

ECONOSCITECH INTEGRATION

ISSUE
8

INTERNATIONAL SCIENTIFIC
ELECTRONIC JOURNAL



**TASHKENT STATE
UNIVERSITY OF ECONOMICS**



**American University
of Technology**

Powered by Arizona State University®

ISSN: 3060-5075



Acceptance of articles

PUBLISHED EVERY MONTHLY



ARTICLE CONTRIBUTORS

**PROFESSORS-TEACHERS, SPECIALISTS
AND SCIENTIFIC RESEARCHERS.**



Google
scholar

OpenAIRE

ISSN

INTERNATIONAL
STANDARD
SERIAL
NUMBER
DENMARK

CONTACT:



+998 94 3540880



<https://econoscitech-integration-journal.uz>



2026

**EDITOR-IN-CHIEF:**

Zufarova Nozima Gulamiddinovna
DSc., Dean of Tourism Faculty, TSUE

DEPUTY EDITOR-IN-CHIEF:

Makhmudov Nosir Makhmudovich
DSc., Prof., Academician

DEPUTY EDITOR-IN-CHIEF:

Suyunov Dilmurod Xolmurodovich
Doctor of Economics (DSc), Professor,

DEPUTY EDITOR-IN-CHIEF:

Allayarov Shamsiddin Amanullayevich
doctor of economics (DSC), professor

RESPONSIBLE SECRETARY:

Otaboyev Axmed Maxsudbek o'g'li
TSUE independent researcher

THE SCIENTIFIC-POPULAR
ELECTRONIC JOURNAL
"ECONOSCITECH-INTEGRATION"
HAS BEEN REGISTERED UNDER
THE NUMBER C-5669651 BY THE
AGENCY FOR INFORMATION AND
MASS COMMUNICATIONS (AOKA)
OF THE REPUBLIC OF UZBEKISTAN,
EFFECTIVE FROM OCTOBER 9, 2024.

In accordance with Resolution No. 384/6 dated April 10, 2026, issued by the Presidium of the Supreme Attestation Commission under the Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan, this journal is included in the list of recommended international scientific publications for publishing the primary research findings of doctoral dissertations in the field of Economic Sciences.

Partners: Tashkent State University of Economics / American University of Technology in Tashkent (AUT)

Electronic publication. Issue 8. 374 pages.
Approved for publication in August 2026.

Editorial Board Members:

Sharipov Kongratbay Avezimbetovich,
Doctor of Technical Sciences (DSc), Professor



Teshabayev To'liqin Zakirovich,
Doctor of Economic Sciences (DSc), Professor



Said Irandoust,
Doctor of Chemical Engineering Sciences,
Professor



Abdurakhmanova Gulnora Kalandarovna,
Doctor of Economic Sciences (DSc), Professor



Khudoykulov Sadirdin Karimovich,
Doctor of Economics, (DSc), Professor



Tokunaga Masahiro,
professor, PhD of Economics of the Faculty of
Business and Commerce



