

Marketing Research E-Commerce Services: Case-Study of Samarkand Region

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ANNOTATION

The article highlights marketing research on the formation of demand for the services of online stores, analyzes the main selection criteria and the composition of purchases made through online stores, the content of consumer proposals for improving the activities of online stores. The content of consumer proposals for improving the activities of online stores is systematized and scientific proposals for improving activities are proposed.

KEYWORDS: *online shopping, online shopping, generation Z, purchasing behavior, consumer habits, digital consumer.*

Introduction

In keeping with the worldwide trends toward digitalization, Uzbekistan likewise sees a daily increase in the number of Internet users. In 2021, there were 16.7 million Internet users in our nation. The volume of online trade is growing daily as a result of the rise in Internet users. By the end of 2021, the amount of online sales will have multiplied by 1.6 in the previous two years, reaching 1.04 trillion soums. Every day, 61,000 internet purchases are conducted in Uzbekistan. Despite the fact that 3,100 online retailers are already functioning in Uzbekistan, their contribution to overall retail sales (about 1.2% of the total) is still negligible. This number is 3% in the Russian Federation, 18.0% in Great Britain, 91% in China, 3% in the EU, and 2% in the USA when compared to other nations. Additionally, it is important to note that the activity of online retailers mostly corresponds to retail trade and the mass consumer sector.

The Internet network is acknowledged as the most effective way to execute commercial innovations, and comprehensive scientific research in this area is one of the important responsibilities. The high growth rates and degree of turnover show this.

Literature review

The analysis of literature on the subject, according to Agafonova (Agafonova, 2015), informational variables have a significant role in the formation of customer happiness in online stores, and factors relating to specialization influence consumer satisfaction with the operations of online retailers. Online shops are, in this instance, in many ways superior for selecting and purchasing technologically complicated goods.

Apparently, according to R. Duffett (Duffett, 2017), choosing marketing communications is the most crucial step in determining the amount of demand in online retailers. It underlines the need for a comprehensive strategy aimed at accurately assessing a number of social media components and proposes doing research using particular questionnaires.

K. Montgomery (Montgomery, 2009) conducted regional research and found that many young people use the ability to connect to digital media at any time and location, and that most teenagers are increasingly able to use the internet. African-American and Hispanic youth were found to be "significant submarkets" of mobile device users, with more than 90% of African-American teens using the Internet 26 hours per week.

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According to S.N. Andreev (Andreeva, 2016), research on online consumers' purchasing behavior, consumption patterns, and degree of satisfaction with services should receive special attention as trade services are expanded through the Internet.

In order to increase the demand for online buying services, N.V. Trubnikova (Trubnikova, 2018) claims that the millennial generation's digital representatives are being given the most attention (Generation Z). These efforts are not in useless, as the youth market—consumers born between 2000 and 2010—is the most active in online commerce and is regarded by specialists as the millennium generation.

According to statistics, 17.127 million individuals in Uzbekistan, or 64.4% of the country's total population, are under 24 years old and can be considered members of the digital generation. The acquisition and application of new technologies underpin all of the actions of the segment's representatives. Uzbekistan's population as a whole uses the internet at a rate of 56.2%; however, the percentage of people under 24 years old who use the internet at this rate is 89%.

Methodology

The research employed pair correlation, average quantities, grouping, social survey, questionnaire, induction and deduction, and these techniques. Tables and images were used to express the research's findings in a comprehensive and all-encompassing manner.

Result and discussion

In the last five years, in the field of online stores that we are researching, additional 5-7 consumer segments or representatives of millennials have changed, and qualitative changes related to digitization have been observed. This is due to the rapid adoption of digital technologies in all spheres of human activity. Additionally, it should be noted that modern mobile communication and Internet services are becoming increasingly important because they focus on time-saving. This demonstrates once more the current requirement for millennial generation representatives to launch online store operations based on their consumption and shopping patterns and to continuously develop their management and marketing approaches in line with them.

When determining the major market segments for online retailers, it is advisable to use the findings as a methodical resource for modeling consumer behavior. The results of a thorough investigation into the operations of online retailers, consumer behavior related to the implementation of online purchases, purchasing behavior and external factors affecting it, and an analysis of data gathered from social networks and online questionnaires are used to arrive at these conclusions.

