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ASSESSING THE QUALITY OF SERVICES IN RETAIL ENTERPRISES

Monograph

MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATION OF THE REPUBLIC OF UZBEKISTAN

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ASSESSING THE QUALITY OF SERVICES IN RETAIL ENTERPRISES

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This monograph serves, to a certain extent, in the implementation of the tasks defined in the Decrees of the President of the Republic of Uzbekistan: No. PF-5813 of September 6, 2019, "On measures to introduce modern information technologies into the system of settlements in the field of trade and services and to strengthen public control in this area"; No. PF-6318 of September 30, 2021, "On additional measures to support the service sector"; and other regulatory legal documents related to this field..

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CONTENT

INTRODUCTION

In the world, with retail trade traditionally playing an important role in improving the quality of life of the population, the importance of retail trade is growing even more in the context of the socialization of production, as a link that conditionally completes production and organizes meetings with the consumer. "The global retail trade volume is projected to increase from $24.2 trillion in 2021 to approximately $31.7 trillion by 2025, and many retail enterprises are expected to have the opportunity to do business as a result of globalization and various agreements and arrangements between markets and countries."[1]. Today, along with the development of retail trade services, special attention is paid to the problems of highly satisfying consumer demand according to the assessment of service quality.

In the world, in improving the retail trade and refining the system of assessing the quality of trade services, in the context of improving the quality of life, priority is given to scientific research aimed at developing retail trade according to innovative technologies, rationally organizing trade production, and improving the methodology of integrated assessment of trade services quality by expanding the structure of retail trade services. In this regard, research on topics such as effectively developing e-commerce, improving the methodology for assessing the quality of retail trade services to a comprehensive level, and substantiating its effective ways by methodologically clarifying the directions of innovative development of the trade system is of great importance.

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[1] https://www.statista.com/statistics/report-content/statistic/443522

In the economy of New Uzbekistan, programmatic measures are being implemented in such areas as sustainable and efficient development of the activities of retail trade enterprises, increasing the culture of service along with the quality of service, filling trade enterprises with quality products, optimizing the structure and expanding the assortment, and efficiently organizing trade production. "In our country, more than 2,000 neighborhoods specialize in the service sector. In order to increase the number of such territories, retail trade and service centers will be organized in neighborhoods with a population of more than 20,000. These centers will also be exempted from land and property taxes for a period of 5 years.""[2]. In solving these problems, it is advisable to deepen research in areas such as improving the methodology for assessing the quality of retail trade services, more fully satisfying consumer demand for retail trade services, and innovating the trade system.

This monograph serves to a certain extent in implementing the tasks defined in the Decrees of the President of the Republic of Uzbekistan dated September 6, 2019, No. PF-5813 "On measures to introduce modern information technologies into the accounting system in the field of trade and service and to strengthen public control in this area" and September 30, 2021, No. PF-6318 "On additional measures to support the service sector", the Resolution of the Cabinet of Ministers dated February 3, 2003, No. 75 "On approval of the Retail Trade Rules in the Republic of Uzbekistan and the Rules for the Production and Sale of Public Catering

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[2] Oʻzbekiston Respublikasi Prezidenti Shavkat Mirziyoyev raisligida 2022-yil 19-aprel kuni mahallabay ishlash tizimi natijadorligini oshirish hamda aholi bandligini taʼminlash masalalari yuzasidan videoselektor yigʻilishi. https://president.uz/uz/lists/view/5133

Products (Services) in the Republic of Uzbekistan", and other normative legal documents related to this field.

The fundamental foundations of the development of the service economy, ensuring economic stability, economic and social efficiency, and the development of human capital are addressed by foreign scientists[3], including J.M. Keynes, A. Marshall, M. Fisher, K.H. Haxsever, B.R. Render, R.S. Russell, R.G. Merdick, A. Pigou, Y.A. Schumpeter, and others.

The scientific and methodological aspects of the issues of assessing the quality of services in the retail sector are studied by foreign scientists[4], including: N.A. Barkan, A. Vetitnev, I. Voinov,

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[3] Кейнс Дж.М. Общая теория занятости, процента и денег / Пер. сангл. проф. Н.Н.Любимова, под. ред. д.э.н., проф. Л.П.Куракова. – М.: МИЭМП, 2010; Маршалл А. Принципы экономической науки / А.Маршалл: В 3 т. – М.: Прогресс-Т.3. 1984. –119 с.; Regional labo rmarkets. Analitical contributions and cross-national comparisons. Ed. by. M.Fischer and P.Nijkamp. – Elsevier Science Publishing Co, 1987. -500 р.; Управление и организация в сфере услуг: теория и практика: Service Management and Operation – 2-е международ. изд. (пер. с англ под науч. ред. В.В.Кулибановой) / К.Х.Хаксевер, Б.Р.Рендер, Р.С.Рассел, Р.Г.Мердик. – СПб и др.: ПИТЕР, ПИТЕР бух, 2002. – 751 с.; Пигу А. Экономическая теория благосостояния / Пигу А.: В 2 т. – М.: Прогресс — Т.2- 1985. – 240 с.; Шумпетер Й. Теория экономического развития. Капитализм, социализм и демократия [Текст] / Й. Шумпетер: пер. с англ. предисл. В.С. Автономова. – М.: ЭКСМО, 2007. – 864 с.

[4] Баркан Н. А. Качество услуг и культура обслуживания населения / Н. А. Баркан, Я. С. Дцгаров. – М.: Легкая и пищевая промышленность, 1984; Ветитнев А. Методология оценки качества услуг организации санаторно-курортной сферы/ А.Ветитнев, О.Малова // Маркетинг. – 2003. -№6 (73). – С. 79-89; Воинов И. Качество как концепция развития услуг / И.Воинов // Ресурсы. Информация. Снабжение. Конкуренция. – 2010. – № 1. – С. 251-255; Гупанова Ю.Е. Формирование методологии управления качеством / Ю. Е. Гупанова // Вестник ИНЖЭКОНА. Сер. Экономика. – 2009. – № Г. – С. 123-133; Дзахмишева И.Ш. Методика оценки конкурентоспособности услуг в розничной торговой сети / И.Ш.Дзахмишева // Маркетинг в России и за рубежом. – 2004. -№3. – С. 93-108; Егоров В.Ф. Организация торговли: учебник / В.Ф.Егоров. – СПб.: Питер, 2006. – 352 с.; Николайчук Н.Е. Маркетинг и менеджмент услуг. Деловой сервис / Н. Е.Николайчук. – СПб.: Питер, 2005. – 608 с.; Ньюмен Э. Розничная торговля: организация и управление / Э.Ньюмен, П.Колен, СПб.: Питер, 2005. – 416 с.; Памбухчиянц О.В. Организация коммерческой деятельности: учебник / О.В. Памбухчиянц. – М.: Дашков и Ко, 2004. – 442 с.; Трусова С.В. Современные подходы к оценке качества торгового обслуживания на предприятиях розничной торговли / С.В.Трусова // Сегодня и завтра российской экономики. – 2009. – Вып. 27. – С. 142-148; Шевченко Д.К. Организация и управление качеством: монография / Д.К.Шевченко, В.В. Груздев. – Владивосток: 1998. – 221 с.

Yu.Ye. Gupanova, E. Nyumen, V.F. Yegorovoy, S.V. Trusova, I.Sh. Dzaxmisheva, M.A. Nikolaeva, D. Shevchenko, P. Kolenva, N.Ye. Nikolaychuk and others.

Uzbek scientists have studied this topic[5], M.Q.Pardayev, B.I.Isroilov, M.M.Muxammedov, K.B.O'razov, R.I.Altinbayev, A.T.Kutbetdinov, I.K.Yo'ldoshev, B.A.Abdukarimov, N.A.Komilova, F.B.Abdukarimov and others provide clear opinions and recommendations in their works.

Also, taking into account the various motivations in developing a mechanism for increasing the socio-economic efficiency of retail trade enterprises and market actors, it is important to study new scientific approaches that allow for a comprehensive and differentiated assessment of the quality of retail services.

This requires in-depth scientific and methodological research on this topic, as the research related to improving the system of assessing the quality of services in retail trade enterprises is not sufficient.

To achieve the set scientific goal, proposals and recommendations were developed to improve the system for assessing the quality of services in retail trade enterprises in the context of innovative development of the economy.

