



Improving the Use of Digital Marketing in Increasing Competitiveness of Businesses Operating in Uzbekistan's B2c Sector

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ABSTRACT

Although the role and importance of digital marketing in the B2C (business-to-consumer) sector is very high today, its implementation and effectiveness depends on the nature of industries and types of companies. This article identifies the specific aspects of using digital marketing to increase the competitiveness of businesses operating in the B2C sector in today's competitive environment.

Keywords :

B2C, SEO, SMM, CRM, Content marketing, Data analytics, Digital advertising, Lead generation, Email marketing, Mobile marketing, Influencer marketing .

Introduction

We know that the role of retail trade in any country in the gross domestic product of that country is unparalleled, and of course the retail trade turnover today is made up of B2C sector participants, and this thing means that in order to raise the economic indicators of the state, it means that the B2C sector in this country needs to be developed. Currently, comprehensive measures are being implemented in our country for the active development of the digital economy, the widespread introduction of modern information and communication technologies in all sectors and industries, and above all in businesses. In particular, the implementation of more than 220 priority projects aimed at improving the e-government system, further development of the local market of software products and Information Technologies, the establishment of IT parks in all regions of the Republic, as well as the

provision of qualified personnel to the industry began ¹.

As the president of our country Shavkat Mirziyoyev noted, in today's modern competitive market conditions, "in order to achieve progress, it is necessary and necessary to master digital knowledge and modern information technologies. This gives us the opportunity to follow the shortest path of promotion-precisely for this reason, any business in particular B2C businesses operating in the sector are also required to use modern marketing promotions so that in the future competitive and long-term activities remain in the market, while currently the most effective marketing events are certainly digital marketing events.

Thematic literature analysis

In the B2C-scheme, the enterprise deals directly with the client, that is, with the individual. The implementation of commercial

¹ <https://lex.uz/ru/docs/-5030957>

transactions in this way allows the client to simplify and speed up the process of purchasing a product or service.² The B2C sector typically includes dozens of many areas, such as electronics, fashions, food, accommodation, shade, machinery, etc. This sector will have an income that is accounted for by selling products or services produced or installed by others to customers.³ In 2020, business-to-consumer (B2C) e-commerce accounted for 5.19% of GDP in Western European countries. According to forecasts, in 2021, this value is projected to increase to 5.48% of GDP.⁴ The share of e-commerce users in western Europe is growing at an extraordinary rate. Nearly 70% of consumers in countries such as Denmark, Germany and the Netherlands made an online purchase in 2019. If the share of income from e-commerce in the total income of enterprises had never increased⁵. About 20% of the income in the European Union comes from e-commerce alone. High utilization rates and growing revenues of enterprises are confirmed by the total figures about the market value. The European e-commerce market recorded its highest revenue in 2021, at us \$ 465.4 billion. Revenue is expected to reach us \$ 569.2 billion by 2025.⁶

Digital marketing - (also referred to as Internet marketing) is a marketing component that uses the Internet and computers, mobile phones and other digital technologies that connect to the internet to implement products and services. Its development in the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms are becoming more and more integrated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical stores, search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-

commerce marketing, social media marketing (SMM), direct email marketing, display advertising, e-books and optical discs, it has become common to use combinations such as games. Digital marketing also covers non-internet channels providing digital media such as television, mobile phones (SMS and MMS), callback and intercepted mobile ringtones.⁷ From this information presented, it can be seen that the use of digital marketing strategies in creating a competitive brand is very important in improving performance.

Research methodology

In this study, studies, approaches, concepts conducted by classical, as well as modern foreign and economists of our country were used as a theoretical and methodological basis in this article, and aspects of insufficient attention were identified by scientists of our republic. The study used methods of observation, theoretical interpretation, survey, statistical grouping, comparison, induction, deduction.