Debasis Das,
professor Department of Computer Science



Nitin Goje,
professor and Program Lead - Computer Science



Nargizakhon Shamshieva
Doctor of Economic Sciences, Professor



Rakhmonov Norim Razzakovich,
Doctor of Economic Sciences (DSc), Professor

Bayxonov Bahodirjon Tursunbayevich
Doctor of Science (DSc), Professor



Shomurodov Ravshan Tursunkulovich,
PhD, Associate Professor



Boymuratov Abduraxmat Djumayevich
Doctor of Philosophy (PhD) in Economics



Sharopova Nafosat Radjabovna
DSc, Associate Professor



Sultanova Kamila Mukhtorali Kizi
Master of Science

CONTENTS

EMPIRICAL ASSESSMENT OF INTERNAL AND EXTERNAL FACTORS AFFECTING THE COMPETITIVENESS OF THE FOOD INDUSTRY IN UZBEKISTAN	10
Urolova Sevara Bekhzod qizi	
INTEGRAL MANAGEMENT MODELS FOR IMPROVING THE CIRCULAR ECONOMY SYSTEM IN AGRICULTURE	16
Nazirova Zulfina Salimovna	
IMPROVING THE FINANCING MECHANISM OF LOCALIZATION IN THE METRO INDUSTRY AND ITS SCENARIO-BASED ASSESSMENT	21
Mansurov Khamrokul Ilkhomovich	
THEORETICAL FOUNDATIONS OF TEACHING METHODS IN HIGHER EDUCATION INSTITUTIONS.....	28
Berdiyeva Nilufar Axatovna	
INTERNATIONAL EXPERIENCE IN ROAD SECTOR FINANCING AND ROAD ASSET MANAGEMENT: IMPLICATIONS FOR SUSTAINABLE INFRASTRUCTURE DEVELOPMENT IN UZBEKISTAN.....	34
Feruz Shokirov	
ECONOMIC OPPORTUNITIES FOR POVERTY REDUCTION THROUGH SERVICE SECTOR DEVELOPMENT.....	42
Saparov Murod Irgashovich	
DIGITAL-INTEGRATION MODEL OF GREEN LENDING: INSTITUTIONAL GROUNDING IN COMMERCIAL BANK PRACTICE	46
Melikuzieva Dilrabo Mukhitdinovna	
CURRENT STATE OF ECONOMIC COOPERATION IN THE NAMANGAN REGION: LESSONS FROM INTERNATIONAL EXPERIENCE.....	52
Sattarov Ravshan Alimovich	
MODERN LEVELS OF INNOVATIVE DIGITAL BANKING SERVICES IN COMMERCIAL BANKS.....	60
D. M. Kallibekov	
EFFECTIVENESS OF USING AUTOMATED MANAGEMENT SYSTEMS IN RESOURCE CAPACITY MANAGEMENT IN TEXTILE INDUSTRY ENTERPRISES.....	64
Makhammadieva Izhobat Abdiganievna	
TEXTILE INDUSTRY PRODUCTION CAPACITY GROWTH FORECAST	75
Joraqulov Javakhir Asomiddin's Son	
FORECASTING THE MECHANISM FOR ASSESSING INVESTMENTS ATTRACTED TO SMALL BUSINESS ENTITIES IN THE ANDIJAN REGION THROUGH 2030	80
Jo'rayeva Moxinur Axmadjon qizi	
IMPROVEMENT OF PERSONAL MANAGEMENT IN TEXTILE INDUSTRY ENTERPRISES BASED ON CHOICE OF ORGANIZATION MODELS.....	88
Djumaniyazova Jamila Davronovna	
THE ROLE OF THE INTERNAL CONTROL SYSTEM IN RISK MANAGEMENT OF SMALL BUSINESS ENTERPRISES.....	93
Umarov Azizjon	

