

THE MAIN DIRECTIONS OF INTRODUCTION OF DIGITAL MARKETING TECHNOLOGIES INTO THE ACTIVITIES OF SERVICE PROVIDERS

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ABSTRACT

This article focuses on the main directions and approaches to the introduction of digital marketing technologies in the activities of service providers, based on the importance of digital platforms and the model of their introduction. Scientists of our country have also conducted a number of studies on this issue, most of which claim that the result of the transformation of marketing technologies under the influence of IT development is the basis for the formation of "Internet marketing" or "digital marketing".

KEYWORDS: *Digital Environment, Digital Technology, Digital Marketing, Relationship Marketing, Digital Marketing Technology, ROI, Social Network, Digital Platform.*

INTRODUCTION

Changes in the global digital market are drastic, with DataReportal reporting on digital environment trends showing that by 2021, mobile device users will grow by 1.8%, internet users by 4.0% and social media users by 10.1%. At the same time, 70% of consumers claim that manufacturers are building relationships through their content rather than advertising¹. Indeed, the "information age" and "advanced technologies" are the main criteria of digital policy, and today any business is raising the use of digital technologies, especially digital marketing technologies, in the formation of relations with its market and consumers.

Although the first steps on the legal-normative issues of the use of digital technologies in our country began in 2010, digitization in the economy began with the entry into force of the PP-3832-th decision of the president of the Republic of Uzbekistan "on measures for the development of the digital economy in the Republic of Uzbekistan" on 03.07.2018². Since that time, more than 30 normative-legal documents related to digitization tables have been adopted.

ANALYSIS OF THE RELEVANT LITERATURE

In the digital economy, great attention is paid to the scientific and practical study of digital marketing, the study of its technologies in the scientific work of foreign scientists. In particular, Chaffey Dave conducted research on digital marketing, its strategies and practical aspects by Desai Vaibhava³.

Scientists from the Commonwealth of Independent States T.P. Danko and O.V. Kitova have paid special attention to the development of digital marketing in their research [1]. In the work of M.A. Golubeva studied the development of the concept of relationship marketing in the digital economy⁴.

Scientists of our country have also conducted a number of studies on this issue, most of which claim that the result of the transformation of marketing technologies under the influence of IT development is the basis for the formation of "Internet marketing" or "digital marketing". For example, G.Ismailova considered that the development of information and communication technologies under the influence of digitalization has brought direct marketing opportunities to a new digital level, the main tasks of which are marketing research and marketing strategies [2].

E. Nigmanov made theoretical proposals for solving the current issues of service development in the digital customs system through the digitization of marketing elements of the relationship, aimed at ensuring the integral connection with other sectoral and competent authorities [3].

R.R. Madjidov also presented the results of a number of studies on the use of digital marketing strategies in the market of ICT services and increase their effectiveness [4].

RESEARCH METHODOLOGY

During the research, the methods of analysis and synthesis, analytical analysis, comparative analysis were used to highlight the relevance of the topic. In addition, surveys were conducted through marketing research, and the theoretical and practical foundations of digital marketing in the field of services were identified through the results of the analysis.

ANALYSIS AND RESULTS

Entrepreneurs can cite a number of factors as a key priority in the use of digital marketing technologies in their activities. Among them are the foundations of digital technologies, concepts, and approaches to consumer behavior. That is:

Provide ROI. This year, the use of social networks to reduce the impact of the pandemic and compensate for the damage is recognized as the optimal channel. Through this, there is not only a policy of long-term loyalty (loyalty), but also a policy of shaping the experience of online customers through new views, approaches and technological formats;

moving brands through social communication. That is, brands find the Internet environment only convenient when it comes to sales, in fact, brands that have established communication with their consumers in the Internet environment are showing a positive result compared to the rest;

criteria in social networks. 2020 further enhanced the challenges of digital marketing and proved the need to apply digital demographic segmentation to customers beyond age and perspective (stereotypes);

working with individual aspects of consumers. It was noted that through digital technologies, it is possible to establish effective communication after identifying the unique personal characteristics of consumers;

it is true that brands engage in communication with live communication rather than through social digital platforms. That is, the Internet environment provides only relevant information to consumers, proving that brands are more effective at conducting live with consumers.

Observations in the global digital market include important criteria for consumers in the future, as well as factors influencing them:

they are more interested in the opportunity to make purchases online, i.e. live. In 2021, the volume of live purchases in China alone amounted to 449.5 million US dollars. Such an approach brings consumers closer to goods and services, the main purpose of which is to eliminate dissonance (doubt) in consumption;

the share of “omnikanal purchases” is increasing through consumer research on social media. It should be noted that the role and importance of social networks in goods and services is growing, with Uzbekistan ranking fifth in the world in terms of social network connections (the number of new social network subscribers in 2021 was 1,400,000) and an annual growth rate of 43.8%. can focus;

tracking propensity for premium purchases. At the same time, it can be seen that buyers demand not only the value of goods or services, but also high quality in a personal format.