Research results and analysis

We know that 2020 is the most fundamental factor that has greatly influenced businesses around the world to switch their activities to digital transformation is a pandemic it is not an exaggeration to say that this factor has made a fundamental turn in the trend of doing business in modern times, as proof of which we cite a number of statistical indicators:

The UK appeared to have Europe's largest B2C e-commerce market in 2021. UK consumers have spent over € 250 billion on online shopping, approximately twice as much as their second-place French counterparts.⁸ Germany was Europe's third largest online market with revenues of € 100 billion. However, when we consider the share of e-commerce in the country's GDP, this picture changes. Denmark and Greece joined the UK as countries where

² U.k.yakubov, yo.s.ilxamova, m.i.azizova elektron tijorat darslik

³ <https://chat.openai.com/c/c337284c-3980-4bf5-900b-01c3dc6ec678>

⁴ <https://www.statista.com/statistics/324588/b2c-e-commerce-as-percentage-of-gdp-western-europe/>

⁵ <https://www.statista.com>

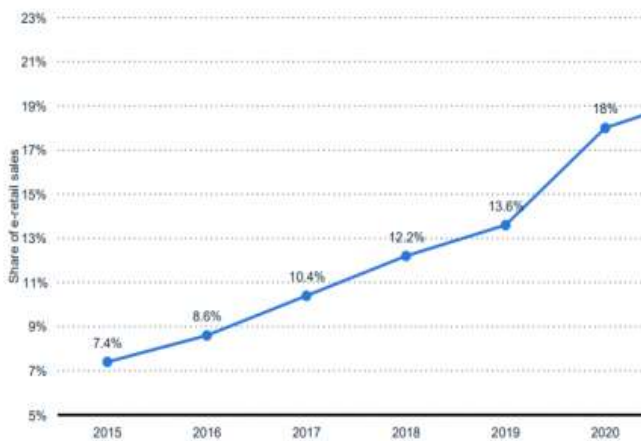
⁶ <https://www.statista.com/statistics/324588/b2c-e-commerce-as-percentage-of-gdp-western-europe/>

⁷ https://uz.wikipedia.org/wiki/Raqamli_marketing

⁸ <https://www.statista.com>

online shopping accounts for over seven percent of GDP. Obviously, the UK dominates European e-commerce, as evidenced by data from the mobile segment. Recent ratings in 2021 have shown that mobile commerce accounts for 60% of online retail sales in the United Kingdom, the highest percentage among 19 countries in the European region.

In the diagram below, we see a significant increase in global retail sales in 2019-2020, which gives a strong impetus to a stable 8% growth in retail sales, while the worldwide e-commerce sales forecast until 2024 shows us an increase in online retail sales as a result of the paradigm shift that COVID disruptions have led to business.

