



ANALYSIS OF RESEARCH AIMED AT DETERMINING THE IMPACT OF DIGITAL MARKETING ON ENTREPRENEURIAL ACTIVITIES

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Abstract

The article reveals the importance and necessity of using digital marketing for the development of business activities in the conditions of intense competition. Also, the author's approaches to the scientific research carried out by foreign scientists on determining the impact of using digital marketing in business activities using inductive and deductive methods are presented. The main goal of this study is to give recommendations to Uzbek entrepreneurs on what and how to pay attention when organizing and conducting digital marketing activities, based on the results of research on the impact of digitization of marketing activities of business entities on business development.

It includes entrepreneurship, digital marketing, marketing research, surveys, observation, interviews, digital technologies, social media networks.

Keywords: entrepreneurship, digital marketing, marketing research, survey, observation, interview, digital technologies, social media networks.

Introduction

Entry has changed significantly in the world economy over the past decade. The key to such transformation is the fact that the dynamics of digital technologies, platforms and infrastructures and their value creation method have changed.

The link between entrepreneurship and marketing appears to be in the desire of consumers to meet the needs of new products, services, or methods of performing certain activities [1]. Digital marketing today greatly helps entrepreneurs achieve all their goals of running a digital business.

Digital marketing is a way to increase sales of brands, products or services through one or more forms of electronic media such as the Internet, mobile instant messaging, wireless text messaging, podcasts, online radio stations, digital TELEVISION, and mobile apps [2]. Digital marketing allows businesses to analyze real-time marketing campaigns and figure out which marketing strategies are effective and how else to improve it.

Digital marketing is becoming the dominant marketing communications approach for companies and consumers around the world. This is due to the real-time communication advantages that make it an effective marketing method [3]. It is important that companies choose the most efficient and most popular of the various digital marketing tools and tactics available today to improve the efficiency of digital marketing activities, as well as to be able to use it properly [4]. This is because it is necessary to know how to track and measure the performance and results of various elements of a digital strategy.



In a changing business environment, the marketing environment itself is becoming a new kind of metric [5]. The most basic components of business models in the field of digital entrepreneurship are also digitally conceptualized, developed, and implemented [6]. Instead of traditional forms of interaction with consumers, more and more information is causing communication technologies to change their daily business activities. In response to these rapid changes, each entrepreneur should be able to find effective solutions to the necessary problems.

Also, how are the opportunities of business entities to use digital marketing identified, and how can they deliver or serve products using the Internet? How is a business model formed in digital marketing, and in what form will its components be? to find answers to such questions, it is desirable to analyze the scientific research of foreign scientists.

Analysis of the literature on the subject is scientifically based on the high level of self-confidence among entrepreneurs who have adapted to recent technological changes and have made the most of them [7]. This emphasizes the need to study and focus heavily on the impact of digital marketing on entrepreneurial activities.

The aim of F. Teddy et al.'s research is to analyze the technological and other digital factors that influence digital entrepreneurship from the outside and to create a distinctive image of it [8]. As a methodology, a bibliographic method was selected and analyzed in several publications and directions. According to the summary, adaptation to external factors ensures entrepreneurial success, and methods such as monitoring, forecasting or evaluation can be used to study the environment. Evaluation of technological changes not as a hindrance, but as an opportunity to develop will help an entrepreneur dominate the market.

A. Yeffendy and others conducted a study aimed at implementing digital marketing strategies across small and medium sized businesses in South Tangerang and how effective it is to increase sales during the Covid-19 pandemic [9]. The study collected data through extensive use of tracking, survey and interview methods. The results of the analysis showed that event-takers in South Tangerang prefer to sell their products through Facebook, Instagram, WhatsApp and online stores. Also, their online sales and advertising activities have increased even more during the Covid-19 pandemic. They emphasize that the most effective marketing is that in the first place, all marketing activities must be online and digitalized.

In their research, W. Gartanti and others have jointly used quantitative and quality research methods to identify the impact of social networks and digital technology on the development of marketing and communication processes [10]. During the study, new digital emerging business models were interviewed by entrepreneurs in Denmark, Sweden, the UK and Australia, questions were asked in terms of business strategy, value creation process and business models, and all interviews were digitally recorded. The study highlighted the importance of digital technology in establishing and further improving interactions with customers.

