trade. The activities of book producers are of great importance for assessing the role of their relationship with the book trade. Book publishers can buy the text of a book and provide it to the author. If the matter is limited to publishing, then sales will be directly handled by the authors of the books, and not by the publishers. If a book manuscript is purchased, the publishing house will directly handle production and sales. In this respect, bookselling differs from other professions. This difference requires a unique approach to this area. It is also important to study the types of book sales chains. This relationship can be seen in the figure below (Figure 4).

When a publisher sells books	This happens mainly in cases of publication of foreign literature and works of later authors on the initiative of the publisher
When bookstores sell books	This occurs if the publishing house, on the basis of a contract, published the book to authors or other customers and sold it to commercial enterprises
When an author sells books,	This situation occurs at the time of sale to the buyer and the

that is, when he rents them to stores and sells them to the public	public, if the author executed it at his own expense on the basis of an agreement

Figure 4. Entities involved in the book trade in our country and their responsibilities

As you can see from this image, there are several organizations involved in selling books. This activity is primarily carried out by the publishing house. This is mainly done in the case of the publication of foreign literature and works of later authors on the initiative of the publisher after studying the demand. In the second case, books are sold directly by retail stores. This may be the case if the book was published by a publishing house on the basis of an agreement at the request of authors, bookstores and other buyers, and it was sold not from the publishing house, but from these persons. Thirdly, the author's family also sells books. This occurs when an author sells a book to readers if it is published by the author under a contract. Authors can also sell their works to bookstores based on a specific contract with readers.

Conclusions and offers. In conclusion, it was found that book trade differs from the general type of trade in its characteristics. We are convinced that there are several reasons for this. This:

Firstly, book products are a very complex assortment, which is constantly changing and updated in form and content. For example, textbooks can certainly change over time. Most of the books published by publishing houses are intended for consumers, that is, a certain part of readers, so there is a need to update publications. In order to determine and study the interests and preferences of book readers, it is necessary to constantly study the interests and wishes of readers in the general conditions of sales, based on the specific features of the book trade. In addition, booksellers' efforts to provide a wide range of books must be targeted. In this way, it will be possible to achieve high efficiency in book sales. This is important for the development of the industry.

Secondly, the use and sale of book products also has its own characteristics of its price. Typically, trade relations with producers and consumers of book products have a stable form compared to other goods. In this case, the sales mechanism, by its uniqueness, determines its important aspects and features. In particular, we consider it necessary to introduce special sales rules, such as introducing a procedure for returning or exchanging books at wholesale and retail outlets. Because it is possible that in one place there will be an excess of books, and in another there will be a shortage of the same book.

Thirdly, the book occupies a special place in society; it serves to increase the spirituality of people and increase the level of knowledge. This is an important factor in the development of the country. It is also clear that the problems solved by the book are multifaceted and complex, and it is important for its participation in the process of training and educating the younger generation. Thus, considering the high position and role of the book, which places this trade on a higher level than general trade, it is necessary to concentrate various benefits in this area.

Fourthly, another feature of the book trade is that food products are consumed every day, and the need for them is stable and continuous, without a constant decline. But if you buy a book once, you can use it for many years. This requires the consumer to purchase a book with new content. In this regard, ensuring sustainable development of this sector is a rather complex process.

In short, the book trade, like other enterprises and organizations, requires qualified specialists. It

also requires that the person pursuing this profession has high intellectual abilities. Because a bookseller needs to be able to explain well the descriptions of the books he sells. In the book trade, the ethics and culture of the profession are also different.

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