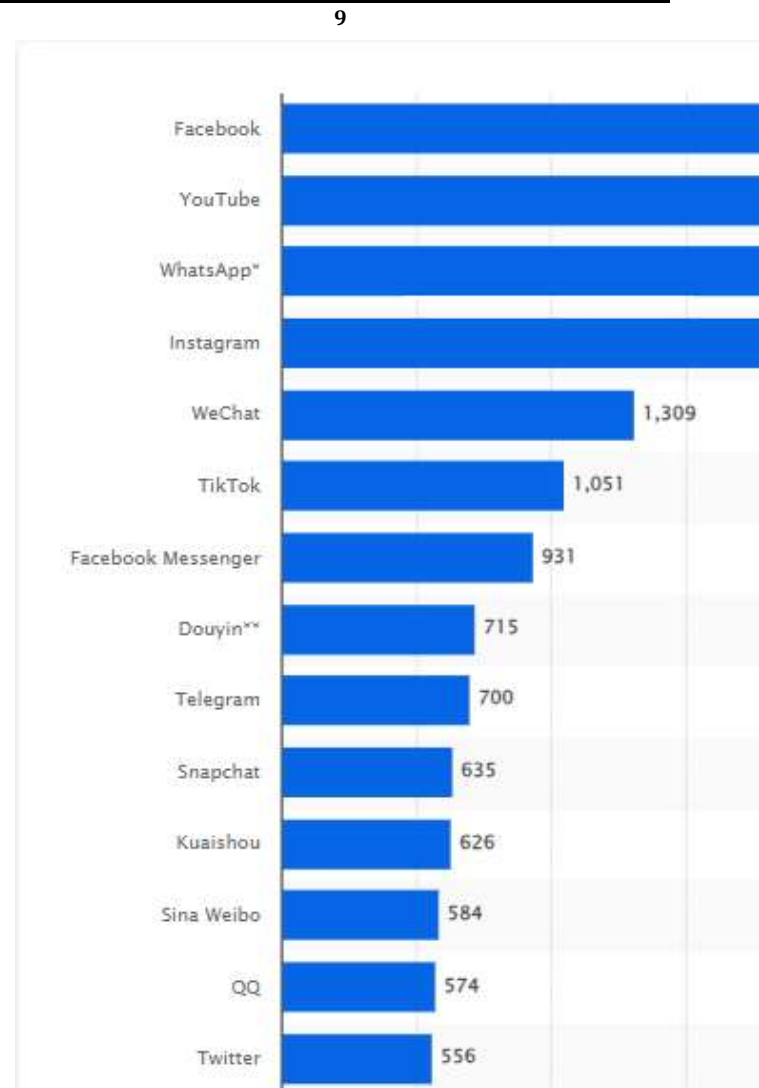


GRAFIK: 2015-2024 yillardagi global chakana savdodagi elektron t

Today, in order to stay in the market for a long time in the conditions of a competitive market, every business needs to digitize its activities because from day to day new technologies, machines are being created, as a result of which consumers also widely use the techniques and technologies that are being created and spend most of their time using these technologies,

As of January 2023, the most popular social networks worldwide in terms of the number of monthly active users(mlrd)

⁹<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>



Market leader Facebook became the first social network to exceed one billion registered accounts and now accounts for more than 2.9 billion active users per month .¹⁰ Instagram Facebook has more than one billion active users per month, each of which owns four of the largest social media platforms: Facebook (the main platform), WhatsApp, Facebook Messenger and Instagram. Leading social networks are usually available in several languages, allowing users to connect with friends or people within geographic, political, or economic boundaries .¹¹ In 2022, social networking sites are estimated to reach 3.96 billion users, and these rates are still expected to increase as mobile device usage and mobile

¹⁰ <https://www.statista.com>

¹¹ www.statista.com

social media are steadily increasing in previously unserved markets. And the above information means such a signal for business entities that they have to carry out their marketing promotions on these digital platforms, while this process means digital marketing strategies.

B2B and B2C companies have different target markets (other businesses and direct consumers) and therefore different social media marketing platforms work more efficiently for each type of company. A study in early 2020 found that Facebook was the most important platform for B2C vendors, while LinkedIn was the most important platform for B2B vendors. Facebook and LinkedIn were used by most B2C companies in France, however, by early 2021, with more than half of B2B companies using LinkedIn and less than half of them using Facebook.¹²

Conclusion

By 2026, global costs for digital transformation are expected to reach US \$ 3.4 trillion¹³ it is necessary that businesses active in the Har B2C direction use the following most effective types of digital marketing to increase their competitiveness and maintain their place in the market. That is, these include:

- Personalized presentation (Personalized Marketing): personalized presentation allows you to improve personal experience by providing special offers and information to the buyer. On the basis of data analytics, distribution skills and Cementation, a personalized presentation is made using a customer-specific data set.¹⁴

- Social media marketing: setting up advertising campaigns on social media platforms helps to attract information and suggestions that are communicated to the customer through social networks.

It will be effective to maintain constant contact with customers and increase the level of familiarity of the brand in the public¹⁵

- Influencer marketing: Influencer marketing involves using important influencers to indicate an organization's services, products, or offerings. This helps to show the information and suggestions that are communicated to the buyer through the public.¹⁶
- E-mail marketing: E-mail marketing allows the customer to deliver offers, discounts and news through special e-mail campaigns. With the help of personal messages and automatic distribution methods, it is convenient to ensure constant communication to the buyer and communicate special offers to them.¹⁷

- Content marketing: content marketing allows you to increase interest in the buyer through useful and interesting information. Through articles, blogs, videos, podcasts and other content, it is important to provide information to the buyer and strive to increase the brand's authority.¹⁸

To increase the competitiveness of businesses active in B2B visibility, it is necessary to pay special attention to the fact that, at the same time as the above types of marketing, the type of product or service that the business offers to the market is of course modern and has quality indicators such that, if the above types of digital marketing are used,

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¹⁴ <https://uz.wikipedia.org>

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