Single Jafari-Sadeghi et al. studied the impact of digital transformation on value creation to expand the technological market [11]. The study analyzed 28 European state-owned enterprises, representing



development indicators and ease of doing business, based on 7 years of data to shape and explore their future prospects. The study concluded that in order to digitally transform the activities of enterprises, entrepreneurs must first gradually switch to three categories, such as preparing to introduce these digital technologies (investments in the ACT), studying the use of digital technologies (research and development), and improving the efficiency of the use of digital technology (patents and trademarks). The purpose of the L. Ngoc and R. Vanessa studies was to focus on how digital marketing relates to social entrepreneurship in Vietnam, thereby offering a new perspective on the role of social entrepreneurship in the development of digital marketing techniques [12]. The study obtained results that emphasize the need to introduce digital marketing mechanisms to social enterprises.

Yu. Shkrygun studied the impact of digital technology on the activities of small and medium-sized enterprises [13]. In this way, he conducted empirical research in 338 European small and medium-sized enterprises that actively use social media and big data. According to the results of the study, the use of social media and digital marketing in business activities had a positive impact on business efficiency.

K. Bizhanova and others studied the impact of digital marketing on entrepreneurship and the formation of a business structure in it [14]. This research focuses on analyzing the extent to which businesses are using digital marketing and social media and how some businesses are achieving this. The results showed that entrepreneurs need to build productive relationships with their customers and focus heavily on organizing digital marketing activities to further improve it.

Research Methodology

Eventors use many digital tactics and channels in places where people spend most of their time connecting with consumers [15]. In this way, experienced marketers use free and paid channels, depending on the main purposes of digital marketing [16]. In this regard, choosing a digital business model requires knowledge and skills in several areas, especially for entrepreneurs, digitalized information systems, marketing and entrepreneurship. Despite the fact that the number of studies conducted in this area has increased year after year, there are still shortcomings in understanding the role of digitalization in identifying business opportunities and concepting a business model. There are also shortcomings in the publications on the use of digital marketing mechanisms, as well as its important components, in this article developed authorship approaches using inactive and deductive methods of scientific research by foreign scientists aimed at determining the impact of the use of digital marketing in business activities. Many foreign scientists have conducted scientific research on the impact of digitalization of marketing activities of business entities on business development. The main objective of this study is to emphasize to U.S. businesspeople exactly what and how to focus on organizing and maintaining their activities.

Analysis and Results

The global market structure of products and services is changing day by day, which is the impact of innovative technologies on the high rate of development, accelerating the transition from idea to final



production, sales of products [17]. The global market defines a progressive development network based on the advances of digital technologies in the long term. Under the influence of Internet technology, new organizational forms of regional socio-economic activity will be formed in the goods and services market, reflecting the transition from marketing evaluation of consumer behavior to business models that use intellectual capital.

The Digital Business Model Study covers information systems, marketing and entrepreneurial sciences [18]. Despite the research being done in this area, one can observe how entrepreneurs are developing to understand and apply the basic concepts of digitalized business opportunities and in this business model.

To establish and develop new digital enterprises must have the skills to become digital entrepreneurs and lead [19]. Digital entrepreneurial activities require regular analysis and focus on the main aspects of efficient management of digital business systems that describe social media and the Internet, the main technological aspects of supporting and organizing basic infrastructure.

The main objective of Muraya Elena's research was to study and add to theoretical and practical basis for organizing digital entrepreneurial activity [20]. As a theoretical methodology, 11 experts working in e-commerce and 15 university professors were involved in expert interviews, including content analysis (theoretical foundations of digital entrepreneurship), functional analysis (components of digitalization in business), systematic analysis (systematization of conclusions), and empirical methodology. According to the results of the study, digital entrepreneurship education will lead to technological changes and development in business processes, which in turn will directly affect digitalization of business activities.

