

Scientific and Theoretical Aspects of Digital Marketing Activities of Small Business Entities

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Abstract- Digital marketing activity of small business entities and its scientific and theoretical aspects are studied in this article. Based on the analysis of scientific literature, the main problems in the digital marketing activities of small business entities have been identified and systematized. Proposals and recommendations for solving identified problems are given.

Keywords: Small business, marketing, digital marketing, digital infrastructure, marketing strategies.

1. INTRODUCTION

In the Republic of Uzbekistan, comprehensive measures are being implemented for the active development of small business entities and the widespread introduction of modern information and communication technologies. By the decree of the President of the Republic of Uzbekistan dated October 5, 2020 No. PF-6079 "On the approval of the strategy of Digital Uzbekistan - 2030" and the measures for its effective implementation, the following priority tasks for the digital transformation of business entities have been determined:

- creating conditions for the development of the local software products market, including the development of new innovative solutions and their subsequent implementation by ensuring the effective cooperation of business entities and state bodies;
- introduction of alternative mechanisms of the system of financing the projects of startups and business entities in the field of information technologies;
- integration of electronic data on business entities, tax, statistics, employment into the monitoring and management system;
- among them are training of employees of offices and organizations in the fields of entrepreneurship support and poverty reduction in the use of modern information technologies, as well as improving their knowledge and skills.

Small business entities perform the following basic functions of marketing: conduct marketing research, develop a marketing strategy, develop market segmentation, product, price, marketing and communication policies. But "the level of study of small business marketing problems, due to the limited amount of the budget that can be allocated for these purposes, many enterprises cannot carry out sufficient activities on their marketing. As a result, marketing decisions in enterprises are made without basis and affect their efficiency, profitability and viability in the market.

2. LITERATURE REVIEW

From foreign scientists on the introduction of modern information technologies in small business entities and increasing the effectiveness of marketing activities. M. Skobelev, A. A. Shapkin, K. V. Malyavko, P. E. Such scientists as Zhukov and local scientists Bakhodirovna M. G.[1], Sultanboev U.,[2] Ergasheva A.[3], Bobojonov A.[4] Begmatov S. [5] conducted research. In particular, R. M. [6] A.A. Shapkin considers the entrepreneur-owner to be the most qualified employee of a small enterprise, he has the highest quality knowledge in two areas: knowledge of the market and consumer demand[7]. P. E. According to Zhukov, certain marketing functions of small enterprises can be performed by an aggregator trading platform, which provides an environment for the interaction of sellers and buyers [8].

Small business leaders know customer demand better than the market as a whole, because knowing demand gives them an advantage in turning customer requests into real orders. K. V. Malyavko considered the management of small enterprise development based on the informatization of business processes and called information technologies the main means of making management decisions in the marketing business processes of small enterprises - advertising and sales [9].

A. Bobojonov[10] analyzed digital marketing services as information products and services, in particular, the intellectual system of information and various aspects of its use by enterprises and the processes of maximizing profit from their sale.

Sh.A. Begmatov [11] put forward suggestions on creating the opportunity to fully use the Internet for the development of small business entities in Uzbekistan. In this study, a mechanism for effective use of the Internet marketing system in the activities of small business entities is proposed.

Many studies conclude that the unique feature of the enterprise's marketing activity is the limited ability to independently manage the information flow management process. Therefore, the importance is focused on the activity of the outsourcing organization or marketing specialists who perform specialized activities within the framework of strategic and tactical marketing. Small businesses consider it appropriate to outsource the following functions in their main marketing activities: the creation of a unique sales proposal, the creation of marketing communications, analytical systems, advertising campaigns, etc.

L. L. Berry [12], E. Based on the classic approach to relationship marketing presented in the research of Gummerson[13], it expands on the aspects of the relationship between the small business and outsourcing structures that perform marketing activities. If the process of conducting marketing activities of a small enterprise is carried out in the format of outsourcing, it has been determined that interaction with customers is widely used in the form of call-center marketing technologies, use of CRM systems or marketing information systems (MAT).

Digital marketing processes are very diverse, so they have a certain specificity within the specific characteristics of individual small businesses and the transition to the technological nature of digital marketing.

Digital marketing activities of small business entities S.V. Zemlyak understands in his research "a set of methods, methods, forms and methods of market management aimed at creating consumer value and achieving high business results by maximizing opportunities to satisfy customer needs" [14]. The definition of the role of the Internet and modern forms of communication in marketing technologies proposed by the researcher It defines digital marketing communication as "any activity related to demand generation, sales promotion, and product promotion based on digital technologies. Among other methods, the number of communication operations includes e-commerce[15].