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[5] Абдукаримов Б.А. Ички савдо иқтисодиёти. Дарслик I – қисм, – Тошкент, «Иқтисод-молия» 2010.; Пардаев М.Қ., Исроилов Б.И. Савдо корхоналарининг иқтисодий таҳлили. Ўқув қўлланма, 1-2 қисм, – Т.: «Иқтисодиёт ва ҳуқуқ дунёси» нашриёт уйи, 2001; Мухаммедов М.М., Алтинбаев Р.И., Кутбетдинов А.Т., Абдукаримов Б.А. «Экономика торговли». Учебное пособие. –Самарканд. 1998; Йўлдошев И.К. Савдо корхоналари иқтисодиёти. Ўқув қўлланма. – Т. ТДИУ, 2005; Ўразов К.Б. «Савдода бухгалтерия ҳисоби ва солиққа тортиш», Ўқув қўлланма. – Т.: «Иқтисодиёт ва ҳуқуқ дунёси» нашриёт уйи, 2004; Абдукаримов Б.А., Комилова Н.А., Абдукаримов Ф.Б. Актуальные вопросы развития торговли в Узбекистане. Монография. – Т.: «Иқтисодиёт», 2010; Фаттахов А.А. Рыночное механизма и интенсификация оптовой торговли. Монография. – Т.: ТГЭУ, 2002.

CHAPTER I. THEORETICAL FOUNDATIONS FOR ASSESSING SERVICE QUALITY IN RETAIL TRADE ENTERPRISES

1.1. The Essence, Content, and Characteristics of Service Provision in Retail Trade Enterprises

In the context of economic transformation, the development of retail trade enterprises as one of the main elements of the consumer market infrastructure is important. The development of the consumer market infrastructure allows:

- firstly, to qualitatively and fully meet the demands of consumers for various consumer market goods and services
- secondly, it serves for the effective operation of the consumer market.

In the context of the administrative-command economy, retail trade enterprises mainly played a passive role in delivering goods from the producer to the consumer, and the services provided by them were regarded as an additional activity of the enterprises.

A notable aspect of the development of market relations in the New Uzbekistan economy, specifically in the trade sector, is that retail trade has significantly changed its role in the reproduction process, and has begun to actively influence market processes in terms of trade turnover. In the context of New Uzbekistan, the development of retail trade services not only allows for structural changes in the country's economy, for activating the production of consumer goods in accordance with consumer demand, for the development of regional and interstate relations, and for shaping

the supply of products in the consumer market, but also improves the quality of life of the population by meeting their needs, and creates conditions for the creation of new jobs and the improvement of existing ones in new sectors based on the digital economy.

Assessing the quality of retail trade services is of particular importance not only in our country, but throughout the world. From this point of view, there is a need to study retail trade services in more depth, to further improve scientific developments and research, and to create new ones.

In today's unprecedented globalization, if we pay attention to the economies of developed countries, in particular the United States, 80 percent of all jobs are in the service sector industries. 85 percent of the employees working in the service sector industries are highly knowledgeable and skilled specialists.

Such data can be seen in the example of other leading economies as well. For example, in Great Britain, those employed in industry account for 14 percent, in Japan 18 percent, and in Italy and Germany 20 percent. According to data cited in "The Economist" magazine, the number of those employed in the industrial sector of the United States accounts for 10 percent of the total labor force. Almost half of them are not directly employed in production, but are engaged in activities related to services (design, delivery of goods, financial planning, marketing, etc.[6]

At the current stage of development of the sectors of the New Uzbekistan economy, the requirements for the number and quality

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[6] О сокращении занятости в мировой промышленности // БИКИ. 2015. № 138 (8934), — С. 4.

of services are increasing day by day. The application of the experience of developed countries has led to an increase in the demand for services. This in itself has led to changes in the composition of the consumer market.

As a result of the increase in the material well-being of certain segments of the country's population, new categories of consumers have emerged who have their own demands and needs for service sector services. Materially well-off consumers are in great demand for various assortment of services that ensure the comfort of their lives.

For this reason, some service enterprises focus their activities specifically on meeting these demands and needs of the population [7].

The "service" process as an economic category has a number of characteristics that distinguish it from a commodity (Table 1.1).

Other definitions of the service process point out that the main characteristics that reveal the fundamental essence of services are the presentation of the results of labor as an activity, rather than in the form of previously created products or tangible objects: "services are a type of activity, during which a new, previously non-existent tangible product is not created, but the quality of an existing, previously created product changes. These objects are presented not in the form of tangible products, but in the form of activity"[8].

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[7] Ураков Ж.Р. Хизмат кўрсатиш корхоналари фаолиятлари самарадорлигини оширишнинг ташкилий-иқтисодий механизми (Самарқанд вилояти мисолида) // дисс. ифн. – Т.: СамИСИ. 2011. 15-16 б.

[8] Современный экономический словарь / Составители Б.Райзберг, Л.Лозовский, Е.Стародубцева. – М.: ИНФА -М, 1997. – С.352.

Distinctive Characteristics of the "Service" Process Category [9]

Distinguishing features	Brief summary
Intangibility	The service process exists only as an action that cannot be evaluated conclusively beforehand. There's no opportunity to showcase, transport, store, package, or examine the service before purchasing it. This inherently complicates the process of demonstrating the advantages of the offered service system.
Perishability	The service process cannot be stored, transferred, resold, or transported for sale. If the service process is not used at the time it's offered, it becomes worthless. While it's possible to account for changes in product demand and adjust inventory accordingly, service offerings do not have the same flexibility. Furthermore, the consumer pays for the service before evaluating the degree to which their needs are met, which creates a need to strengthen the trust between consumers and service providers.
Variability	In the service process, the uniqueness of each process lies in how it's perceived by the customer. Services are largely dependent on those who provide them, and importantly, people are much more variable than goods. The quality of the service provided depends heavily on where, when, and by whom it's delivered.
The Inseparability of the Service Process from the	While a product exists independently of its manufacturer in its physical form, a service cannot exist separately from its provider. This close

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[9] Мингазинова Е.Р., Игнатьева А.А. Теоретические подходы к определению сущности услуги предприятий розничной торговли и их классификация// Бюллетень науки и практики. 2016. №10 (11). URL: https://cyberleninka.ru/article/n/teoreticheskie-podhody-k-opredeleniyu-suschnosti-uslug-predpriyatiy-roznichnoy-torgovli-i-ih-klassifikatsiya

Producer	relationship between a service and its source prevents the service from existing without the involvement of the provider.
Characteristics of the unity of consumers and service objects	In most cases, consumers are also the object of service provision and are directly involved in the service delivery processes.
Individual xususiyatlar	The service delivery process has individual characteristics of presentation and consumption.
Simultaneity Characteristics of Production and Consumption	A service is a combination of actions to consume its result in the service delivery process; both the service delivery process and consumption can occur simultaneously. There are two methods for this: 1st method - the consumer contacts the service provider to purchase it; 2nd method - the service process producer comes to the consumer to serve him and sell the service.

Here are some definitions of the concept of service according to the following approaches of Western European scientists: In particular, according to F. Kotler, services are "what one party can offer to another and are mainly intangible and do not lead to ownership of anything. Providing services may or may not be related to a tangible good."[10].

According to the ideas of T. Hill: "a service is a change in the state of a commodity belonging to a certain economic entity as a result of the activity carried out by another economic entity with the prior consent of the initial entity."[11]" – He put forward this definition. This definition serves as a result of a certain economic activity and to make the service an object of exchange and trade.

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[10] Котлер Ф. Основы маркетинга. – М.: Прогресс,1993. – С.63 8.

[11] Сфера услуг: новая концепция развития/В.М. Рутгайзер, Т.И. Корягина, Т.И. Арбузов и др. – М.: Экономика, 1990. – С. 148.

M. Katles, focusing on the processes related to the information and informatization of the economy, pointed out that services have new characteristics and new types of activities.

M. Katles argues that the "services" category historically encompasses various structures and types of activities that are developing on the basis of production processes. In highlighting the specific internal characteristics of service processes, it should be emphasized that in the development processes of an economy based on information systems, there is no difference in essence between the intangible and tangible characteristics of goods.[12] has been pointed out.

In the context of the transformation of the economy, while tangible objects play an important role in the changes in the composition of most types of services, the opposite is also true: the share of intangible elements in the composition of tangible goods is increasing.

According to N.A. Barinov's definition: "A service is an economic relationship that arises from the beneficial activity of a product (thing) or the results of labor that create use values, manifested in the form of activity to satisfy the specific, rational needs of a person."[13]. In this case, the service process should be considered as a process related to delivering them to consumers and meeting the needs of various individuals and legal entities.