We believe that further research is required to understand the specific factors that contribute to the development of demand for online shopping services, the level of consumer activity in the online market, the online stores and products that are currently gaining popularity, the degree of customer satisfaction, and potential improvements to the operations of online retailers. It enables the study of the section of consumers who shop online in the Samarkand region under investigation, as well as the evaluation of the attractiveness of online retailers and the forecasting of demand within the context of significant issues.

This allowed 379 users in the Samarkand region to be reached via social media and the Internet for participation in a specifically created online survey:

In response to the questionnaire's questions, 33% of respondents claimed that it saves time, 24% claimed that it is possible to purchase items that are not typically sold in stores, 20% claimed that the price is low, 7% claimed that there are no issues with visiting the store and making a choice, 5% claimed that it is possible to visit at any time, 5% claimed that home delivery is possible, 2% claimed that it is possible to compare various products, and 2% claimed that sellers have no influence over

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the purchasing process.

One significant feature that highlights the high level of consumer focus of these stores' operations is the novelty of the products offered in online stores and the fact that they are infrequently encountered in conventional stores.

Customers' trips to online stores immediately affect their activity; 11% of respondents indicated they would visit daily, 23% once or twice a week, 26% once a week, 26% once a month, 11% once every three months, and 4% once a year. It is clear that 52% of respondents frequent the online store on a monthly basis. In actuality, this is a really significant indicator, showing that customers have perfected their understanding of the products and the commercial offer.

Repeat visits are crucial as a motivating factor for purchases. In our study, respondents' repeat visits and purchases were examined. We found that 3% of consumers shop online daily, 10% weekly, 47% monthly, 24% once a year, and 15% said they never made a purchase. The most crucial finding is that 57% of consumers make at least one purchase per month, which suggests that the Internet store will continue to grow steadily in the future.

It was discovered that 29% of respondents buy 10,000 soums, 30% - 40,000 soums, 17% - 50,000 soums, and 24% - 100,000 soums, respectively, when we looked at the quantity of purchases. Consumers used bank plastic cards for 58% of their purchases, foreign payment methods for 22%, courier services for 10%, and electronic wallets for 9% of their purchases.

It was deemed fair to employ open-ended questions and ask the respondents to list the websites they frequent the most in order to find the most popular sites currently available. This method first avoids imposing a predetermined answer cap on respondents' ability to react. Second, respondents are not required to answer questions about well-known websites because there are certain permanent websites that they frequently visit but are unknown to most people. Thirdly, the respondents during the survey process may be found to be incorrect and may be omitted, replaced, or supplemented if more than 10% of questionnaire questions are left unanswered or their answers are left out (Ibodov, 2022), in cases where the respondents do not answer, can give incorrect information, or are difficult to determine. According to the survey's findings, Taobao, ASakhiv.uz, ZoodMale, TechnoMart, Asaxiybook, and JOYDA were the following 10 stores that 78% of respondents selected after 41% of respondents identified AliExpress as the top 10 most frequented online stores.

The purpose of the current assignment is to ascertain the respondents' perceptions of the factors linked to transferring their online stores, namely where, how, and via whom they obtain information about them. It was suggested that 8 criteria be defined for this purpose, with the questionnaire including at least 3 of them. According to the survey's findings, 66% of respondents said that online shops had positive or excellent ratings on discussion blogs, 51% said that their product selection was excellent, 46% said that they had sales methods and payment options, 34% said that they offered a variety of discounts and promotions, and 29% said that the website had a mobile application. 21% claimed that the necessary items were readily available, 26% used friend recommendations, and 17% made a random decision (Fig. 1).

