



# Analysis Of Research to Determine the Effect Of Marketing On Business Activity.

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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.

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

## Introduction.

Entrepreneurship has changed significantly in the global economy over the last ten years. The key to such a transformation is evidenced by the dynamics of digital technologies, platforms and infrastructures, which have changed the way they create value.

The connection between entrepreneurship and marketing can be seen in the desire to satisfy the needs of consumers for a new product, service or method of carrying out certain activities [1]. Digital marketing today greatly helps entrepreneurs to achieve all their goals of running their digital business.

Digital marketing is a method of promoting sales of a brand, product, or service through one or more forms of electronic media such as the Internet, mobile instant messaging, wireless text messaging, podcasts, online radio channels, digital television, and mobile applications [2]. Digital marketing allows businesses to analyze their marketing campaigns in real time and determine which marketing strategy is effective and how it needs to be improved.

Digital marketing is becoming the dominant marketing communication method for companies and consumers worldwide. This is due to the benefits of real-time communication that make it an effective marketing method [3]. In order to increase the effectiveness of digital marketing activities, it is very important for companies to choose the most effective and popular digital marketing tools and tactics available today, as well as to be able to use them correctly [4]. Because in this, it is necessary to know how to monitor and measure the performance and results of various elements of the digital strategy.

In the changing business environment, the marketing environment itself is gaining a new kind of dimension [5]. In the field of digital entrepreneurship, the most basic components of business models are also digitally conceptualized, developed and put into practice [6]. Instead of traditional forms of interactions with consumers, more and more information and communication technologies are entering, which is causing changes in daily business activities. In response to these rapid changes, every entrepreneur should be able to find effective solutions to the necessary problems.

Also, how to determine opportunities for business entities to use digital marketing, how to deliver products or provide services using the Internet? How is a business model formed in digital marketing and what are its components? to find answers to such questions, it is appropriate to analyze the scientific researches of foreign scientists.



Analysis of the literature on the subject It is scientifically proven that entrepreneurs who have adapted to the latest technological changes and are able to use them effectively have higher self-confidence [7]. This emphasizes the need to study the impact of digital marketing on business activities and pay great attention to it.

The purpose of F. Teddy et al's research was to analyze technological and other digital factors influencing digital entrepreneurship from the outside and to create a unique image of it [8]. The bibliographic method was chosen as a methodology, and a number of literatures were analyzed in this direction. According to the conclusion, adaptation to external factors ensures the success of an entrepreneur, methods such as monitoring, forecasting or evaluation can be used to study the external environment. Evaluating external technological changes not as an obstacle, but as an opportunity for development will help the entrepreneur to dominate the market.

A study was conducted by A. Yeffendy et al. on the implementation of digital marketing strategies on small and medium businesses in South Tangerang and how effective it is in increasing sales during the Covid-19 pandemic [9]. Data were collected in the research through extensive use of observation, survey and interview methods.

The results of the analysis showed that entrepreneurs in South Tangerang prefer to sell their products through Facebook, Instagram, WhatsApp and online stores. Also, during the Covid-19 pandemic, their online sales and advertising activities have increased even more. They say that the most effective marketing is that all marketing activities should be online and digitized first.

In the studies of W. Gartanti and others, quantitative and qualitative research methods were used to determine the impact of social networks and digital technologies on the development of marketing and communication processes [10]. During the study, new digital business models were interviewed from entrepreneurs in Denmark, Sweden, Great Britain and Australia, questions were asked about business strategy, value creation process and business models, and all interviews were digitally recorded. As a result of the study, it was noted that the importance of digital technologies in establishing and improving customer relations is high.

Waheed Jafari-Sadeghi et al studied the impact of digital transformation on value creation for technological market expansion [11]. In the study, 28 European state-owned enterprises representing development indicators and ease of doing business were analyzed based on 7 years of data to form and research the future perspective. As a result of the research, in order to digitally transform the activities of enterprises, entrepreneurs first divide into three categories: preparing for the introduction of these digital technologies (investments in ICT), learning to use digital technologies (research and development), and improving the efficiency of using digital technologies (patents and trademarks). and it was concluded that it is necessary to move step by step.