Innovative development needs to improve the level of knowledge of the ability to use digital marketing strategies, not just technologies, to find specific problems and specific solutions and to always be prepared for risks, as well as, most importantly, to overcome competition [21]. In order to succeed in today's competition, it depends on what extent digital marketing activities are developed. Awareness of digital technologies and the development of mental skills are a factor of success in today's competition, such as success in distance communication. The role of digital marketing in entrepreneurial activities is enormous, and it has a high impact on business development as well as on the needs and future demands of consumers [22]. It is also necessary for entrepreneurs to be able to use digital marketing tools to find out what products and services consumers expect. It will also be possible to conduct such research by conducting an anonymous questionnaire survey among customers and thereby exploring the extent to which digital marketing has an impact on sales and service levels. In such studies, surveys are mainly carried out through popular social networks Email, Facebook, Viber, Instagram, which can save entrepreneurs time and cost.

Digital marketing is a general term that includes all forms of marketing activities carried out through digital channels, which include computers, mobile phones and other electronic devices. Marketing activities are becoming increasingly digital as a result of the rapid development of technology day by day. The following are some of the most common and digital marketing types as the most tested and selective ways to attract and retain customers in business activities [27]:



- Search engine optimization (SEO);
- Search engine marketing (SEM);
- Ijtimoiy media marketingi (SMM);
- Happy marketing;
- Elektron pochta marketingi (e-mail marketing);
- Car marketing (Mobile Marketing);
- Hamkorlik marketingi (Affiliate Marketing);
- Click uchun to'lov reclamation (PPC advertising);
- Click uchun to'lov (PPC);
- Marketing tahlili (Marketing Analytics (Voice search optimization)).

In recent years, research has shown that surveys among entrepreneurs between the ages of 18 and 55 have been banned using quantitative methods of marketing tastes to apply digital technology to entrepreneurship and to study how this process affects small and medium-sized enterprises [23]. Questions from this survey are based on the 4 main criteria: the use of social networks, data search, e-commerce and advertising, and marketing activities. [24] In the researches, entrepreneurs from information communications mainly use online advertising to search for information about customers, analyze competitors' products, conduct transactions with intermediaries, and use online advertising. According to the results of a study aimed at studying the impact of digital marketing on the activities of businesspeople in rural areas, these entrepreneurs have problems such as lack of knowledge of the use of digital technology and ignorance of foreign languages [25]. The study found that digital marketing will later have a high impact on economic growth by increasing consumption in the rural sector and creating new jobs. Digital marketing technologies have great potential in rural settings, but it still requires more research into the industry and increasing the knowledge of event-minded people in this area.

"BC Streyet Coffeye" made extensive use of image and video content on social networks such as Instagram and Facebook to spread information about copape products and a delivery app (GoFood & grabFood) [26]. At the same time, products are introduced using creatively prepared messages using promotions, Content Marketing, Attractive Photos, Titles, Hashtags and Videos used by BC Streyet Coffeye to find out the products offered. These researchers argue that the widespread use of digital marketing strategies for successful operations during the Covid-19 pandemic is of great importance. Conclusions and suggestions In conditions of sharp competition, demand for the value of products and services is changing day by day and in turn increases the demand for the rapid development of innovative technologies.

Under the influence of Internet technology, new organizational systems of regional socio-economic activity will begin to be formed in the goods and services market, reflecting the transition from marketing consumer behavior to business models that use intellectual capital. The second generation of Internet applications will further develop marketing activities by enabling businesses to implement innovative forms of customer communication and create content together with their customers.



Most of the research currently underway is organizing research aimed at enumerating the behavior and demands of more customers than the work of the enterprise. Rapid changes in consumer behavior require entrepreneurs to rethink their digital marketing strategies. The participation of business entities in digital marketing can be classified based on the accepted advantages of digital marketing and the extent to which it is used.

The organizer selects digital media types and media with high efficiency to advance their products and services. Digital marketing helps an entrepreneur achieve more audience engagement and preservation than traditional sales methods, and also directs products or services to potential markets where there is a higher probability of buying. In addition, digital communication systems and digital advertising strategies are much more economical than traditional advertising, allowing an entrepreneur to measure the effectiveness of advertising every day and solve related problems effectively. Also, digital marketing strategies are a form of business that can be used to effectively implement brand and product promotion using digital media. Therefore, using digital marketing is the right choice for entrepreneurs to operate effectively under any market conditions.

List of Available Publications

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2. Murodova N.O. The importance of strategic management in tourism marketing activities. Pressing problems of social and humanitarian disciplines *Electronic Journal No. 3 2023*
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