In a service obligation, the result of the performer's activity usually does not have a material composition, that is, the services have an intangible character and are related to the personality of

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[12] Кастельс М. Информационная эпоха: Экономика, общество и культура: Пер. с англ. Под. ред. О.И. Шкаратана-М. : ГУВШЭ, 2000.
[13] Баринов Н. А. Указ. Соч. – С. 17.

the service provider. The indicated characteristics distinguish these obligations from property contracts and contracts of the contract type, since their result has a material form.

However, Professor A.E. Sherstobitov emphasizes that in the provision of services (for example, in the provision of hotel or catering services) "the object of execution is the beneficial result obtained by the client as a result of the performer performing certain actions or carrying out a certain activity.

The beneficial result received by the customer under the contract has a material character and, unlike a construction contract, is never expressed in the appearance of a new thing or in changing (improving) the consumer properties of an existing thing."[14]

Therefore, there are opinions in the literature that the subject of the contract can be both intangible and tangible services. Thus, from a legal point of view, the result of the service should be considered as an action (activity) in an intangible form and inseparably linked with the service provider.

However, if the service involves changes in the object, then its result must be inseparable from the service recipient, otherwise it will be work, not service.

Also, according to the doctrine of services, we will consider some definitions of the concept of "service."

Thus, in all the definitions given to the concept of "service," there are two main approaches: in the first case, the

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[14] Шейн, Э. Х. Организационная культура и лидерство: пер. с англ. СПб: Питер, 2002. – С. 5.

service is considered as an effective result of the activity, and in the second case, as an action. The proponents of the first definition, K.R. McConnell and S.L. Brew, give the following definition: "A service is intangible (invisible), in exchange for which the consumer, firm, or government is willing to give something of value"[15].

A.I. Kocherga gives the following definition: "In its economic essence, a service is a beneficial action of labor that is consumed as a commodity, thing, or activity, and certain social relations that develop in the process of appropriating its results."[16].

Taking into account the second point of view on the definition of service, according to which the service is not an effective result, but an activity, we present the definitions developed by the authors: service or services - "any activity that one party can offer to another; intangible actions that do not lead to ownership of anything.

Service provision may also be related to tangible products."[17]. "A service is an action or benefit for which the buyer does not acquire ownership of any tangible object."[18].

F. Kotler explains a service as any activity or benefit that one party can offer to another and that is primarily intangible[19].

S. Heller defines a service as the willingness of suppliers to synchronize all necessary resources, create material, legal, and

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[15] Макконелл К. Р., Брю С. Л. Экономикс. Принципы, проблемы, политика. – М.: Республика, 1992. Т. II. – С. 398.

[16] Кочерга А. И. Сфера обслуживания населения. М., 1979. – С. 67.

[17] Котлер Ф. Маркетинг-менеджмент. Экспресс-курс. 2-е изд. / пер. с англ. под ред. С. Г. Божук. СПб: Питер, 2005. С. 301.

[18] Дойоль П. Менеджмент: стратегия и тактика. – СПб: Питер, 1999. – С. 448.

[19] Котлер Ф. Основы маркетинга. – М.: Прогресс, 1991. С. 638.

other conditions to meet consumer needs, included in the activity.[20].

Services can be defined as economic activities. A service is an act, deed, or performance that is intangible [21]. A service is the product of enterprises that enhances the value of our personal lives through various intangible assets it offers[22].

Let us cite another interesting opinion on the concept of "service" given by V.A. Yakovlev, according to which he emphasizes the dialectical unity of two aspects of this concept: services as a labor process, as one of the forms of labor (not a use value), and services as a clear result of labor, its effective result, in which case it has a use value.[23].

M.Q. Pardayev revealed the essence of the service sector from the point of view of the labor process, GDP (Gross Domestic Product) production, and the interests of the state and property owner."[24].

I.S. Ochilov recognized the service sector from the point of view of the development of society."[25]. The logical content and essence of the concept of "service" is that it differs from other types of labor as a product of human activity by embodying some

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[20]Янсен, Ф. Эпоха инноваций: пер. с англ. М.: 2002. – С. 9.

[21] К.Хаксевер, Б.Рендер, Р.Рассел, Р.Мердик Управление и организация в сфере услуг, 2-е изд. / Пер. с англ. Под ред. В. В. Кулибановой. – СПб: Питер, 2002. – 752 с : ил. – (Серия «Теория и практика менеджмента»).

[22] К.Хаксевер, Б.Рендер, Р.Рассел, Р.Мердик Управление и организация в сфере услуг, 2-е изд. / Пер. с англ. Под ред. В. В. Кулибановой. – СПб: Питер, 2002. – С 256: ил. – (серия «Теория и практика менеджмента»).

[23] Яккока Л. Карьера менеджера: пер. с англ. – М.: Прогресс, 1990. – С. 16.

[24] Пардаев М. Хизматларнинг ижтимоий-иқтисодий табиати ва уни ривожлантиришнинг ўзига хос хусусиятлари. // Сервис. -Самарқанд, 2009, №1. -Б. 38-46.

[25] Очилов И.С. Хизмат кўрсатиш соҳаси корхоналаридан самарадорликни ошириш йўллари".

particularly important features. Services are direct, direct, that is, mutual activity between people without material forms of means - expresses relations of benefit, production, and consumption.[26].

According to I.I. Ergashev, as an economic category, despite the different interpretations of services by economists of different generations and schools, it is possible to point out two main characteristics that express the two-sided nature of the service.

On the one hand, "service is one of the specific types of effective activity, and on the other hand, it expresses the service as a clear result of the activity in the form of material goods and determines the degree of economic and social utility."[27].

Based on the above considerations, we propose the following interpretation of the economic essence of the concept of "service": a service is a form of activity that results in an economic outcome, presented as an intangible benefit not related to ownership, which is delivered to meet customer demand through interactions between the provider and the consumer in accordance with the characteristics and requirements of the service delivery process.

An analysis of the reviewed economic literature reveals that, unlike the definitions of general "service provision" categories offered by foreign and local economists, the specific category of "services provided by retail enterprises" has not been fully studied.

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[26] Мухаммедов М.М. ва бошқалар. Хизмат кўрсатиш соҳаси ва туризмни ривожлантиришнинг назарий асослари (монография). – Самарқанд: Zarafshon, 2017. – 300 б., 46-б.

[27] Эргашев И.И. Хизмат кўрсатиш соҳасида инновацион-инвестицион жараёнларни ривожлантириш ва самарадорлигини ошириш. // Дисс. PhD. – Самарқанд: СамИСИ, 2018. 28-б.

1.2-table

Comparative description of the economic categories "service provision" and "goods [28]

Services	Goods
A	B
Generality	
Both goods and services have a commodity character, i.e., they have the ability to satisfy the buyer's needs through purchase, use, and consumption, and goods and services are the result of the response of producers to market demands.	
Differences	
Intangible aspects of service delivery	Appearance of the goods
The impossibility of determining its quality characteristics before the service is provided and the difficulties in purchasing or evaluating the service, as well as the resulting availability of indirect opportunities for the consumer to evaluate services based on the opinions of other consumers.	The availability of the opportunity to assess the quality of products before buying them without any difficulties
The incompatibility of services presented in a complex that includes basic services, related services, and additional elements of services. At the same time, the set of services may include both a separate set of consumer services, which can be purchased separately, and indivisible sets.	The homogeneity of goods, i.e., buyers receive a direct unique type of product with its own quality indicators.

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[28] Created by author.

Services	**Goods**
A	B
The non-interchangeability of the service, i.e., the use of one service does not exclude the need for others.	The interchangeability of goods, i.e., one product can be replaced by other substitute products.
Providing many types of services does not allow the service provider to transfer property rights to the consumer.	The sale of goods allows the transfer of ownership from the manufacturer to the consumer.
It is impossible to separate the service from the source (the manufacturer of the service).	The service can be separated from the manufacturer.
There is no possibility of storage, accumulation, and transportation.	It is possible to store, accumulate, and transport.
Variability, the property of changing quality.	Relatively constant quality.
Low potential for standardization.	High potential for standardization.

Under certain socio-economic conditions of societal development, simple product exchange evolves into commodity exchange, that is, into processes of buying and selling. This process becomes distinguished as a separate form of labor activity and gives rise to a specific sector. As a result of the social division of labor, the circulation of goods becomes separated from production, and buying and selling activities emerge as an independent sector. This process leads to the formation of a trade network, and accordingly, the labor involved in it also transforms into a distinct process.[29].

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[29] Б.А.Абдукаримов. Ички савдо иқтисодиёти фанидан маърузалар матни I қисм. Самарқанд. СИСИ, 2007. -Б 128.

