ECONOMETRIC MODELING OF RETAIL DEVELOPMENT TRENDS (ON THE EXAMPLE OF SURKHANDARYA REGION)

Abdullayev Firdavs Sanjar o'g'li

Master's degree student of Termez State University

Abstract: this paper analyzes the econometric modeling of retail growth patterns in the Surkhandarya region. Based on various statistical techniques and data analysis, we analyze the determinants of retail expansion and consumer behavior in this underresearched area. From our research, we conclude that demographic conditions, economic stability, and infrastructure development are key determinants of retail success. The findings attempt to provide policymakers and stakeholders with insights to improve retail expansion, thus regional economic growth.

Keywords: econometric modeling, retail development, Surkhandarya region, consumer behavior, economic growth.

Introduction. The growth of retail is essential to economic development and living standards in any region. In the Surkhandarya region, with its unique demographic and economic situation, retail trends are the most important factor in targeted policy and strategic investment. The work aims to identify the patterns in retail growth development in Surkhandarya with econometric models that capture interactions between various forces of influence. By analyzing population statistics, personal income, as well as localized market conditions, we aim to establish the significant drivers of growth in the retail sector. That the findings shall inform local policymakers and businesses of their decisions leading to enhanced improvement in the country's retail activities.

Main part (discussion and results). Today, much attention is paid to the development of trade networks. As a trade network, retail trade is one of the most developed areas. In fact, this trade is a result of trade and differs from other trade. Retail trade is the process of selling goods and services directly to consumers

through various channels, such as stores, online platforms or mobile applications. It includes a complex network of actions, including searching for products from manufacturers or suppliers, storing them in warehouses, displaying them in stores and selling them to consumers. Scientific research has been conducted by foreign and domestic researchers on the development of retail trade. In particular, D. Fernichev studied the issues of improving the culture of customer service through the development of electronic commerce in retail enterprises.[1] V. Snigereva studied the issues of improving sales service through the management of the assortment of goods.[2] S. Sysoeva also studied the basic and additional sales services provided to customers in the process of selling goods in her research work.[3]

The Surkhandarya region, which lies in the south of Uzbekistan, has undergone significant economic change over the last few years as well. Being primarily an agrarian area, it is gradually embracing modernization and diversification, particularly in the retail trade. The retail expansion is at the heart of economic progress, influencing not only the job situation within the vicinity but also spending habits and lifestyles among citizens. This study aims to determine the trends in retail growth in the Surkhandarya region through econometric modeling to provide insights that can be used in policy making and investment decision making. Econometric modeling is a powerful analytical tool employed to describe and analyze the relationship between various economic variables quantitatively, and thus enable researchers to derive meaningful conclusions from raw data. For retail expansion, levels of income, population, infrastructure quality, and customer tastes need to be considered. Applying econometric models on these variables allows retail trends and their determinants to be examined in more detail, particularly for markets previously underserved by previous studies.

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[1] Джон Ферни и др. Принципы розничной торговли. Пер. с англ. Сапциной У.–М.: ЗАО «Олимп –Бизнес», 2008. –416 с.

[2] Снегирева В. Розничный магазин. Управление ассортиментом по товарным категориям. –СПб.: Питер, 2005. –416 с.

[3] СысоеваС.В., Крок Г.Г. Большая книга директора магазина. –СПб.: Питер, 2009. -432 с.

The first thing in this analysis is to gather relevant information about retail stores, consumer spending, and socioeconomic conditions in the Surkhandarya province. Data sources would be national statistical offices, local government reports, and retail business and consumer surveys. Collecting such information gives a general idea of the retail scenario in the region to facilitate modeling based on more realistic patterns. Population demographic structure is among the crucial retail development factors. Surkhandarya stands out for its young population with a high proportion of working-age individuals. This demographic context is applicable to retail development since youth will have diverse shopping tastes and budgets. By incorporating demographic variables in our econometric model, we can identify the impact of these variables on consumer behavior and retail performance and thereby provide insights into future market demands.