In the course of the research, a survey was used, according to which entrepreneurs from various regions of Samarkand region also demonstrated the availability of opportunities and potential in the use of digital marketing technologies. In other words, a total of 360 business entities took part in the survey, of which 26.5% were individual entrepreneurs, 44.1% were limited liability companies, 2.9% were joint-stock companies, 2.9% were unitary enterprises, 8.8% were private enterprises, 8, 8% were respondents in the form of family businesses, 5.9% in the form of farms. Most of them are in the service (47.2%), manufacturing (25%), commercial (25%) and financial services (2.8%) sectors, and the average person involved in digital marketing is an employee. (Figure 1)⁵.

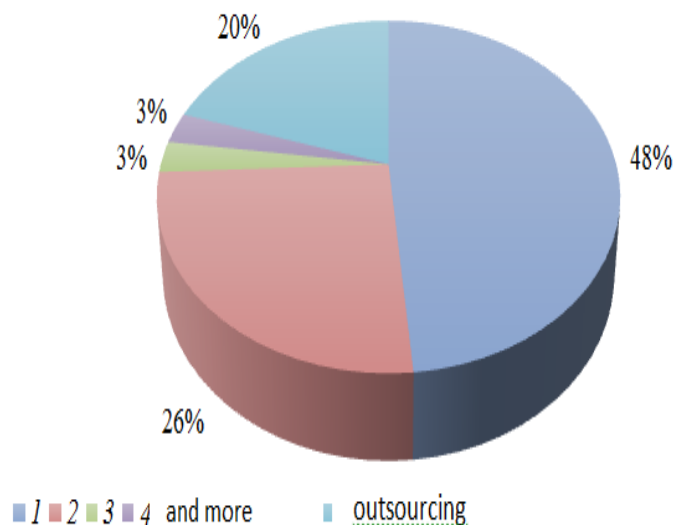


Figure 1. The share of employees involved in digital marketing activities by entrepreneurs of Samarkand region⁶

Most of the digital marketing tools of the respondents shown in Figure 1 are being promoted through social media and are led by Telegram, Instagram and Facebook (Figure 2).

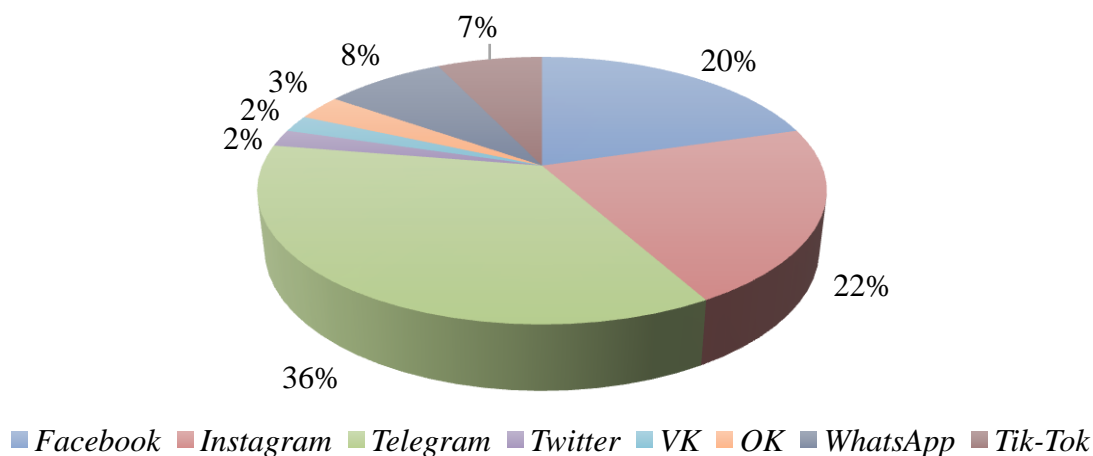


Figure 2. The share of digital platforms involved in digital marketing activities by entrepreneurs of Samarkand region⁷

Taking into account the calculations shown in Figure 2, today is focused on the policy of shifting the tasks of digital marketing in business activities, which are used as tools to encourage online trading in the field of digital commerce. However, the full potential and essence of digital marketing can also be reflected in traditional marketing elements. Among such opportunities, it is expedient to single out the role of digital platforms.

The primary function of digital platforms is to focus directly on sales policy, and their capabilities also support product, pricing and communication policies. In general, digital platforms are aimed at providing a favorable market environment by shaping the interactions of market participants. Today, a number of digital platforms have been created in national digital marketing, which can be divided into types in the following classification based on their specific features (Table 1).