In a market-based economy, the study of trade enterprises, the identification of their problems, and the search for appropriate solutions represent a complex process, which is determined by the following principles[30]. In a market-based economy, the study of trade enterprises, the identification of their problems, and the search for effective solutions constitute a complex process, which depends on the following principles:

First, a scientifically grounded explanation of the origin and essence of trade processes;

Second, identifying the role and importance of trade processes within the national economy;

Third, early detection of economic, organizational, and managerial issues arising in trade processes. This, in turn, requires a deep understanding of the economic relations within trade;

Fourth, continuous analysis of the state and development trends of the activities of trade enterprises and outlets in the organization of trade processes;

Fifth, studying the best foreign practices in organizing trade processes, highlighting their advantages, and effectively adapting them to the specific conditions of the national economy.

Solving the problems of accelerating the socio-economic development of existing trade enterprises in today's globalized environment requires a fundamental reconsideration of labor management practices. Accordingly, the importance and role of scientifically grounded ideas and recommendations that address socio-economic issues in the trade sector are increasing.

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[30] М.Қ.Пардаев ва бошқалар. Хизмат кўрсатиш, сервис ва туризм соҳаларини ривожлантириш: муаммолар ва уларнинг ечимлари. – Т.: "Иқтисод-молия", -2008. -Б.133.

The labor of trade sector employees is an integral part of the overall socially necessary labor within the framework of societal development, and it possesses its own unique features derived from the specific functions of the trade sector.

The nature of labor in the trade sector is characterized by activities aimed at ensuring the process of buying and selling goods, performing certain production-related tasks, and providing individual services. As the modern trade system continues to develop in our country, current research focuses on increasing labor productivity within trade enterprises, reducing inefficient activities, and enhancing the effective use of labor resources based on new approaches in thinking. These directions have become critically important today.

This is largely explained by the increasing demand for the knowledge, professional preparation, and skills of workers in trade enterprises, as well as the growing expectations regarding their labor performance and social engagement in the context of economic diversification and modernization processes.

According to GOST R 1304-2009, retail trade service is defined as the result of direct interaction between the seller and the buyer and refers to the activity aimed at satisfying the buyer's needs to purchase goods for personal, family, or household use, which is not related to entrepreneurial activity, under a sale-and-purchase agreement."[31]. Similarly, the definition of the category "retail trade services" was provided by M. Baturin. [32],

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[31] ГОСТ Р 51304-2009. Услуги торговли. Общие требования [Электронный ресурс]. — Взамен ГОСТ Р 51304-99; введ. 01.01.2011. – М.: Стандартинформ, 2010. – Режим доступа: protect.gost.ru.

[32] Российский торгово-экономический словарь / под ред. М. Батурина. - М.: Экономист, 2005. – 525 с.

O.V.Pampuxchiyans[33], V.F.Yegorovs[34] As stated by D.A. Clark, retail trade enterprises may offer the consumer a set of activities or benefits, either related or unrelated to the product, which possess specific characteristics — such as intangibility, inseparability from the provider, perishability, and variability in quality — as the object of the buying and selling process, aimed at satisfying consumer needs.[35].

A definition was also provided by E. Newman and R. Collin, who understand retail services as a set of services offered by retailers to consumers as additions to the goods being sold.[36]. In our opinion, these definitions narrow the essence of the categories under study, reflecting only one aspect — the activity of assisting consumers in the process of purchasing goods — and do not fully reveal the characteristics of service provision by retail enterprises.

According to I.Sh. Dzakhmisheva, retail trade services are understood as a process of generating consumer values within the retail trade process, which takes on a social form and is capable of satisfying the material and everyday needs of society.[37]. In our view, this definition is generalized in nature and does not consider the essence of the "retail trade service" category in connection with its specific characteristics.

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[33] Памбухчиянс О. В. Организация коммерческой деятельности: учебник / О. В. Памбухчиянс. – М.: Дашков и Ко, 2004. – 442 с.

[34] Егоров В.Ф; Организация торговли : учебник /В. Ф: Егоров. – СПб.: Питер, 2006. – 352 с.

[35] Карх Д. А. Формирование услуг розничной торговли: автореф. дис. ... канд. экон. наук /Д. А. Карх. - Екатеринбург: УрГЕИ,. 2003. - 20 с.

[36] Нюмен Э. Розничная торговля: организация и управление /Э.Нюмен, П.Колен –СПб.: Питер, 2005. – 416 с.

[37] Дзахмишева И. Ш. Методика оценки конкурентоспособности услуг в розничной торговой сети / И. Ш. Дзахмишева // Маркетинг в России и за рубежом. – 2004. -№3. -С. 93-108.

M.A. Nikoleva proposed the idea that a retail trade service is the result of the interaction between the retailer and the consumer, and at the same time, represents the retailer's activity aimed at satisfying the consumer's needs for individually packaged and complexly presented goods.[38].

According to O.A. Semin, V.A. Saydasheva, and V.V. Panyukova, instead of the category "retail trade services," the use of the term "trade service" is proposed. This concept takes into account a set of actions and programs aimed at improving both the sales process and the customer service procedures.[39]

It is noteworthy that the above-mentioned views narrow the essence of the "retail trade service" category and fail to take into account the specific characteristics of retail enterprises' activities aimed at meeting the individual needs of end consumers.

A number of essential conditions for the development of retail trade services are presented in Figure 1.1.

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[38] Николаева М. А. Маркетинг товаров и услуг : учебник / М. А. Николаева. – М.: Деловая литература, 2002. - 448 с.

[39] Семин О. А. Сервис в торговле. Маркетинг и управление качеством торговых услуг : учеб. пособие. В 3 кн. Кн. 1 / О.А. Семин, В.А. Сайдашева, В.В. Панюкова. — 2-е изд., перераб. и доп. – М.: Дело и сервис, 2006. – 216 с.

Necessary conditions for the emergence and development of retail trade services

| Commodity-money relations | Division of labor and its deepening | Level of development of the productive forces |

Necessary conditions for the development of retail trade enterprises

| Production and technological | Economic | Socio-economic |

Production and technological:

The state and development of the material and technical base, the technological equipment of the service

Modern technological processes and developments in the service delivery process

The introduction of scientific and technological progress and innovations in the service delivery process

Economic:

Organizational and economic

Availability of legal support

Availability of funding sources

Forming service delivery systems

Availability of a control and regulatory system

Socio-economic:

Availability of required personnel

Efficiency of the labor organization and wage system

The existence and improvement of a set of organizational and economic incentives to meet relevant interests in the provision of services.

The ability to obtain and use information, and the formation of a system for managing and planning the realization of services.

Figure 1.1: Conditions for the Development of Retail Trade Services [40]

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[40] Created by author

In a number of economic publications, three types of services are identified and classified:
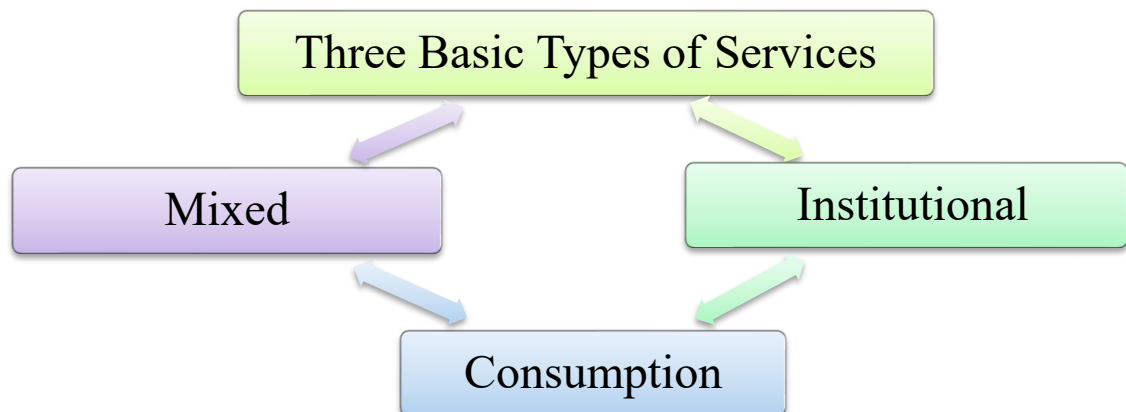
Figure 1.2: Three Basic Types of Services

Figure 1.2 outlines the three main types of services, each serving specific functions:

Institutional services: Services purchased using the funds of institutional structures.

Consumer services: Services intended for personal consumption, acquired with personal funds.

Mixed services: Services purchased with the funds of enterprises or organizations for personal consumption.

Retail enterprises, based on their specific nature and characteristics, offer both consumer and mixed types of services.