SPATIAL ECONOMETRIC MODELING IN THE MASS APPRAISAL OF REAL ESTATE: A GEOGRAPHICALLY WEIGHTED REGRESSION APPROACH (THE CASE OF TERMEZ CITY)	102
Khushvaktov Jasur Shukhrat ugli	
НАПРАВЛЕНИЯ РАЗВИТИЯ РЫНКА ЭЛЕКТРОТЕХНИЧЕСКОГО ОБОРУДОВАНИЯ В УЗБЕКИСТАНЕ	110
Джураев Муротжон Сотиволдиевич	
SCIENTIFIC AND PRACTICAL FOUNDATIONS FOR ASSESSING AND IMPROVING THE EFFECTIVENESS OF INTERNAL AUDIT IN COMMERCIAL BANKS	120
Yuldashev Xurshidbek Mamirjonovich	
ECONOMIC EFFICIENCY OF IMPLEMENTING ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN BEEKEEPING AND FORECAST INDICATORS FOR 2026–2030	130
Farmanov Jonibek Ziyadullaevich	
ENSURING SUSTAINABLE ECONOMIC DEVELOPMENT THROUGH THE DIVERSIFICATION OF THE SECTORAL STRUCTURE OF FIXED CAPITAL INVESTMENTS IN A REGION (THE CASE OF KHOREZM REGION)	137
Sultanova Aziza Bahtiyor qizi	
PROSPECTS FOR THE DEVELOPMENT OF ENTREPRENEURIAL ENTITIES PRODUCING FOOD PRODUCTS IN TASHKENT REGION	146
Abdulxamidova Nodira Abdura	
DYNAMIC PERFORMANCE OPTIMIZATION AND WEAR REDUCTION OF THE CAM SYSTEM IN CARDAN COUPLINGS FOR METRO ROLLING STOCK TRACTION DRIVES	153
Asamitdin Fayzullaev	
Ziyevutdin Fayzullaev	
RECOGNISED BUT NOT MEASURED: THE SUSTAINABLE DEVELOPMENT GOALS AND THE PERFORMANCE FRAMEWORK OF UZBEKISTAN'S STRATEGY-2030 (PRESIDENTIAL DECREE UP-21 OF 2026)	160
Salakhutdinova Yulduz Golibovna	
ANALYSIS OF PRODUCTION EFFICIENCY IN CONSTRUCTION MATERIALS MANUFACTURING ENTERPRISES: EVIDENCE FROM ANDIJAN REGION	168
Toshpulatov Asronbek Mutalibovich	
THE IMPACT OF FREE TRADE AGREEMENTS ON UZBEKISTAN'S TEXTILE INDUSTRY: A PANEL DATA ANALYSIS, 2017–2023	176
Jurabek Toshbekov	
Navik Istikomah	
A.B. Bobojonov	
HUMAN-AI SYNERGY IN STRATEGIC DECISIONMAKING OF ENTERPRISES IN UZBEKISTAN	182
Abdullaeva Odinakhon	
ANALYSIS OF THE CURRENT STATE OF ENTREPRENEURIAL ACTIVITY IN UZBEKISTAN'S TOURISM SECTOR	186
Yuldashev Bekzodjon Sherzodjon ugli	
A COMPREHENSIVE SYSTEM OF CRITERIA FOR ASSESSING THE FACTORS AFFECTING THE EFFECTIVENESS OF INTERNAL AUDIT IN PRIVATE HIGHER EDUCATION INSTITUTIONS	190
Turmanqulov Norpo'lat Sa'dullayevich	
DESIGNING A THREE-LEVEL KPI FRAMEWORK FOR RANKING-ORIENTED UNIVERSITY GOVERNANCE: INTEGRATING DIGITAL MONITORING AND RESOURCE OPTIMIZATION	197
Mukhlisa Mamajonova	
ВЛИЯНИЕ IFRS 18 НА ПРЕДСТАВЛЕНИЕ КОНСОЛИДИРОВАННОЙ ФИНАНСОВОЙ ОТЧЁТНОСТИ: СРАВНИТЕЛЬНЫЙ АНАЛИЗ С IAS 1	208
Шамсиева Нозима Шермат кизи	

INNOVATIVE MECHANISMS FOR IMPROVING THE ENVIRONMENTAL MANAGEMENT SYSTEM AT ENTERPRISES.....	218
Uralova Sojida Anvar qizi	
IMPROVEMENT OF ECONOMIC MECHANISMS IN THE ORGANIZATION OF INFORMATION AND COMMUNICATION TECHNOLOGY SERVICES.....	225
Rajaboyev Shahboz Shodi o'g'li	
IMPROVEMENT OF INTERNAL CONTROL ASSESSMENT QUESTIONNAIRE IN COMMUNICATION ENTERPRISES INVENTORY AUDIT BASED ON HAS 240 AND HAS 315 REQUIREMENTS.....	233
Jamilov Jushqin Jonon ugli	
IMPROVING DIGITAL TRANSFORMATION MECHANISMS IN THE STRATEGIC MANAGEMENT OF MODERN PAYMENT SYSTEMS.....	239
Iskandarov Xurshid Iskandarovich	
INNOVATIVE DETERMINANTS OF POVERTY: AN ECONOMETRIC ANALYSIS BASED ON REGIONAL PANEL DATA	246
Amrullayev Dadaxon	
ECONOMIC MECHANISMS FOR STIMULATING ENTERPRISES' DEMAND FOR TECHNOLOGY UNDER INDUSTRY 4.0 CONDITIONS.....	251
Erkayev Akrom Normukhammadovich	
IMPROVING THE ORGANIZATIONAL AND ECONOMIC MECHANISM OF FAMILY BUSINESS MANAGEMENT THROUGH INNOVATIVE APPROACHES: THE CASE OF ANDIJAN REGION.....	258
Sultonov Bobirmirzo Mavlonjon o'g'li	
THE EFFICIENCY OF MARKETING COMMUNICATIONS IN LIGHT INDUSTRY ENTERPRISES IN 2023–2025: EVIDENCE FROM THE TEXTILE SECTOR OF THE BUKHARA REGION.....	266
Mukhsinov Bekzod Tokhirovich	
ENSURING TRANSPARENCY IN FOREIGN TRADE: ADVANTAGES OF PUBLICLY DISCLOSING THE PRICES OF FOREIGN TRADE-RELATED SERVICES IN THE “SINGLE WINDOW” CUSTOMS INFORMATION SYSTEM.....	279
Muzafarov Azimjon Ashraf ugli	
THE SELF-EMPLOYMENT SYSTEM IN UZBEKISTAN AND ITS ROLE IN POVERTY REDUCTION	282
Zakirov Mir Timur Zokir ugli	
PERFORMANCE IMPROVEMENT MECHANISMS FOR ACADEMIC STAFF IN HIGHER EDUCATION.....	289
Sultonboyeva Munira Bahodirovna	
Sultanova Kamila Mukhtorali kizi	
ECONOMETRIC ASSESSMENT OF THE SOCIO-ECONOMIC DETERMINANTS OF GROSS REGIONAL PRODUCT PER CAPITA IN UZBEKISTAN	298
Fayziyeva Nargiza Rabimovna	
IMPROVING THE METHODOLOGY OF FINANCIAL ANALYSIS BASED ON THE INDICATORS OF THE STATEMENT OF FINANCIAL POSITION OF BUSINESS ENTITIES	305
Berdieva Marjona Shavkat kizi	
BUDGETING IN SANATORIUM AND HEALTH RESORT ORGANIZATIONS: FINANCIAL PLANNING AND COST MANAGEMENT	312
Tilabov Shohrukh Bahriddin o'g'li	
PRINCIPLES AND ORGANIZATIONAL AND ECONOMIC MECHANISMS FOR THE DEVELOPMENT OF GREEN SERVICES IN UZBEKISTAN	318
Y.M.Khalikov	
ANALYSIS OF SECTOR EFFICIENCY BASED ON THE DEVELOPMENT OF VEGETABLE CROP SEED PRODUCTION	325
Faxriddinov Abdulhakim Ziyaiddinovich	