The purpose of L. Ngoc and R. Vanessa's research was to focus on how digital marketing is related to social entrepreneurship in Vietnam, thereby offering a new perspective on the role of social entrepreneurship in the development of digital marketing techniques [12]. As a result of the research, the results were obtained that emphasize the need to introduce digital marketing mechanisms to social enterprises.

Yu. Shkrygun studied the influence of digital technologies on the activities of small and medium-sized enterprises [13]. In doing so, he conducted an empirical study of 338 European small and medium-sized enterprises that actively use social media and big data. According to the results of the research, the use of social media and digital marketing in business activities had a positive effect 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 study aims to analyze the extent to which businesses are using digital marketing and social media and how some businesses are achieving



it. The results showed that entrepreneurs need to pay more attention to the organization of digital marketing activities in order to establish effective relationships with their customers and to further improve them.

**Research methodology.** Entrepreneurs use many digital tactics and channels to connect with consumers in places where people spend most of their time [15]. In this, experienced marketers use free and paid channels, depending on the main goals of digital marketing [16]. In this regard, choosing a digital business model requires knowledge and skills in several areas, especially for entrepreneurs, digital information systems, marketing and entrepreneurship. Despite the fact that the number of researches conducted in this field increases every year, there are still shortcomings in understanding the participation of digitization in business and conceptualizing the business model. Also, in the literature on the use of digital marketing mechanisms, there is a lack of a unified terminology base and its important components. In this regard, in this article, the author's approaches were developed using the inductive and deductive methods of scientific research aimed at determining the impact of the use of digital marketing in business activities of foreign scientists. Many foreign scientists have conducted research on the impact of digitization of marketing activities of business entities on business development. The main goal of this research is to emphasize what and how to pay attention to Uzbek entrepreneurs in organizing and running their activities.

**Analysis and results.** The structure of the global market for products and services is changing every day, which is the effect of the high development rate of innovative technologies, which accelerates the transition from the idea to the final production and sale of the product [17]. In the long term, the global market will define a network of progressive development based on the advancements of digital technologies. Under the influence of Internet technologies, new organizational forms of regional socio-economic activity are formed, reflecting the transition from marketing evaluation of consumer behavior to business models using intellectual capital in the market of goods and services.

Digital business model research encompasses information systems, marketing, and entrepreneurship [18]. Despite a lot of research in this area, it can be observed that entrepreneurs are lagging in how to take advantage of digital business opportunities and understand and apply the basic concepts in this business model.

In order to establish and develop new digital enterprises, it is necessary to have digital entrepreneurship and leadership skills [19]. It is necessary to pay attention to the main aspects of effective management of digital business systems, which are the main technological aspects that support and organize the basic infrastructure for digital business activity, social media and the Internet, and to analyze them regularly.

The main goal of Muraya Elena's research was to study the theoretical and practical foundations of the organization of digitized business activities and to make additions to them [20]. As a theoretical methodology, content analysis (theoretical foundations of digital entrepreneurship), functional analysis (components of digitization in business), systematic analysis (systematization of conclusions), and as an empirical methodology, 11 experts working in the field of e-commerce and 15 university professors were involved and expert interviews were conducted. According to the results of the study, digital entrepreneurship education leads to technological changes and development in business processes, and this, in turn, has a direct impact on the digitization of business activities.

Innovative development is necessary to find unique problems and unique solutions, and to be always ready for risks, as well as to increase the level of knowledge about the ability to use not only technologies, but also digital marketing strategies in order to overcome the competition [21]. Success in today's competitive process depends on how well you develop your digital marketing activities. Awareness of digital technologies, development of mental abilities,



success in remote communication, etc. are considered success factors in today's competition. The role of digital marketing in business activities is very large, it has a high impact on business development, as well as on the needs and future demands of consumers [22].