Retail trade networks form an integrated socio-economic system. It is social in nature because, first, it serves to meet the specific needs of members of society and is managed by them; and second, it functions to satisfy the personal needs of each individual within society. As a unified economic system, it ensures the continuity of the process of producing material goods through resource utilization and goods distribution, maintaining a constant flow of goods to final consumers.

The labor processes of retail enterprise employees are divided into two categories based on their nature and content:

The continuation of production processes in the sphere of circulation;

The proper organization of goods sales services.

These processes manifest in the following ways:

In the first case, labor processes involve value transformation through the sale and purchase of goods, advertising, settlements, etc.;

In the second case, labor processes are related to delivery, packaging, storage, sorting, loading and unloading, and other services. These interconnected processes form the core of retail trade operations.

Therefore, to correctly assess, analyze, and plan labor efficiency in retail enterprises, it is important to study and scientifically justify the elements that make up the labor potential of retail employees, based on the general principles of labor resource formation and definition. Here, taking into account the characteristics of economic activities of retail employees plays a crucial role.

Today in our country, the retail system, as a multi-structured economic activity, is engaged not only in sales and production but also in providing household and other services. Consequently, those employed in the retail sector are closely connected to the labor market.

Analyzing the current state of the labor market in our country reveals specific features. For example, the level of employment in the retail sector is lower than it was in the 1980s, but the demand

for jobs in retail remains high. This indicates a significant number of people seeking employment in retail enterprises.

Moreover, the average age of those involved in retail has decreased. The expansion of retail activities has led to a rise in informal employment in this sector. Such trends negatively affect the scientific and efficient organization of labor activities and the application of advanced technologies in the retail sphere.

Retail trade networks, with a long-standing history in our country, conduct not only sales and production-preparation activities but also other services, such as advertising and home delivery. The high involvement of labor resources in this service sector reflects its deep connection with the national labor market

As one of the leading sectors of the economy, retail trade facilitates the linkage between production and consumption. It identifies what goods are needed by producers and consumers and in what quantities and order. Through the trade process, the type and amount of material goods required by the population, as well as the pattern of their consumption, are revealed

Therefore, it is vital to study labor potential and its effective utilization in retail enterprises. This helps align the quantitative and qualitative indicators of retail employees, ensuring maximum satisfaction of population needs based on the factors influencing efficient labor use.

By generalizing the theoretical approaches of domestic and foreign scholars regarding the categories of "service provision" and "retail trade enterprise services," we propose the following definition: retail trade enterprise services are a specific type of product designed to generate economic benefit for sellers in a

market economy through the exchange of services, which are characterized by utility and defined as socially useful value provided in the form of retail enterprises' effective activities.

Unlike existing definitions of "service provision" in the trade sector, our proposed definition of retail enterprise services reflects not only the utility of services in the consumer market but also the mutual interest of buyers and sellers in purchasing and selling services that meet individual needs.

In the retail trade system, service provision is the result of labor—not in the form of material product creation, but through the transformation of product state, facilitating the transition from production and exchange to consumption. It achieves utility without separating from trade activities.

In the process of buying and selling, relationships form between buyers and sellers regarding the object of exchange (goods), exchange conditions, and the quality of trade services provided. If service quality in the retail system does not meet expectations, goods may not sell. Thus, the level of service quality is a critical condition of retail enterprise performance and represents the link between production and consumption.

Our proposed clarification of the category "retail trade enterprise services" contributes to the development of a scientific framework for evaluating service quality and enhances the scope for further research in this field.

In general, a scientifically grounded classification of various service types plays an important role in evaluating the quality of retail services and paves the way for further studies in this direction.

1.2. Types of Services in Retail Trade Enterprises and Their Classification

Historically, certain types of services have been studied as distinct forms of activity with their own specific characteristics. In terms of its content and essence, the service sector has developed as a combination of various forms and types of activities, and has been formally categorized.

Based on different classification approaches, the various types of services in this sector can be grouped accordingly. For this purpose, specific methods of classification are required (see Figure 1.3).

<div align="right">**1.3-table**</div>

Common Approaches to the Classification of Services [41]

International			National
JST Classification	International Standard Industrial Classification (ISIC)	Russian Classifier of Services for the Population OK-002-93 (OKUN)	National Classifier of Services for the Population
1. Business Services		1. Household	1. Household
2. Communication Services	1.Communication Services	2.Communication Services	2.Communication Services
3. Construction			

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[41] Манба: Общэроссийский классификатор услуг населению ОК 002-93 (ОКУН) [Электронный ресурс] : утв. постановлением Госстандарта РФ от 28.06.1993 г. Н 163 ред. от 28.03.2008 г. – Режим доступа: Консультант Плюс.; Исследование рынка образовательных услуг высшей школы.: монография / Н: Н. Терещэнко [и др;]; под общ. ред. канд.экон. наук проф. Н. Н.Терещэнко; Краснояр. гос. торг. экон: ин-т. – Красноярск, 2005. — 267 p.

and Engineering Services			
4. Distribution Services (including Distributorship)	2. Warehouses	3. Trade (yoki Commerce)	3. Trade (yoki Commerce)
5. Education Services		4. Educational	4. Educational
6. Financial Services, including Insurance		5. Financial Services, including Insurance	5. Financial Services, including Insurance
7. Health and Social Services	3. Public Services	6. Health and 7.Social Services	6. Health and 7.Social Services
8. Tourism and Travel Services		8. Tourism and Travel Services	8. Tourism and Travel Services
9. Recreational, Cultural, and Sporting Services			
10. Transport Services	4. Transport Services	4. Transport Services	4. Transport Services
11. Others	5. Others	5. Others	5. Others

The classification of services refers to the division of services into specific types, which is essential both in economic science and in the practical activities of market participants.

The main goal of classifying service types is to systematize them in accordance with the evolving meaning of the concept of "retail trade service" under the conditions of a developing market economy.

The classification of service types provided by retail trade enterprises helps determine their role and function in the trade

process, and enables the identification of the distinctive features of each service type.

It is well known that the advancement of science and technology gives rise to various services with unconventional characteristics.

For instance, compared to traditional services, information services differ in the following aspects:

they acquire a material character due to the ability to store and transmit their output via mass media and documents;

and they do not require direct personal contact between the service provider and the consumer.

In different forms and types of services, the ratio of tangible and intangible elements may vary, allowing us to distinguish between traditional and non-traditional services.

It is important to note that there are diverse views on the balance between material and non-material aspects of services. For example:

certain services include a harmonious combination of material goods and service activities (e.g., computer repair, internet connection services);

food-related services (e.g., in restaurants) may include only 30% of expenses for the meal itself, while the remaining costs are associated with purchasing ingredients, food preparation, space rental, table setting, parking, entertainment, and interior design services;

and "pure services" are those directed toward the care and support of patients, individuals with disabilities, the elderly, and children.[42]

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[42] Антонова Н.В. Психология управления. — М.: Высшая школа экономики, 2010. – С. 12.

According to analytical data, the service classification based on local and foreign classifiers does not correspond to the international service classification system, as it fails to account for newly emerging types of services.

According to ISO 9004-2, all services are divided into two types. [43]:

– Services that include a product, also known as mixed (semi-product-based) services;

– Pure services (those that do not involve product manufacturing).

– The French Standardization Association has proposed the following classification of services:

– Services that are "stimulated" by the production of goods but are independent (after-sales services, marketing, technical support, repair, etc.);

– Services that are "linked" to another service (order processing, internships, data provision);

– "Independent" services (consulting, financial services, tourism).)[44].

– The classification of services is widely covered in the works of foreign scientists. Let's consider the common and important approaches to classifying types of services proposed by foreign economists.

– F. Kotler, in his work "Fundamentals of Marketing," distinguishes the following types of goods and services:

[43] ИСО 9004.2:1991 Общее руководство качеством. Элементы системы качества. Ч. 2. Руководящие указания по услугам [Электронный ресурс]. — Режим доступа: http://www.remgost.ru.

[44] Исследование рынка образовательных услуг высшей школы.: монография/Н: Н. Терещэнко [и др;]; под общ. ред. канд.экон. наук проф. Н. Н.Терещэнко; Краснояр. гос. торг.-экон: ин-т. - Красноярск, 2005. - 267 с.

– Pure tangible good, i.e., the product does not involve the provision of any services;

– Tangible good with accompanying services, i.e., the presentation of goods together with one or more related services to increase its attractiveness in the eyes of buyers;

– A main service with supporting goods and services, i.e., the main part of the offer is services with some additional services and supporting goods;

– Pure service, i.e., the offer primarily consists of a service.[45].