USING THE OPPORTUNITIES OF THE PLATFORM ECONOMY TO DEVELOP THE ACTIVITIES OF SMALL BUSINESS ENTITIES ON DIGITAL PLATFORMS.....	332
Tursunxoʻjayeva Gulnoza Jamoliddin qizi	
METHODOLOGICAL APPROACHES TO IMPROVING THE EFFICIENCY OF DIGITAL SERVICES FOR BUSINESS ENTITIES.....	340
Yusupova Dilbar Mirabidovna	
DIGITALIZATION IN THE RETAIL BANKING SYSTEM: CUSTOMER ENGAGEMENT AND THE LEVEL OF FINANCIAL PRODUCT USAGE IN THE ASIAN REGION.....	345
Maxsadaliyeva Maftuna Toxir qizi	
DEVELOPMENT TRENDS AND ECONOMIC CHARACTERISTICS OF THE MEDICAL SERVICES MARKET.....	350
Urokov Firdavs Ortikniyoz ugli	
THE U.S. PRIVATE EQUITY MARKET MODEL: KEY DRIVERS AND IMPLICATIONS FOR UZBEKISTAN.....	356
Fayziyev Umurqul Shuxratovich	
Tulaganova Rukhshona Farrukh qizi	
CONCEPTUAL FRAMEWORK FOR IMPROVING ACCOUNTING SYSTEMS IN NON-STATE HIGHER EDUCATION INSTITUTIONS.....	366
Kholikova Durdona Bunyodjon kizi	
ANALYSIS OF TAX REVENUE LOSSES DUE TO THE SHADOW ECONOMY: THE CASE OF UZBEKISTAN AND FOREIGN COUNTRIES.....	375
Abdullayev Shavkat Nasriddinovich	
DIRECTIONS FOR IMPROVING THE INTERNAL CONTROL AND AUDIT SYSTEM IN AN ENTERPRISE.....	381
Karamatova Noiba Husnitdinovna	
MATHEMATICAL MODELLING OF DATA ANALYSIS IN COMBATING THE SHADOW ECONOMY.....	389
Bobojonov Azimjon Akmal ugli	
THE ECONOMIC ESSENCE, CONTENT, AND CLASSIFICATION OF RETAIL TRADE AND MARKETING STRATEGIES.....	395
Ahmedov Shohjahon	

THE ECONOMIC ESSENCE, CONTENT, AND CLASSIFICATION OF RETAIL TRADE AND MARKETING STRATEGIES

Ahmedov Shohjahon

Independent Researcher

Urgench State University named after Abu Rayhon Beruniy

Abstract. This article examines the economic essence, content, and classification of retail trade and marketing strategies. The study considers retail trade not only as the final stage of product distribution but also as an important intermediary mechanism that facilitates the flow of market information between consumers and producers. This dual function determines the specific features of marketing strategy formation in the retail sector. The article systematizes the main classification criteria for retail trade and marketing strategies, identifies priority strategic directions for individual groups, and analyzes the structural composition of retail turnover in Uzbekistan. The findings provide a theoretical basis for improving customer-oriented marketing approaches, selecting appropriate sales channels, and strengthening the competitive advantages of retail enterprises.