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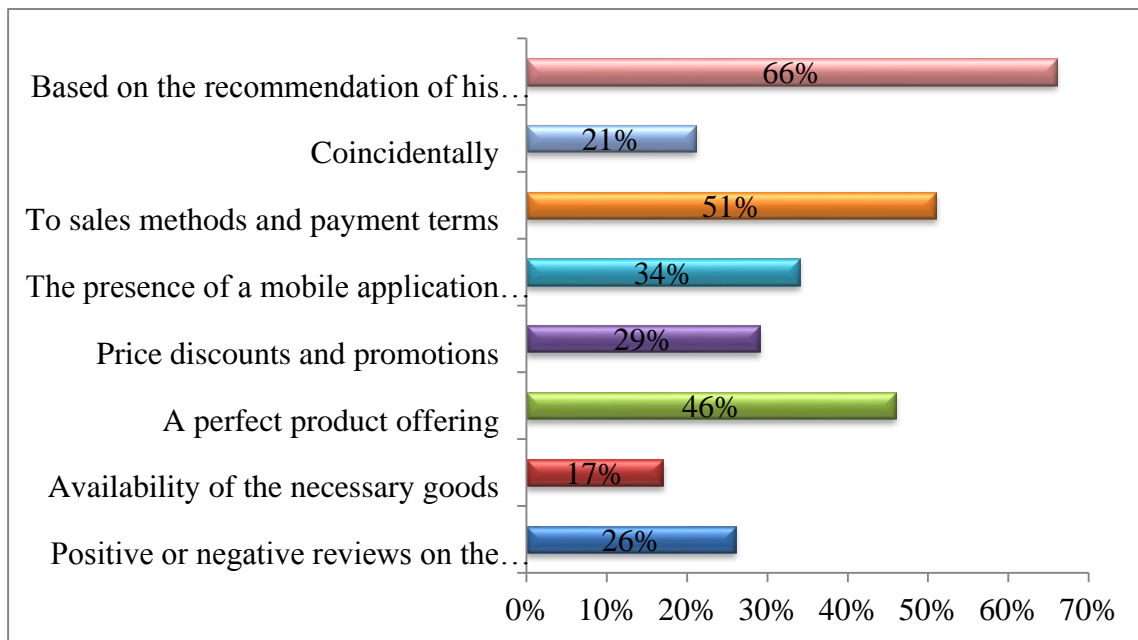


Figure 1. The main criteria related to the choice of online stores by consumers

Our analysis reveals that recommendations from friends and family and the opinions of other customers on social networks and blogs are the most significant factors for online store customers, while the price factor is insignificant because customers can visit other online stores at any time regardless of price.

The information in Table 2 shows that the majority of online retailers in our nation currently sell clothing, mobile phones, fragrances, and home appliances. In the sphere of online purchasing services, the section for books, kitchenware, health, and biologically active supplements is also growing quickly.

Table 1 Composition of purchases made by consumers through online stores (in %)

No	Types of goods and services purchased online	Share	Share of total non-food purchases
1.	Clothes	58,6	23,1
2.	phone and accessories	67,3	21,2
3.	Computers	35,2	8,9
4.	Household appliances	68,4	7,2
5.	Softs	17,5	13,1
6.	Movies and music	25,1	1,7
7.	Cosmetics	64,6	11,5
8.	Books and stationery products	14,3	2,5
9.	Shoes	31,5	2,7
10.	Kitchen utensils	17,7	1,9
11.	Sports equipment and biologically active supplements	51,8	6,2
	Total	28,8	3,3

The price-quality balance of the items is also significant in the expansion of Internet trade services purchases, and this depends on how little there is in terms of price variation between the supplied and acquired goods. When asked about the risks involved in online shopping, 28% of respondents said that the shipment of defective or different goods, 21% said that there was a miscommunication about the size of the goods, 9% said that low-quality goods were shipped, 5% said that there was no warranty period for the goods, 16% said that there was no way to exchange the goods, and 2% said

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that the excess funds were withdrawn from bank cards.

The investigation demonstrates that one of the major issues with online store activity is the over-description, low price-quality balance, and misrepresentation of the quality of the existing goods. As a result, it was discovered that online-purchased goods can have low quality and differ from genuine ones. Additionally, during online sales, variations in product sizes have been found as a result of incorrect technical specifications being delivered or poor client choices.

When examining the factors involved in returning purchased goods, it was shown that 24% of the respondents had to do so. According to 36% of respondents, the size of the goods did not match, 17% said that it was a poor-quality product, and 40% claimed that the color did not match as the main causes of this.

According to research, 28% of survey participants who participated in the evaluation of the customer satisfaction index of online shopping services experienced fraud when making purchases on the Internet, demonstrating that serious issues still exist in this area. Because of the prevalence of fraud in online sales, the legal framework system must be improved in this regard.

Customers' satisfaction with online retailers' operations was rated by 33% of respondents as having arrived on time, 22% as having been satisfied with the assistance and ideas offered, 19% as having the necessary goods available to them, and 16% as having a particular reputation.