– P. Patterson analyzed types of services based on two main characteristics: the degree of perceptibility and the degree of direct interaction (face-to-face) between the producer and the consumer of services, and on this basis, distinguishes four types of services:

– "Pure services" - "minimal degree of interaction": - skilled services: financial, insurance, design, information technology;

– "Product-like services" - "low degree of interaction": audio, video products, equipment testing, development of special software;

– "Pure services" - "high degree of interaction": engineering, legal advice, management consulting;

– "Product-like services" - "high degree of interaction": advanced training in the client's territory, hotel service, consulting on the use of complex equipment.[46].

K. Lavlock has proposed a detailed and comprehensive classification of types of services, with two main directions highlighted. [47] (1.3-Fig).

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[45] Котлер Ф. Основы маркетинга. – Литрес, 2021. – 698 с.

[46] Patterson P. G., Cicic M. A typology of service firms in international markets: an empirical investigation //Journal of International Marketing. – 1995. – Т. 3. – №. 4. – P. 57-83.

[47] Lovelock C Classifying services to gain Strategic marketing insights / C. Lovelock// Journal

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                    ┌─────────────────────────────────────────┐
                    │  Classification Directions of Service    │
                    │              Types                       │
                    └─────────────────────────────────────────┘
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The First Direction of Classification	The Second Direction of Classification
Services Requiring the Presence of the Customer	Services Directed at People
Property-Oriented Services That Do Not Require the Owner's Presence (e.g., Repair Work, Cargo Transportation, etc.)	Services Directed at the Client's Physical Property
Services Related to Data Processing That Require Minimal Client Involvement (e.g., Insurance, Accounting Services)	Services Directed at the Human Mind
	Services Directed at Intangible Assets

Figure 1.3. Classification of service types presented by K. Lavlock [48]

In the first method of classifying types of services, the client's presence during the provision of the service is set as the basis. In the second method, the nature of the object to which the services are directed is determined. K. Lavlock has proposed a matrix principle of analysis structures, which is based on two fundamental

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of marketing. — 1983. — Vol. 47 (summer). – P. 9-20.

[48] Lovelock C Classifying services to gain Strategic marketing insights / C. Lovelock// Journal of marketing. – 1983. – Vol. 47 (summer). – P. 9-20.

characteristics of classifying services (the composition of objects and the nature of actions). [49].

K. Grenroos divides services into two main groups based on the level and ratio of resources used in providing the services. [50]:

Services that depend on employees for their implementation;

Services that depend on technologies for their implementation.

At the same time, K. Grenroos proposes the following types of services based on the duration of the purchase: [51]

Services that are purchased regularly (banking services, cleaning, delivery of goods and services, etc.);

Services that are purchased from time to time (medical services, etc.).

T. Clark and D. Rajataman distinguish four main types of services.[52]:

– Services based on direct contact between the buyer and the seller;

– Services based on the use of telecommunications (without direct contact, using radio, satellites, television, and other technical means);

– Services "linked" with direct investments, forming a platform for servicing operations;

– Services "materialized" in goods.

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[49] Lovelock C Classifying services to gain Strategic marketing insights / C. Lovelock// Journal of marketing. – 1983. – Vol. 47 (summer). – P. 9-20.

[50] Gronroos C Service management and marketing / C Groproos // West Sussex. – 2000. – № 12. – P. 1-3.

[51] Gronroos C Service management and marketing / C Groproos // West Sussex. – 2000. – № 12. – P. 1-3.

[52] Clark T. International services perspectives at centurrys end / T. Clark , I Raiaratnav // Journal of servicts marketing. – 1999. – Vol. 13. N. 4/5.

– K. Hacksever, B. Render, R. Russell, and R. Merdik distinguish the following types of services:

– Aimed at exerting a physical influence on people;

– Aimed at the minds of people;

– Aimed at processing assets;

– Aimed at processing information.[53].

The analysis of economic literature shows that there is no single approach to classifying the types of services in the definitions of foreign and local scientists, but there are different points of view in the economic literature. For example, A.A. Aleksunina and others distinguish the following types of services depending on the nature of the service object.[54]:

Direct actions aimed at the human body (health care, passenger transportation, hairdressers and beauty salons, sports facilities, restaurants and cafes);

Specific actions aimed at physical objects (cargo transportation, repair and maintenance of equipment, security, maintaining cleanliness and order, laundry and dry cleaning, veterinary services);

Intangible actions aimed at the human mind (education, radio, television, information services, theaters, museums);

Intangible activities with intangible assets (banks, legal and consulting services, insurance, securities transactions).

V.D. Markova distinguished the following five types of services.[55]:

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[53] Управление и организация в сфере услуг: теория и практика / К. Хаксвер [и др.] ;. пер. с англ. под ред. В. В. Кулибановой. – 2-е изд. – СПб.: Питер; 2002. – 212 с.

[54] Маркетинг. в отраслях и сферах деятельности / под ред. В. А. Алексунина. – М.: Маркетинг, 2001. – 516 с.

[55] Маркова В. Д. Маркетинг в отраслях и сферах деятельности : учебник / В. Д. Маркова.

Production: leasing, maintenance (repair), engineering, etc.;

Distribution: trade, transport, communication;

Professional: banks, insurance, financial, advertising, etc.;

Consumption (mass): services related to household and recreation;

Collective: television, radio, education, culture.

According to T.A. Ponomareva and M.S. Supryagina, all services of the company are divided according to two criteria: by the type of customers being served (individuals and legal entities, elite and ordinary customers) and by services focused on one direction.[56].

– According to T.N. Nikolaeva and N.R. Yegorova, retail trade services should be classified according to the following criteria:

– By direction (general and special);

– By type of payment (paid, free);

– By importance to the consumer (basic and additional).)[57].

L.Ye. Basovsky expands the classification of services and proposes features such as the reasons for the purchase, materiality, the level of qualification of service personnel, the level of mechanization and automation, and the level of communication with the consumer.[58].

– In our opinion, a detailed classification of services is given by E.A. Batraeva, who identifies ten main characteristics of service classification:

– М., 2001. – 516 с.

[56] Пономарева Т. А. Как на практике оценить качество через количество / Т.А. Пономарева, М.С. Супрягина // Маркетинг в России и за рубежом. -2004.-№2.-С. 51-58.

[57] Экономика предприятий торговли и общественного питания: учеб. пособие / под ред. Т.И. Николаевой, Н.Р. Егоровой. – 2-е изд. – М.: КноРус, 2008. – 400 с.

[58] Басовский Л. Е. Маркетинг: курс лекций. – М.: ИНФРА- М, 2006: – 219 с.

– By field of activity: material and non-material services;

– By presentation feature: paid and free (extra-market);

– By direction: production and consumption;

– By nature of consumption: services for society, services for individual consumption, services for mixed consumption;

– By service provision space: internal and external;

– By sectors of the economy: financial and non-financial;

– By forms of ownership of producers: state and private;

– Services consumed by region: services of local, regional, and national organizations;

– By legal status: legal and illegal;

– By type of services: information, transport, etc..[59]

In our opinion, the most detailed and comprehensive classification of services is presented by V.N. Stakhov and D.V. Stakhov [60]:

By nature: absolute and utilitarian;

By appointment: personal and collective;

By distribution area: production area, non-production area;

By degree of commercialization: commercial and non-commercial;

By form of organization: state and non-state;

By production method: pure and mixed;

By degree of abstraction: ideal and real;

By legality: legal and illegal;

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[59] Батраева Э. А. Изучение спроса в общественном питании: теория и практика: монография / Э.А. Батраева; Краснояр. гос. торг.-экон. ин-т. — Красноярск : КрасГУ, 2002. – 236 с.

[60] Стаханов В. Н. Маркетинг сферы услуг: учеб. пособие / В. Н. Стаханов, Д. В. Стаханов. – М.: Экспертное бюро, 2001. – 220 с.

By externalism: public goods and private goods;

By degree of materiality: tangible and intangible;

By degree of complexity: simple and complex.

According to the results of the study, the classification of types of services has been sufficiently developed in local and foreign literature; at the same time, this process cannot be considered complete, because scientific and technological progress, the development of digital technologies, the expansion of customer opportunities, and the increasing demands of consumers on the quality of services are an incentive for the development of new services.

In addition, the above approaches to classifying types of services do not fully reflect the specific features of the retail trade system as a research object, which indicates the need to study this issue in more depth.

A retail trade service is a private activity of the seller to meet the buyer's demand in mastering goods for use, which is the result of a direct interaction between the seller and the buyer and is not related to entrepreneurial activity under a sales contract.

As a result of studying and analyzing the opinions of foreign and local scientists in economic literature, we found it appropriate to distinguish the following types of services of retail sellers according to classification criteria (Table 1.4).

