



Article

The developing of e-commerce and the role of digital marketing in Uzbekistan

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Abstract: Marketing of products and services continues to be one of the areas that require constant innovation around the world today. An important marketing strategy these days is digital marketing, defined as the use of electronic media by marketers to introduce products and services to the e-commerce platforms, with the main objective of attracting consumers and connecting them to the brand through digital media. For data collection, this is an exploratory analysis focused on statistical data, economic comparison and data grouping. The findings imply that managers can create and execute more effective business strategies while interacting with prospective Uzbek clients. This research broadens our knowledge of Uzbek culture and how it influences consumer behaviour, which is an important aspect of marketing.

Keywords: Digital Marketing, Social Media, Marketing strategies, e-commerce, Brand Loyalty, Engagement, Uzbekistan

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1. Introduction

Customer behaviour has changed as a result of the industry era's adoption of a new and enhanced method of conducting business globally through the use of cutting-edge digital technology (Reinartz et al., 2019). For instance, rather than going to conventional retail locations, consumers increasingly rely on digital devices to shop via e-commerce platforms (Vasic et al., 2019). Businesses have therefore adjusted to this shift in consumer buying habits. For instance, in order to increase its online sales and consumer base, Walmart, the largest retailer in the world, started acquiring retail e-commerce businesses in 2016 (National Retail Federation, 2021).

By the end of 2019, it was estimated that Uzbekistan's potential market will reach USD 50 billion by 2050 (Antimonopoly Committee of the Republic of Uzbekistan, com). Consequently, growing demand and the potential of the e-commerce sector have made Uzbekistan's market more competitive. It implies that Uzbek businesses engaged in e-commerce should have sufficient operational planning for their operations.

As to Gounaris et al. (2010), prioritising service quality is crucial for prospering in the fiercely competitive realm of the internet. Consequently, the largest issue facing Uzbek e-commerce enterprises is that their main competitive edge is maintaining and enhancing service quality. Brady and Robertson (2001) claim that augmenting customer happiness will elevate service quality standards and foster a greater number of affirmative behavioural intentions.

2. Literature Review

According to Bloomenthal (2021), the concept of e-commerce includes retail, wholesale, dropshipping, crowdfunding, subscriptions, physical products, digital products, and services. Therefore, there are vast options for services and products easily accessible online, which is infinitely more appealing to shoppers.

E-commerce platforms are beneficial for both customers and businesses, and they provide managers with access to a gold mine of analytic tools to improve effective retailing methods (Trong & Tran, 2021).

According to Reinartz et al. (2019), customers can benefit from e-commerce by having access to higher-quality and more readily available product information, a wider selection of products, increased transparency between sellers, and perhaps reduced pricing.

It is more profitable to retain current customers than to win new ones to replace those who leave (Reichheld & Sasser, 1990).

"The fulfilment of requirements, goals, or desires, and this can be reflected by the overall customer attitude towards e-commerce retailers, or is an emotional interaction with respect of between what online customers expect and what they obtain," is how Hansemark & Albinson (2004) define satisfaction in the context of e-commerce.

According to Bakar et al. (2018), purchase intention is a dependent variable that takes into account a number of internal and external factors, including suggestions, values, outcome expectations, and emotional linkages. "Achieving marketing objectives through applying digital technologies" is the simplest way to characterise internet marketing (Chaffey et al., 2009). Digital marketing refers to the application of technology to support marketing initiatives with the goal of better understanding customers by aligning demands (Chaffey, 2013).

For businesses to succeed, online advertising is a potent marketing tool for creating brands and driving traffic (Song, 2001).

3. Methodology

The methods of studying existing scientific research articles on the topic of digital marketing development in Uzbekistan, study of statistical data, economic comparison and data grouping, are widely used.

4. Methodology

The Internet is a global network of interconnected computers. This network of networks is made up of millions of commercial, academic, public, private, and government networks. The Internet, which combines multiple technologies to function, is the largest repository of information accessible to people. The internet also laid the groundwork for more information outlets than people had until the 20th century. (Phillips 2003). The term "marketing" has many different definitions. One of the most well-known definitions of marketing is "the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others." 2007 saw Keller and Kotler).