Keywords: retail trade, marketing strategy, retail format, consumer market, retail turnover, product distribution, customer orientation, competitive advantage, sales channel, omnichannel retailing, classification criteria, retail network.

Аннотация. В статье исследуются экономическая сущность, содержание и классификация розничной торговли и маркетинговых стратегий. Розничная торговля рассматривается не только как завершающий этап товародвижения, но и как важный посреднический механизм, обеспечивающий обмен рыночной информацией между потребителями и производителями. Данная двойственная функция определяет особенности формирования маркетинговой стратегии в сфере розничной торговли. В статье систематизированы основные критерии классификации розничной торговли и маркетинговых стратегий, определены приоритетные стратегические направления по отдельным группам, а также проанализирована структура розничного товарооборота в Узбекистане. Полученные результаты формируют теоретическую основу для совершенствования клиентоориентированных маркетинговых подходов, выбора эффективных каналов продаж и укрепления конкурентных преимуществ предприятий розничной торговли.

Ключевые слова: розничная торговля, маркетинговая стратегия, торговый формат, потребительский рынок, розничный товарооборот, товародвижение, клиентоориентированность, конкурентное преимущество, канал продаж, омниканальная торговля, критерии классификации, розничная сеть.

INTRODUCTION

Retail trade is conventionally defined in the economic literature as the final link in the product distribution chain. Although this definition is formally accurate, it does not fully reflect the economic content of retail activity. The notion of a final link typically implies a technical function limited to delivering goods to the end consumer. However, retail trade simultaneously generates a flow in the opposite direction: it accumulates information about consumer choices, price sensitivity, purchase frequency, and preferences. Once transmitted back to producers, this information can influence and reshape the entire production programme. It is precisely this two-way intermediation that distinguishes retail trade from a simple distribution stage and determines its distinct position within the marketing system.

The theoretical significance of this distinction lies in the way it defines the specific nature of marketing strategy in retailing. Whereas the marketing strategy of a manufacturing enterprise is largely shaped through product characteristics, pricing, and promotional instruments, a retail enterprise sells goods that it has not produced. Consequently, its strategic instruments are directed not primarily at the product itself but at the purchasing experience. Assortment composition, the organization of selling space, the manner in which staff

communicate with customers, service speed, and store atmosphere do not alter the physical characteristics of the merchandise; nevertheless, they directly influence consumer perceptions and, consequently, purchasing decisions. Marketing strategy in retailing therefore manifests itself not as the creation of a product but as the creation of a favorable purchasing environment.

The practical significance of this feature becomes particularly evident when identifying the sources of competitive advantage available to a retail enterprise. In manufacturing, competitive advantage is typically achieved through technology, patents, or economies of scale, and its replication by competitors generally requires considerable time and capital. In retailing, by contrast, many individual marketing instruments can be adopted relatively quickly, as changes in assortment, pricing policies, or advertising activities can be implemented within a comparatively short period. Therefore, sustainable competitive advantage in retailing is primarily associated with factors that are more difficult to replicate: a strategically advantageous location; accumulated customer relationships and the loyalty resulting from them; and the internal efficiency of the logistics system, whose replication would require substantial organizational and operational capabilities.

A comprehensive understanding of the economic essence of retail trade also requires consideration of the functions it performs, among which risk assumption occupies an important place. A retail enterprise purchases goods and holds them at its own expense until they are sold, thereby assuming the commercial risk associated with uncertainty in consumer demand. The economic value of this function constitutes an important component of the trade margin. Accordingly, the trade margin should be interpreted not solely as intermediary income, but also as compensation for inventory storage, maintaining an appropriate assortment and consumer choice, organizing the sales process, and bearing the economic risk associated with goods that may remain unsold.