1.4-table

Types of Services of Retail Trade Enterprises [61]

Classification Criterion	Types of services
A	**B**
According to Trade Functions	Pure
	Additional: mandatory; non-mandatory
According to Importance	Basic
	Supplementary
According to Service Conditions	Services whose cost is included in the price of the goods
	Services that are additionally paid for by customers and are not included in the price of goods
According to the Relationship with the Product or Goods	Pure
	Services with goods (product-enabled, mixed)
According to customer presence in service provision According to the degree of tangibility According to the consumption method	Services that require the direct participation of the customer
	Services that do not require the direct participation of the customer
	Services that require minimal direct participation from the customer
According to the level of state regulation According to the level of legal and regulatory control	Tangible services
	Intangible services
According to the organizational forms of performers According to the customer's status	Private (individual)
	Collective
According to the customer's social status According to the form of	Regulated
	Unregulated

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[61] Гутникова О.Н., Павлуненко Л.Е. Классификация услуг, оказываемых предприятиями торговой сферы // Ученые записки Крымского федерального университета имени В. И. Вернадского. Экономика и управление. 2020. №4. URL: https://cyber-leninka.ru /article/n/klassifikatsiya-uslug-okazyvaemyh-predpriyatiyami-torgovoy-sfery

Classification Criterion	Types of services
A	**B**
ownership of the producers	
According to the complexity of the service provision technology	Highly regulated services
	Moderately regulated services
	Partially regulated services
According to the cost of service provision	
According to the level of capital investment	
According to the comprehensiveness of the services provided	Services provided by collective performers
	Services provided by private performers
According to the place of service provision	
According to the level of complexity	Services provided to legal entities
	Services provided to individuals
According to continuity	
According to the degree of connection with sales	Elite
	Exclusive
According to the connection with the sales process	High prestige
	Mass-market
According to the nature of the producer	
According to the direction of activity	
According to location	
According to the scope of influence	Services of state enterprises and organizations
	Services of private enterprises
According to the degree of mechanization and automation	Services of unitary enterprises
According to customer presence in service provision	Services of cooperative and other types of enterprises
	Simple services
According to the degree of tangibility	
According to the	Complex services

Classification Criterion	Types of services
A	**B**
consumption method According to the level of state regulation	Low-cost services
According to the level of legal and regulatory control According to the organizational forms of performers	Services requiring high capital investments
	Services requiring low capital investments
According to the customer's status According to the customer's social status	Comprehensive services
	Individual services
According to the form of ownership of the producers According to the complexity of the service provision technology	Internal
	External
According to the cost of service provision According to the level of capital investment	Complex
	simple
According to the comprehensiveness of the services provided According to the place of service provision According to the level of complexity	Continuous
	Seasonal
	One-time
According to continuity According to the degree of connection with sales According to the connection with the sales process	Sales-related
	Relatively sales-related
	Free
According to the nature of the producer	Services during the sales process
	Pre-sales services

Classification Criterion	Types of services
A	**B**
According to the direction of activity According to location	After-sales services
According to the scope of influence According to the degree of mechanization and automation	Services provided by personnel
	Services provided by equipment
According to the standard According to customer presence in service provision According to the degree of tangibility	Product-oriented
	Mind-oriented
	Product-and-mind-oriented
According to the consumption method According to the level of state regulation	Services provided in the sales hall
	Services provided outside the sales hall
According to the level of legal and regulatory control According to the organizational forms of performers	Individual
	Group
According to the customer's status According to the customer's social status	Mechanized
	Manual
According to the form of ownership of the producers	Unique
	Non-standard
	Partially standardized
	Standardizable
	Fully standardized
By orientation	Customer-oriented
	Product supplier-oriented
By location	Provided directly at the point of sale
	Services provided at the customer's home

One of the main features of the classification of types of services is the nature of the needs being satisfied, in which the services of retail trade enterprises consist of basic services for selling goods and additional services for assisting the buyer in purchasing and using them; providing information and consulting services; creating convenience for buyers in purchasing and buying goods.

1 Services for the realization of goods:

– Introducing goods to customers;

– Showing goods or a sample of goods to customers;

– Providing advice to customers;

– Selecting goods by customers;

– Organizing payment for goods;

– Packaging purchased goods;

– Presenting purchased goods;

– Delivering purchased goods according to customer order..

2. Services for assisting customers in purchasing and using goods:

– Accepting orders for goods available for sale (directly at the manufacturing enterprise or processing an order by telephone outside of it);

– Accepting orders for goods that are temporarily unavailable for sale;

– Sorting and packing the goods in the order;

– Organizing the delivery of goods to customers;

– Demonstrating the use of new goods;

– Organizing after-sales services for purchased goods, i.e., assembling, installing, and testing delivered goods;

– Organizing showrooms that provide complete information about goods, etc.

3. Information and consulting services:

– Providing information about goods and manufacturers through social networks and Internet handouts;

– Providing advice by specialists on the use and other characteristics of goods;

– Consultation of designers, cosmetologists, dietitians, etc.;

– Performing presentations and advertising of goods;

– Organizing tasting of new products;

– If required, teaching customers the rules of using goods by specialists;

– Organizing presentations and fairs on certain types of products..

4. Additional services to create convenience in purchasing goods:

Organizing recreation areas for customers;

Organizing conditions for mothers and children;

Organizing information points;

Organizing catering places for customers;

Organizing storage services for purchased goods;

Organizing storage places for customers' belongings;

Organizing parking lots for cars and other services;

Organizing household and other services.

An important feature of the classification of types of retail trade services is the time of their implementation, in which, in our opinion, services are divided into the following main types: pre-sale services, services in the sales process, warranty services, and non-warranty services (paid) (Figure 1.4)

PRE-SALE SERVICES	SERVICES DURING THE SALES PROCESS
Studying demand for the product Providing information and consultations Receiving orders for goods Displaying and packaging goods Organizing product tastings for new items Holding fairs and presentations, and providing information	Introducing the customer to the product Packaging Delivering the goods to consumers Displaying and demonstrating products Providing consultations to consumers Organizing the payment process
WARRANTY SERVICES	NON-WARRANTY SERVICES
Installation, adjustment, and commissioning of purchased goods Explaining operating instructions to the customer Technical inspection Repairs under warranty Supply of spare parts and other related services	Organizing the delivery of goods Packaging of goods Processing clothing according to customer requirements Commissioning of complex goods Assembly and installation of furniture, and other similar services

1.4- Figure. Types and composition of services of retail trade enterprises depending on the implementation period [62]

Thus, we have proposed the main characteristics for classifying retail trade services, which in turn allows us to cover the content of this category. It should be noted the emergence of a service system in the intersection of certain classification groups, in which the same services can be divided into different groups.

For example, services for retail sale of goods fall into several groups according to the following criteria: degree of importance, product, interaction with goods; according to the degree of need for customer presence; according to the degree of sensitivity; by

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[62] Created by authors.

appointment and so on. This situation allows you to select such features that are suitable for evaluating a certain type of activity, which ensures the adaptive nature of the service classification system.

The list of trade services provided in retail enterprises can be expanded by the administration based on the product assortment being sold, the specialization and location of the enterprise, the specifics of the service area, and the relevance of services.

– Services provided by retail stores may be either paid or free of charge. Free services directly related to the sale of goods include sales consultations, provision of advertising information, packaging of food and certain non-food items, and loading of large quantities of goods into the buyer's vehicle.

Retail stores also provide services that require additional payment according to an approved price list.

Requirements for retail trade services:

– Social purposefulness;

– Functional relevance;

– Level of information availability;

– Ergonomics;

– Service culture;

– Safety;

– Environmental protection.

Requirements related to the social purposefulness of the retail service system include:

– Availability and accessibility of trade services for various categories of consumers;

– The relevance of the product assortment, forms of service, and methods of sale to the consumer profile;

– The professionalism of service personnel;

– The range of services offered;

– Availability of specific conditions and benefits for priority consumer groups (such as children, persons with disabilities, and those with limited mobility).

The social orientation of trade services must be considered in the design of premises and trading areas, the working schedule, choice of sales methods, and the formation of the product assortment.

Requirements for functional compliance of retail trade services include:

– Adherence to the store's established work schedule, compliance with the product assortment list, timing of services, and waiting periods for orders based on store regulations, as well as accuracy in issuing receipts and financial settlements;

– Availability of quality goods;

– Conditions that allow consumers to choose from various types of goods and services;

– Compliance of service personnel with professional requirements, including competence, communication skills, knowledge, and adherence to professional ethics.

Requirements for information availability include:

– Reliable information about products and services, product assortment, service range, service providers, rules and conditions of service provision, consumer rights, and product sale regulations.