Researcher Z. Khakimov, who prepared the first textbook on digital marketing in Uzbekistan, interprets digital marketing as "activities aimed at reaching customers on the basis of digital technologies"[16]. The study explains the different characteristics of traditional and digital marketing communication tools. From Friday, the digital communication medium is a distributed computer network, and the information that can be expressed in a simple way is expressed in the form of hypermedia. Within this model, there can be interactive communication with other users on the Internet (interpersonal communication) as well as with the immediate environment itself (environmental communication), where the latter view prevails. Because of this, the transmitter of information is considered its consumer at the same time. Information is not transmitted from the sender to the consumer, but the environment itself is created and under its influence is changed and received by all participants in a new, modified form. In this case, digital technologies become the basis for creating a new virtual field for conducting business in addition to modeling the real environment [17].

3. ANALYSIS AND RESULTS

The economic meaning and importance of using interactive communications in a virtual environment comes from the automation of the process of customer relations, which is carried out using information and communication technologies. It is effective for them that marketing communications in the digital environment are able to make interactive communication possible by getting real-time feedback.

The study of interactive marketing communications is becoming widespread by scientists from all over the world, which increases the possibilities of using digital marketing technologies and creates new types of business. Scholarly interpretations of interactive marketing communications can be found in Table 1.

Table 1: Scholarly interpretation of interactive marketing communications

Definitions	Scientists
Interactive, direct and personalized communication - communication between the company and consumers carried out through an interactive environment, personal selling, communication directed at a specific customer or organization (communication can also be initiated by the consumer)	S.A. Neganov

An interactive communication system is a way of using computer technology in marketing that allows communication participants to send reliable messages and at the same time allows the recipient to respond to, change and review the message, which is the most convenient way for businesses to work with consumers.	Dj. Burnett
Interactive marketing communications should be understood as communications based on the use of computer technology, through which the user can freely and repeatedly access the provided information at any time, anywhere.	Yu.A. Bichu
Interactive communication is a relationship or interaction based primarily on the use of digital technologies. It is a relationship in which information provided to the user anytime, anywhere, freely and repeatedly, on-site (offline) or from another place can be accessed in a network (online) way.	G.L. Bagiev, V.M. Tarasevich

The classification presented in Table 2 allows us to make a clearer distinction between the means of marketing communication, such as personal telephone conversations and interaction with interactive voice menus.

Table 2: Qualification of marketing communications with an interactive nature

Elements of the communication process	Marketing communication			
	Sociable		No communication	
	Personal	Not personal	Personal	Not personal
Interactivity	Available	Available	Available	Not available
Target Audience (MA)	High	High	Specialized	Average
Message	Although flexible and person-oriented, the structure is not strictly controlled by the enterprise	Individual, flexible, high control over form and content is established	It is explained by the presence of systematized, flexible, strong control over form and content	orderly and stable, based on strong control over form and content
Initiators	Business or consumer	Business or consumer	Consumer	Company
Examples	Personal selling, WOM	Phone, e-mail, personal correspondence, social networks	Interactive interfaces and	Proverbs, advertising and media in social networks

The concept of managing small business marketing technology is based on indirect and direct communication, taking into account consumer demand. This shows the place of Internet marketing technologies in the system of marketing technologies. In the structure of the marketing technology system, the "digital" element is represented as a specific communication operation. Digital marketing technologies are hierarchically located in the subsystem of communication policy technologies compared to other types of technologies.

Digital marketing technologies directly and indirectly influence other types of marketing technologies. Digital marketing is organically included in the system of marketing activities of enterprises and directly and indirectly affects all elements of marketing MIKS and provides interactivity. Marketers of small business entities establish direct and indirect communication using digital technologies in any communication process with customers in the market.

4. CONCLUSIONS

In general, it makes sense to analyze approaches to defining and classifying digital marketing technologies by looking at the methods that form the essence of digital marketing communication, conversion and monetization processes for small businesses. Another most important issue is that most researchers prefer to consider digital marketing in terms of advertising. Logically, this direction is also an important aspect for small business.

The research divides the methods of advertising on the Internet into four stages:

- 1) awareness - any information on websites, banner advertising;

- 2) comparison, preference and analysis of goods - advertising in social networks, search, contextual advertising, website, forums, online conferences;
- 3) promotion - promotions in the online store, discount for contacting through the site;
- 4) Loyalty - subscription to social networks, mailing lists.

Taking into account the above, the specific elements of the marketing activities of small business enterprises are as follows:

1. Restrictions in the use of marketing practices caused by the constant shortage and low turnover of financial resources included in marketing activities; high risk of using marketing methods; lack of qualified personnel; the need for increased specialization and scalability of marketing activities;
2. Digital marketing activities of small enterprises are aimed at applying marketing methods aimed at forming target requests of customers, the possibility of using them requires high knowledge and skills;
3. Classic marketing tools are considered to be widely used in small businesses as only communication elements and conversion processes. However, the scope of digital marketing activities is wide, and the use of them does not focus on digital infrastructures in enterprises;

The identified elements of the specific characteristics of marketing activities determine the need to study modern theories of digital marketing as one of the marketing technologies for small businesses.

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