LITERATURE REVIEW

With regard to the concept of marketing strategy, the economic literature does not provide a single universally accepted definition, and the existing approaches can generally be divided into three groups. The first approach interprets strategy as a plan, that is, a predetermined sequence of actions designed to achieve specific objectives. This interpretation is associated with the planning school, although its practical application may be less flexible under conditions of rapidly changing market dynamics. The second approach defines strategy as a position, namely, the place an enterprise seeks to occupy and maintain within the market. This interpretation is most clearly reflected in Porter's work, which emphasizes competitive positioning and industry analysis. The third approach views strategy as a pattern of behavior, understood as a consistent direction that emerges from repeatedly implemented decisions regardless of what has been formally declared. This interpretation was extensively developed by Mintzberg.

In the context of retailing, the third interpretation is particularly relevant from a practical perspective because a substantial proportion of decisions are made at the operational level, often by store managers or department heads. The cumulative effect of such decisions may reflect the enterprise's actual market orientation more accurately than a formally documented strategy. Numerous operational decisions—such as determining which products are included in the assortment, which items are placed at eye level, and when discounts are introduced—collectively shape the retailer's real strategic behavior. Where these decisions differ from formally declared strategic intentions, consumers respond primarily to the actions they observe in practice. Consequently, strategy development in retailing should focus not only on the preparation of formal strategic documents but also on establishing clear criteria that guide consistent operational decision-making.

RESEARCH METHODOLOGY

The classification of retail enterprises may initially appear to be primarily theoretical; however, its practical significance is directly related to the selection of an appropriate marketing strategy, since the effectiveness of particular marketing instruments varies across different classification groups. Classification by sales area is one of the most widely used approaches and largely determines the potential for achieving economies of scale.

Large-format retail outlets generally seek to satisfy a broad range of consumer needs within a single location by offering an extensive assortment of goods. Their marketing strategies are therefore often based on competitive pricing, assortment breadth, operational efficiency, and economies of scale. Small-format retail outlets, by contrast, have more limited opportunities to compete directly on price and assortment volume. Their principal competitive advantages are typically associated with proximity to consumers, convenience, service speed, and the ability to respond flexibly to local demand.

ANALYSIS AND RESULTS

Table 1. Classification of retail enterprises and priority marketing strategies

Classification criterion	Group	Distinctive feature	Marketing strategy priority	Share of turnover (%)
Sales area	Large format (over 1000 m ²)	Broad assortment, private label	Price leadership, loyalty schemes	17.4
	Medium format (200-1000 m ²)	Limited assortment, proximity	Convenience, local advertising	23.8
	Small format (up to 200 m ²)	Everyday goods, rapid service	Location, personal relationship	31.2
Ownership form	Chain retail	Centralised management	Unified brand, standardisation	28.6
	Independent retail	Flexible decision-making	Niche selection, differentiation	24.1
	Franchising	Ready-made business model	Dependence on franchisor strategy	6.8
Sales channel	Stationary retail	Direct physical contact	Store atmosphere, merchandising	78.3
	E-commerce	Remote selection and delivery	Content, personalisation, SEO	9.4
	Omnichannel retail	Seamless channel integration	Unified customer profile, ROPO	12.3
Product specialisation	Universal retail	Goods across multiple categories	Breadth of coverage, cross-selling	52.7
	Specialised retail	Depth within a single category	Expertise, advisory service	34.9
	Discounter	Limited assortment, low price	Cost minimisation	12.4

Source: compiled by the author on the basis of National Statistics Committee data

The classification system presented in Table 1 encompasses four criteria that are not mutually exclusive. A given retail enterprise may simultaneously belong to a particular group under each criterion, while its marketing strategy is formed at the intersection of these characteristics. The final column presents the shares of retail turnover in Uzbekistan and thereby demonstrates the statistical significance of the classification. Small-format retail currently accounts for the largest share of turnover, while stationary retail represents approximately three quarters of total retail turnover. These figures reflect the current stage of development of the country's retail sector and help explain the prevailing configuration of marketing strategies, in which the location factor remains particularly important due to the dominance of stationary and small-format trade.

Classification by ownership form determines the degree of strategic autonomy, an aspect that is often given comparatively limited attention. In chain retailing, marketing decisions are generally made centrally and implemented uniformly across outlets, which strengthens brand recognition and reduces advertising costs per location, although it may limit flexibility in adapting to local market conditions. Independent retailers represent the opposite model: they can respond more flexibly to the preferences and purchasing habits of consumers within a specific locality, but they usually possess fewer resources for large-scale brand development. Franchising occupies an intermediate position, in which the overall marketing strategy is largely determined by the franchisor, while the local operator retains a certain degree of discretion in implementation. Consequently, the marketing potential of a franchisee depends not only on its own managerial capabilities but also on the strength, reputation, and effectiveness of the network to which it belongs (Figure 1).