21 issues were picked out by the respondents and their comparative weight was statistically assessed before recommendations were to be made for the improvement of the online store. According to the analysis, 28% of consumers want the delivery time to be shortened, 12% want the after-sales experience to be improved, 21% want the product selection to be increased, 19% want the product quality to be raised, 12% want the purchase process to be made simpler, and 32% want delivery to be free. reported (Figure 2). (Figure 2).

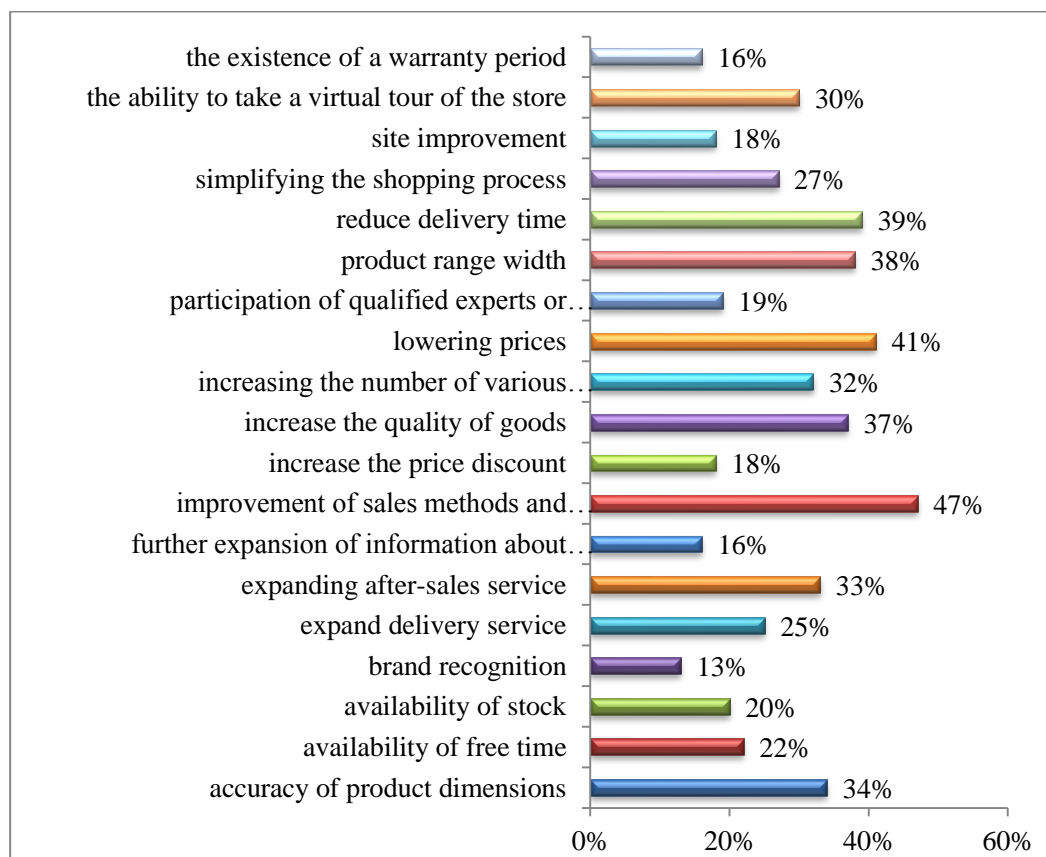


Figure 2. The organization of the suggestions for enhancing the online store

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Conclusion and Recommendations

According to our research, there are more national market participants in the area of online shopping services. As a result, there will be more competition in every part of our nation between physical businesses and internet retailers. In our opinion:

- when making judgments about attracting customers, it should be considered that the recommendation of friends and family of online store customers is one of the most significant elements;
- guaranteeing price-quality harmony in online store activity is one of the pressing issues that needs to be solved;
- to take into account the purchasing habits of national consumers in order to further simplify the process of buying products and services in online retailers.
- enhancing online store activities based on contemporary management, marketing, and logistics ideas;
- using cutting-edge sales techniques to draw customers and promote recurring business;
- the movement of commodities based on shifting and logistical principles with the aid of contemporary marketing tools.

The development of the online store and an improvement in the effectiveness of online trade services will result from the practical implementation of the scientific recommendations previously outlined.

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