It is necessary for entrepreneurs to be able to use digital marketing tools in order to know what kind of products and services consumers are waiting for. Also, to conduct such research, it will be possible to anonymously conduct a questionnaire survey among customers and thereby study the extent of the impact of digital marketing on the level of sales and service. In such researches, questionnaires are mainly carried out through popular social networks such as Email, Facebook, Viber, and Instagram, which saves time and money for entrepreneurs.

Digital marketing is an umbrella term that encompasses all forms of marketing activities conducted through digital channels, including computers, mobile phones, and other electronic devices. Due to the rapid development of technologies, marketing activities are becoming more and more digital. The following are the most common types of digital marketing as the most tested and proven ways to attract and retain customers in business activities [27]:

- Search engine optimization (SEO);
- Search engine marketing (SEM);
- Social media marketing (SMM);
- Content marketing;
- Electronic mail marketing (e-mail marketing);
- Mobile marketing (Mobile Marketing);
- Partnership marketing (Affiliate Marketing);
- Pay-per-click advertising (PPC advertising);
- Pay per click (PPC);
- Marketing Analytics (Voice search optimization).

In recent years, in order to study the application of digital technologies in the field of entrepreneurship and how this process affects small and medium-sized enterprises, quantitative methods of marketing research were used among entrepreneurs between the ages of 18 and 55. it can be observed that the transfer of letters has become popular [23]. The questions of this survey are structured according to the main 4 criteria, namely the use of social networks, information search, e-commerce and advertising and marketing activities. According to studies [24], entrepreneurs use information communication tools mainly to search for information on customers, analyze competitors' products, make transactions with intermediaries, and advertise online.

According to the results of a study aimed at studying the impact of digital marketing on the activities of entrepreneurs in rural conditions, these entrepreneurs have problems such as lack of knowledge about the use of digital technologies and lack of knowledge of foreign languages [25]. As a result of the study, it was found that digital marketing has 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 more research is needed in this area and the knowledge of entrepreneurs in this area is needed.

BC Streyet Coffeye campaign has widely used image and video content on social networks such as Instagram and Facebook to spread information about its products and delivery app (GoFood & GrabFood) [26]. This includes product introductions using creatively crafted messages using promos, content marketing, compelling photos, headlines, hashtags, and videos to get people to learn about the products offered by BC Streyet Coffeye. According to these researchers, the widespread use of digital marketing strategies is of great importance for successful operations during the Covid-19 pandemic.



Conclusions and recommendations In the conditions of intense competition, the demand for the value of products and services is changing day by day, and in turn, it increases the demand for the rapid development of innovative technologies.

Under the influence of Internet technologies, new organizational systems of regional socio-economic activity are beginning to form, reflecting the transition from marketing evaluation of consumer behavior to business models using intellectual capital in the market of goods and services. The second generation of Internet applications will further develop marketing activities by enabling businesses to introduce innovative forms of communication with customers and to co-create content with their customers.

Currently, most of the researches are focused on the behavior and requirements of customers rather than the company's activities. Rapid changes in consumer behavior require entrepreneurs to rethink their digital marketing strategies. The participation of business entities in digital marketing can be classified according to the perceived benefits of digital marketing and the extent to which they use it.

The entrepreneur chooses the most effective types of digital media and mass media to promote his products and services. Digital marketing helps an entrepreneur to attract and retain a larger audience than traditional sales methods, and also directs the product or service to potential markets that are more likely to buy. In addition, digital communication systems and digital advertising strategies are more cost-effective than traditional advertising, and they allow an entrepreneur to measure the effectiveness of advertising on a daily basis and effectively solve problems related to it. Also, digital marketing strategy is a form of business that uses digital media to promote a brand and product and effectively implement it. Therefore, using digital marketing is the right choice for entrepreneurs to operate effectively in any market conditions.

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