

DEVELOPMENT OF DIGITAL MARKETING IN E-COMMERCE

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Abstract: This article examines the trends and developments in digital marketing in the e-commerce sector . It emphasizes the role of digital technologies and promotion tools in improving the efficiency of online sales and developing competitive advantages for companies. Particular attention is paid to areas such as the use of Big Data , artificial intelligence (AI), content personalization, and marketing process automation are explored. The prospects for digital marketing development in the context of increasing digitalization and changing consumer behavior are also analyzed.

Keywords: digital marketing, e- commerce , online advertising, Big Data , artificial intelligence, personalization, marketing automation, online sales and digital technologies.

Introduction

Digital marketing is becoming a key driver of e-commerce growth worldwide . Uzbekistan has seen a sharp increase in internet activity and online trading in recent years, creating conditions for the development of local marketplaces , digital banking services, and marketing strategies targeting mobile users. As of early 2025, the number of internet users in the country was estimated at ~32.7 million, with internet penetration at approximately 89%.

Literature Review: and Research World Bank and analytical reviews emphasize that e-commerce in Central Asia is growing rapidly, stimulating the development of logistics, fintech , and the creation of new jobs. In particular, between 2018 and 2023, the size of the Uzbek market increased exponentially, and local marketplaces experienced significant development ¹.

Official and industry surveys (including government and commercial reports) document significant revenue growth in the e- commerce segment and high growth forecasts for the coming years—with average annual growth rates in the double digits (according to industry sources and analysts). For example, according to Trade.gov, e- commerce revenue in Uzbekistan in 2021 was estimated in the billions of dollars, and forecasts point to further growth ². Analytics on retail website traffic and popularity show growth in local platforms (Uzum , Asaxiy , gshop.uz, etc.), as well as demand for cross-border sales (Wildberries , Ozon). This data is important for selecting marketing channels and promotion strategies ³.

Analysis and results: As of early 2025, Uzbekistan has approximately 32.7 million internet users, with penetration of ~89%. This creates a favorable environment for digital marketing and mobile e- commerce .

¹<https://blogs.worldbank.org/en/home>

²https://info-biz.su/gos-organy/administraciya---departament-torgovli-sfery-uslug-i-proizvodstvo-tovarov-narodnogo-potrebleniya-pri-hokimiyate-goroda-samarkand_kk

³<https://www.semrush.com/>

E-commerce in Uzbekistan is experiencing rapid natural growth: industry estimates indicate a multiple increase in the market between 2018 and 2023, and forecasts anticipate continued strong growth (with average annual growth in the tens of percent range, according to some estimates). In 2021, the sector's revenue already reached billions of dollars. For many sellers, local marketplaces (Uzum , Asaxiy , gshop.uz) and international platforms (Wildberries , Ozon) remain a priority sales channel, providing access to a wide audience and promotional tools. Telegram channels, Instagram , and Facebook are actively used for promotion, especially for small businesses; short videos (Reels , TikTok) are a strong driver of recognition. As competition intensifies, brands are adjusting SEO and contextual advertising for local queries (in Russian and Uzbek), and optimizing product listings on marketplaces . Businesses that offer convenient digital payments (online payments, BNPL, mobile wallets) receive higher conversion rates.

The main barriers and challenges include unresolved logistical issues in rural areas, which increase delivery and return times. Some people still prefer in-person shopping due to distrust of online payments or a lack of digital literacy. Improved regulations for consumer data protection and simplified electronic transactions are essential.

Based on the above, the existing internet infrastructure and growing user base create favorable conditions for digital marketing. Local marketplaces and logistics platforms are key partners for promoting products and increasing reach. Accelerated e-commerce development requires investment in logistics, digital security, expanding the range of digital payments, and educational campaigns to increase trust in online services.

Uzbekistan demonstrates high internet penetration and significant e-commerce growth , making digital marketing a critical tool for competitiveness.

In conclusion, for most sellers, the optimal strategy combines a marketplace presence , social media activity , and mobile optimization. Logistics, payments, and consumer protection are the main constraints that need to be addressed systematically.

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