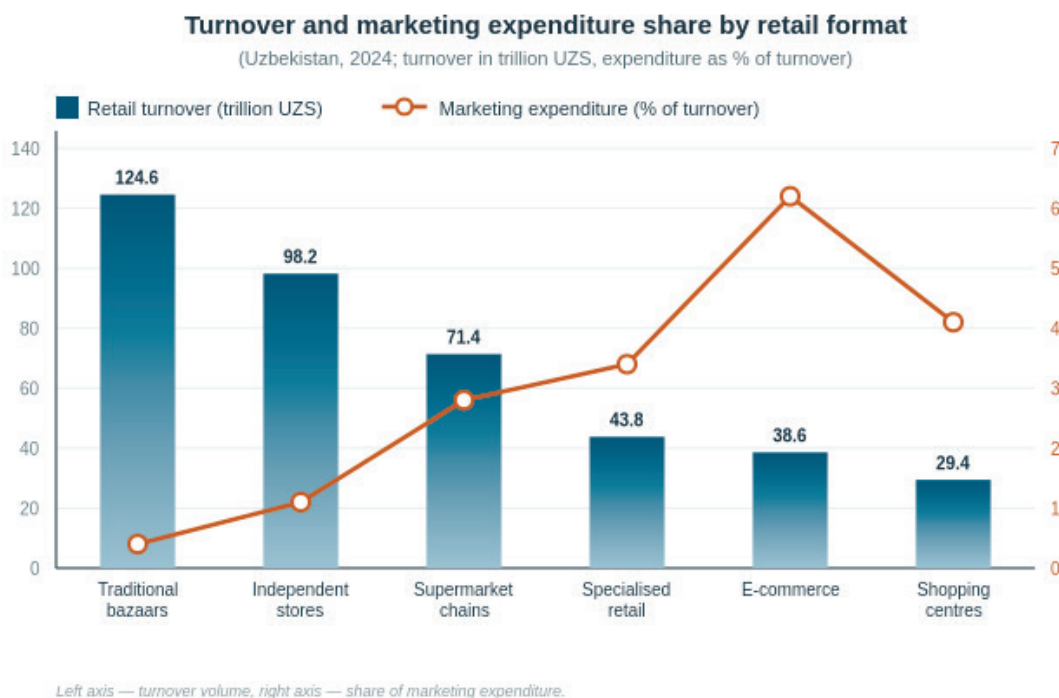


Figure 1. Turnover volume and marketing expenditure share by retail format¹

The juxtaposition of the two indicators presented in Figure 1 reveals one of the most significant patterns in retailing: turnover volume and the share of marketing expenditure tend to move in opposite directions. Traditional bazaars account for the largest turnover while allocating only 0.4 per cent of it to marketing, whereas e-commerce, despite occupying one of the lower positions in terms of turnover, records the highest marketing expenditure share at 6.2 per cent. This asymmetry can largely be explained by the nature of the sales channel. Traditional bazaars attract consumers through established shopping habits and physical customer flows, whereas in e-commerce greater investment is generally required to attract and retain consumer attention, with such expenditure commonly reflected in customer acquisition costs.

An important conclusion for retail economics follows from this observation: the share of marketing expenditure should not be interpreted solely as an indicator of commercial activity, since it also reflects the specific cost structure of the sales channel. Consequently, direct comparisons of marketing expenditure across different retail formats may not fully capture differences in their operating models. A considerably higher marketing budget in an e-commerce enterprise than in a conventional retail store does not necessarily indicate lower efficiency; rather, it may reflect a different allocation of operating costs, as resources that would otherwise be directed towards rent and in-store personnel can instead be allocated to customer acquisition. Therefore, marketing efficiency should be assessed not only through the absolute or relative level of marketing expenditure but also through the relationship between customer acquisition cost (CAC) and customer lifetime value (CLV).