"We can apply marketing principles within the internet area by connecting these two fields."

Internet marketing actually includes using a corporate website in conjunction with online promotional tactics such pay-per-click (PPC) advertising, email, banner advertising, search engine optimisation, and connections or services from other websites. This aids companies in bringing in new customers. Although it's a frequent misperception, internet marketing encompasses much more than just a website and its contents. Internet marketing is the process of connecting a website's portal with search engines, partner websites, blogs, other websites, B2B partners, clients, outsourced partners, and a host of other entities.

Having as many audiences as possible is crucial for any kind of marketing, and in the case of internet marketing, the number of potential clients increases as more people use the internet. Refer Fig.1.

With millions of potential customers openly participating, social media is one of the contemporary communication technologies that has lately shown to be beneficial in both formal and informal communication. Businesses of all sizes are becoming more and more interested in social media due to its capacity to facilitate consumer engagement in interactive interactions where information is efficiently transferred through powerful

technical gadgets.

Prior research has examined several aspects of e-commerce, including technological acceptability, purchase intention, consumer satisfaction, and service quality (Moslehpour et al., 2018). Therefore, it's critical to comprehend Uzbek e-commerce users' attitudes towards cutting-edge technologies and digital marketing.

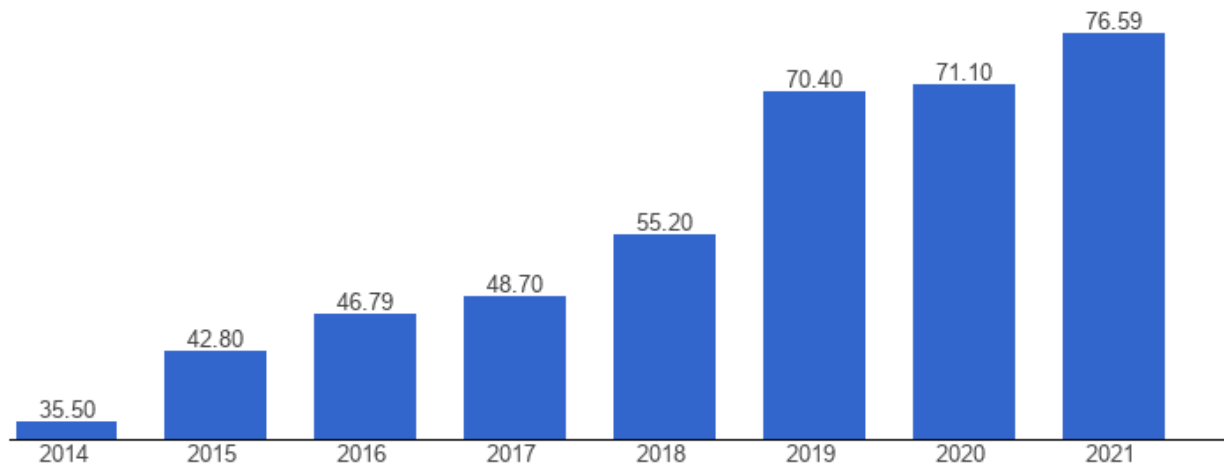


FIG 1. GROWTH OF INTERNET USERS IN UZBEKISTAN

5. Conclusion

In Uzbekistan, e-commerce is still in its infancy despite its potential. But things are shifting, and e-commerce has just lately gained importance. The Uzbek president authorised the "Program for the Development of ECommerce" in Uzbekistan for 2018–2021 and signed the decree on measures for the "Accelerated Development of Electronic Commerce" in May 2018 (Islamov & Isokhujaeva, 2021). The growth of e-commerce has received increased attention from the Uzbekistani government since 2018, and the "Open Digital Ecosystem" for e-commerce is scheduled to open for business in 2022 (UZREPORT, 2021). Given that Uzbekistan is still in its early stages of e-commerce development in comparison to other nations, it is critical to comprehend the variables influencing service quality and value creation in Uzbekistan e-commerce at this early level of development.

The findings demonstrate that managers in Uzbekistan may create and execute more effective business strategies when communicating with potential clients. The research advances our knowledge of Uzbek culture and how it influences consumer behaviour, which is crucial for marketing.

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