TABLE 1 CLASSIFICATION OF PLATFORMS USED IN DIGITAL MARKETING⁸

Criteria for comparison	Digital platform levels		
According to the interaction with customers	B2C https://texnomart.uz/	C2C https://www.olx.uz/	B2B https://skladi.uz/
According to commercial offers	Commercial platforms https://bellissimo.uz/	Service platforms https://soliqservis.uz/	Mixed platforms https://www.zoodmall.uz/
According to product types	Horizontal platforms https://e-auksion.uz/	Vertical platforms https://uzavtosanoat.uz/en	Multi-product platforms https://korzinka.uz/
According to the market coverage area	National platforms https://agrozamin.uz/	International platforms https://www.alibaba.com/	Representatives of international platforms https://www.samsung.com/uz/

We can see that the national practice classification of digital platforms presented in Table 1 is now in the “emerging” stage compared to the classification of digital platforms available in the international digital market. However, according to experts, digital platforms are expected to be introduced in a narrow range of activities in the near future [5].

As a result of observations made during the research, the factors influencing the introduction of digital platforms (marketplaces) in the service sector were identified, which include:

the influence of qualified personnel with sufficient knowledge and skills to ensure the effective operation of the created digital platforms;

insufficient experience in implementing digital platforms;

demand for financial and technological resources for the introduction of digital platforms;

the impact of international platforms on national platforms in terms of competition;

government support policy for digital commerce;

the introduction of digital platforms can include the need for consulting and marketing services.

As a result of studying the specific aspects of the above impact factors and their causes and sources, a model for the introduction of digital platforms in the service sector has been developed (Figure 3).

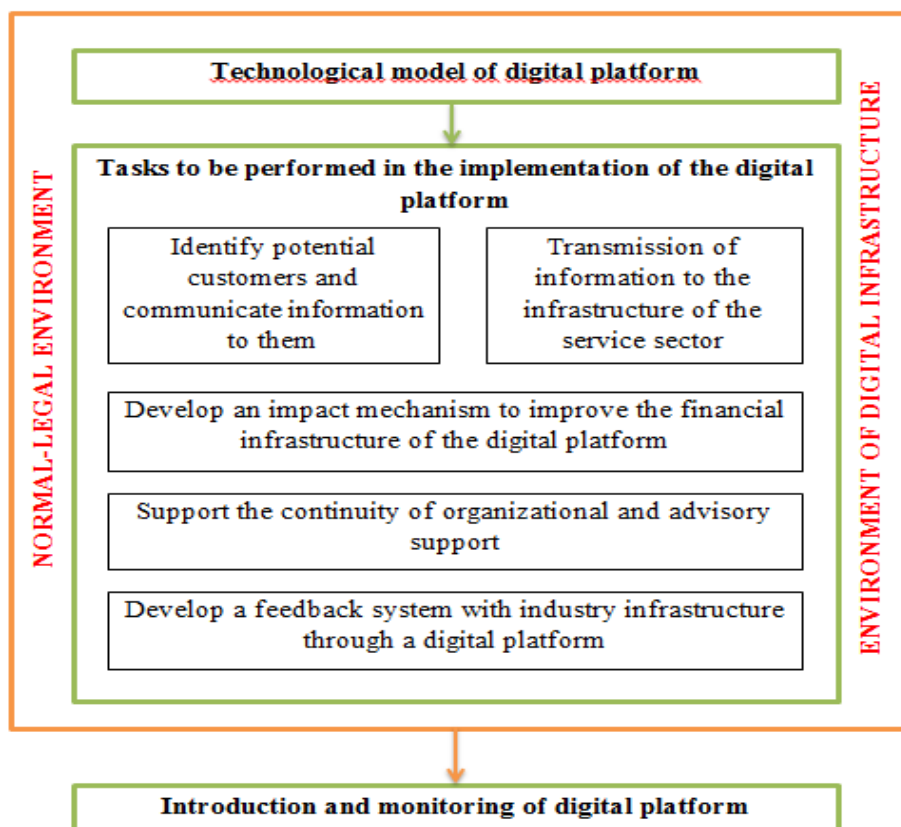


Figure 3. Model of introduction of digital platforms in the service sector⁸

The implementation of the model shown in Figure 3 is a promising approach of strategic importance, which will not only reduce the cost of resources and time in the digital market, but also improve the communication policy of the digital market and expand the scope of activities.

DISCUSSION AND CONCLUSION

In conclusion, a number of factors can be cited as the main priorities for entrepreneurs in the use of digital marketing technologies in their activities. These include the fundamentals of digital technologies, concepts and approaches to consumer behavior, namely: ROI, brand promotion through social media, social media criteria, working with consumers' personalities, brands communicating live through social digital platforms, not live communicate with.

Although our national practice today understands the relevance of digital platforms, it can be seen that a number of aspects are not taken into account in developing a mechanism for influencing consumers through them, for example: incomplete feedback, incomplete provision of information to consumers, and so on. This suggests that the tasks that digital platforms have to perform are one-sided.

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