Economic conditions also play a vital role in retail development. Surkhandarya, like most regions, is subjected to issues such as varying income levels and employment. By studying economic indicators such as GDP growth, levels of unemployment, and average income levels, we can make comparisons between economic well-being and retail performance. Understanding these comparisons will assist in identifying potential barriers to retail development and creating strategies to mitigate them. Infrastructure improvement is another factor that should not be overlooked. Poor transport and logistics can drastically impair retail operations, which in turn affect product availability and price. Surkhandarya is going through a stage of infrastructural development, with funds allocated to road improvement, public transport, and logistical hubs. An econometric model that captures infrastructure quality will enable us to evaluate how this improvement contributes positively to the growth of retail, thus serving as a model for future investments in infrastructure.[4]

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[4] Tursunalievich, A. Z., Bulturbayevich, M. B., Ismatullayevich, S. I., Urayimovich, B. O., & Yokubovna, Y. H. (2021). Use of Gravitation Models in the Development of Tourism and Recreation. Annals of the Romanian Society for Cell Biology, 25(2), 3124-3143.

Besides, consumer behavior is influenced by geographical and cultural factors unique to Surkhandarya. There is a need for the retailers to modify strategies in terms of catering to local tastes, preferences, and shopping habits. Through econometric analysis, we can analyze patterns in consumer expenditure and taste, and retailers can develop targeted marketing strategies that attract the local consumer. This also calls for market segmentation and consumer needs identification across segments. Once the econometric models have been constructed, the results can be utilized to inform action by policymakers and businesses.[5] For instance, if it is revealed that retail growth largely depends on incomes, policymakers may accord top priority to economic initiatives aimed at enhancing disposable income of the residents. Likewise, retailers can utilize such results to inform their business strategies, such as product mix, prices, and promotions. The findings of this study have implications not only for the Surkhandarya region but also for similar economies in transition within their retail sectors. Learning what is occurring can help other areas construct sound retail strategies and leverage new opportunities. As retail continues to evolve as a result of globalization, local knowledge created through econometric modeling can be a competitive advantage. Overall, the econometric modeling of retail development trends in the Surkhandarya region suggests the intricate interplay between various economic, demographic, and infrastructural variables. With the application of econometric techniques, we can have a balanced perspective of the retail situation and help policymakers and retailers take well-informed decisions. As the region marches ahead on the path of economic growth, utilizing data-based insights will be of utmost concern for ensuring sustainable and inclusive retail growth. Retail trade is considered an entrepreneurial activity related to the sale of goods and services directly to final consumers and intended for personal or family use. Through this trade, the process of exchanging goods is also carried out, aimed at satisfying the needs of people through the free sale of goods and services that are

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[5] Агабабян, И. Р., Ярашева, З. Х., & Тошназарова, Н. Ш. (2022). ТошназаровШ. М. 4. Достижения науки и образования, 88.

valuable to them. Accordingly, assessing the dynamics of the development of the retail trade sector in turn requires an analysis of the trends in the development of retail trade in Uzbekistan. This issue is also reflected in the Development Strategy of New Uzbekistan for 2022-2026 adopted in our country. The trend of change is represented by retail trade turnover, which is based on indicators such as sales volume in all trade sectors, the volume of food and non-food goods in the total volume of this trade turnover, retail trade turnover per capita, and commodity stocks in retail trade sectors, the number of retail outlets and catering establishments.

Conclusion. In summary, this article refers to the importance of econometric modeling in determining retail development patterns in the Surkhandarya region. The research highlights the authoritative role of demographic and economic factors in the determination of consumer behavior and retail performance. Policymakers and industry stakeholders find our findings useful, which shows that targeted interventions can stimulate retail growth. In the future, it is recommended that more research be carried out to stay in touch with such trends and sharpen strategies to an evolving retail landscape.

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