Within the classification by sales channel, the omnichannel model that has developed in recent years deserves particular attention, as it represents more than a simple combination of physical and digital sales channels. In multichannel retailing, an enterprise may operate simultaneously through physical stores and online platforms, while the channels may maintain separate customer records and interaction histories. Under an omnichannel approach, by contrast, these channels are integrated around a unified customer profile, enabling consumers to continue through one channel an interaction initiated through another. The economic significance of this integration is considerable: international research indicates that the average purchase value of an omnichannel customer may exceed that of a single-channel customer by more than 30 per cent. This difference is associated not merely with the number of available channels but primarily with the degree of integration between them.

Within the omnichannel model, ROPO (Research Online, Purchase Offline) behavior represents a distinct consumer pattern in which buyers search for and evaluate product information online before completing their purchases through an offline channel. This behavior increasingly connects electronic and traditional retailing

¹ author's development

and introduces additional complexity into statistical measurement. Although the final transaction is recorded as an offline sale, part of the marketing influence leading to the purchase may originate from the online channel. As a result, conventional transaction-based statistics may not fully reflect the contribution of digital channels to consumer decision-making. Taking this relationship into account can support a more accurate assessment of marketing effectiveness and a more balanced allocation of marketing resources across sales channels.

Classification by product specialization reflects one of the classical strategic choices in retailing: the balance between assortment breadth and depth. Universal retailers create consumer convenience by satisfying multiple needs within a single shopping environment, and their marketing strategies therefore place considerable emphasis on assortment breadth and cross-selling. Specialized retailers, in contrast, offer greater assortment depth within a particular product category, often complemented by professional advice and specialized service, thereby creating opportunities to strengthen customer trust and achieve higher margins through expert positioning. The discounter model follows a third strategic direction by deliberately limiting assortment breadth in order to increase purchasing volumes per product item and obtain more favorable procurement conditions from suppliers. The effectiveness of this strategy depends largely on consumers' willingness to accept a narrower range of choices in exchange for competitive prices and purchasing convenience.

CONCLUSION AND RECOMMENDATIONS

Concluding these considerations on the economic essence and classification of retail, it is necessary to emphasise the distinctive nature of its relationship with marketing strategy. A retail enterprise does not create merchandise but does create the purchasing experience, and that experience constitutes its product, so that marketing strategy appears here not merely as an instrument for promoting goods but as the method by which the enterprise designs its principal output. The system of classification criteria removes strategic choice from the realm of arbitrariness and links it to the objective characteristics of the enterprise: format, ownership form, channel structure and degree of specialisation jointly define the range of feasible strategies, and a choice outside that range, however attractive it may appear, may not be effectively realised because it does not correspond to the available resources.

REFERENCES

1. Deloitte. *Global Powers of Retailing 2024*. – London: Deloitte Touche Tohmatsu Limited, 2024.
2. Kotler P., Keller K.L. *Marketing Management* / P. Kotler, K.L. Keller. – 16th ed. – Harlow: Pearson Education, 2022.
3. Levy M., Weitz B.A., Grewal D. *Retailing Management* / M. Levy, B.A. Weitz, D. Grewal. – 11th ed. – New York: McGraw-Hill, 2023.
4. Mintzberg H. *The Rise and Fall of Strategic Planning* / H. Mintzberg. – New York: Free Press, 1994.
5. National Statistics Committee of the Republic of Uzbekistan. *Retail Trade and Services. Statistical Yearbook*. – Tashkent: National Statistics Committee of the Republic of Uzbekistan, 2024.
6. Porter M.E. *Competitive Strategy: Techniques for Analyzing Industries and Competitors* / M.E. Porter. – New York: Free Press, 1980.
7. Verhoef P.C., Kannan P.K., Inman J.J. From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing / P.C. Verhoef, P.K. Kannan, J.J. Inman // *Journal of Retailing*. – 2015. – Vol. 91. – No. 2. – P. 174–181.

Proofreader: Xondamir Ismoilov
Layout and Designer: Hasan Maqsudov

2026. № 8

© When materials are reproduced, the ECONOSCITECH-INTEGRATION journal must be cited as the source. Authors are responsible for the accuracy of the information in materials and advertisements published in the journal. Editorial opinions may not always align with those of the authors. Submitted materials will not be returned to the editorial office.

To publish articles in this journal, you may submit articles, advertisements, stories, and other creative materials through the following links. Materials and advertisements are published on a paid basis.

You may subscribe to the journal at any time using the following details. Once subscribed, please send a screenshot or photo of your payment confirmation to our Telegram page @iqtisodiyot_77. Based on this, we will send the latest issue of the journal to your address each month.

Our address: Tashkent city, Yunusobod district, 19th block, House 17.