Requirements regarding the content of consumer information are determined based on the Law of the Republic of Uzbekistan "On Consumer Protection" and the rules for the sale of specific types of goods.

Ergonomic requirements for retail services include:

– Creating comfortable conditions for consumers during purchases, including convenient placement and display of goods in retail spaces, the layout of entrances and exits, sections, equipment, furniture, availability of elevators, escalators, etc.;

– Proper lighting, ventilation, dust, noise, and temperature levels; hygiene requirements for staff, buildings, workspaces, equipment, and more;

– Availability of information accessible to consumers;

– Requirements for service ethics, including stylistic unity, design integrity and expressiveness, and harmonious design (e.g., architectural and layout solutions, facade design, signage, advertisements, product labels, window dressing, product display, workspace arrangement, and staff appearance).

Requirements for service culture include the professional skills and ethical behavior of service personnel, as well as politeness, competence, staff availability for customers, and a high level of expertise.

Safety requirements for retail trade services ensure safe conditions for customers' life and health, security of their property, and compliance with applicable product sale regulations as established by legal and normative documents.

In retail enterprises, an evacuation plan for emergencies must be visibly displayed, and emergency services (police, ambulance, fire department) must be easily reachable.

During the provision of trade services, including goods reception, storage, preparation for sale, display, delivery to customers, and sales transactions, safety and quality must be maintained.

Environmental protection requirements in retail services must be met according to national labor protection standards, including compliance with requirements for the premises, ventilation, water supply, and sewage systems. The service process must not have a negative impact on the environment.

Expert and sociological methods are used to assess the quality and safety of trade services.

The expert method involves evaluation by experts, industry professionals, and organizational leaders or managers through comprehensive analysis (quantitative and qualitative assessment) and verification of documentation. It includes the analysis of changes in indicators related to service provision conditions.

The sociological research method includes conducting surveys (questionnaires, interviews, content analysis of written sources and online reviews)

1.3. Service Quality and Its Characteristics in Retail Trade Enterprises
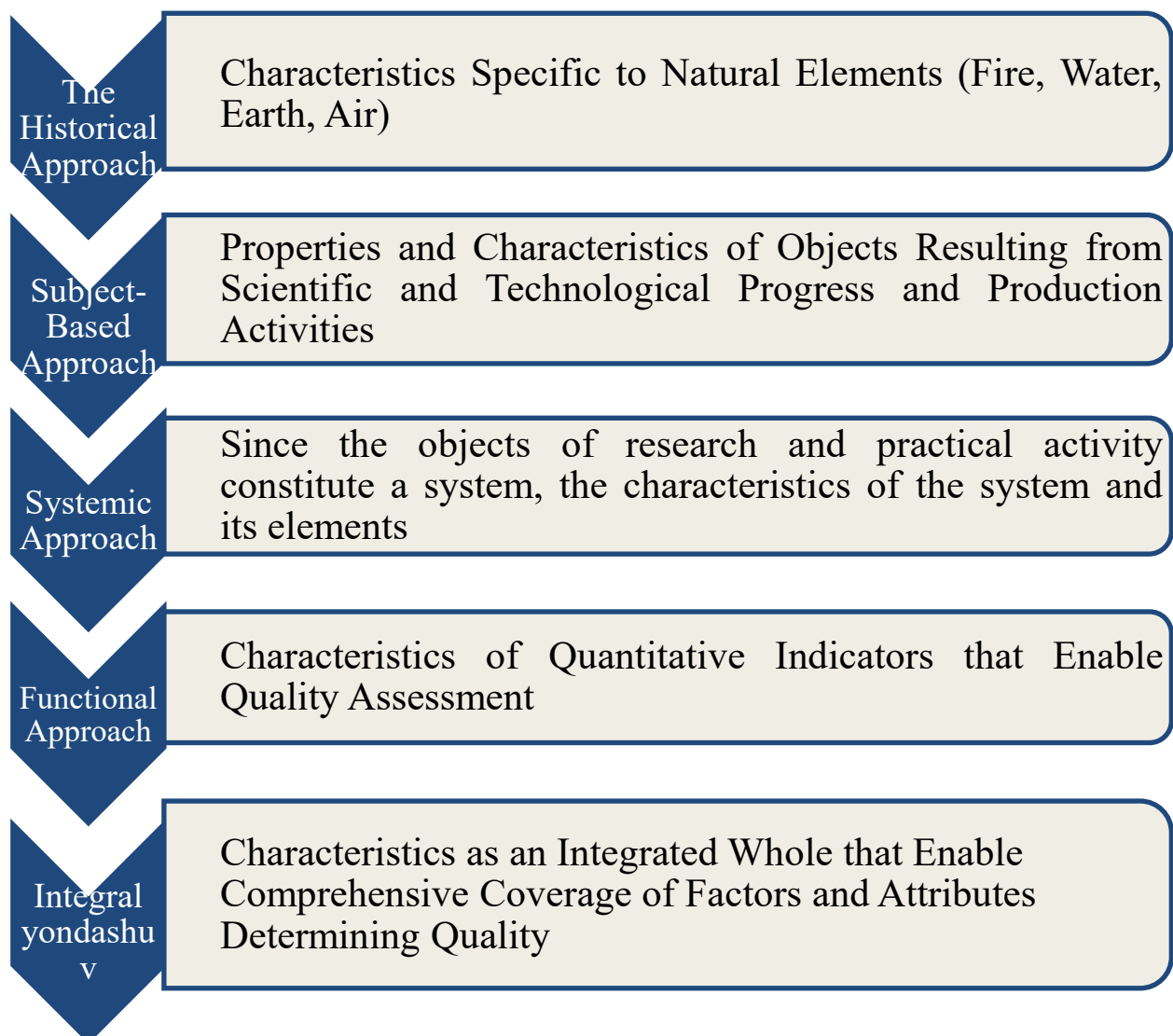
As a result of economic development, the advancement of economic progress, the intensification and complication of competition, and the significant increase in the assortment of consumer goods sold, the issue of the quality of services provided in retail trade enterprises is becoming increasingly relevant, and the quality of these services has become one of the necessary conditions for the success of the enterprise in the consumer market.

The quality of services provided is also important in foreign developed countries. According to US statistical data, nearly 80

percent of new products fail to succeed in the last 25 years due to poor after-sales service and information services.[63].

"According to 41 percent of US business executives, providing quality customer service is more important than the latest modern technologies or innovations in the production of material products.[64].

It is possible to determine different interpretations of the "Quality" category (Figure 1.5.)

The Historical Approach	Characteristics Specific to Natural Elements (Fire, Water, Earth, Air)
Subject-Based Approach	Properties and Characteristics of Objects Resulting from Scientific and Technological Progress and Production Activities
Systemic Approach	Since the objects of research and practical activity constitute a system, the characteristics of the system and its elements
Functional Approach	Characteristics of Quantitative Indicators that Enable Quality Assessment
Integral yondashuv	Characteristics as an Integrated Whole that Enable Comprehensive Coverage of Factors and Attributes Determining Quality

"Quality" category (Figure 1.5)[65]

[63] США. Наши деловые партнеры. – М.: Международные отношения, 1991. – С. 15.
[64] США. Наши деловые партнеры. – М.: Международные отношения, 1991. – С. 20.
[65] Created by authors.

Currently, a functional and integral understanding of the origin of the "quality" category is widespread, which allows for a comprehensive assessment of this category under the influence of various factors.

The American economist A. Feigenbaum explains the quality of a product and service as a general set of technical, technological, and operational characteristics of the product and service, through which it is intended that the product or service meets the consumer's requirements during use. In this case, quality is based on the consumer's experience.[66]. "W. Edwards Deming notes the importance of the consumer as the main link in the production process and emphasizes that quality should be aimed at satisfying the current and future needs of the consumer."[67].

"David Garvin highlighted the following important features of the "quality" category: conformity to standards, technical indicators of the best analogues, the quality of customer demand, and the quality of demand.".[68] J. Harrington argues that quality is the opportunity for a consumer to purchase a product at a price that is acceptable to them when there is a demand for it..[69]

M. Mescon, M. Albert, and F. Hedouri proposed a quality chain that includes quality according to specifications, design quality, and functional quality, reflecting their relationships and interactions.[70].

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[66] Герасимов Б.И. Управление качеством: учеб. пособие / Б.И. Герасимов, Н.В. Злобина, С.П. Спиридонова. - 2-е изд. – М.: КноРус, 2007. -272 с.

[67] Семин О. А. Сервис в торговле. Маркетинг и управление качеством торговых услуг: учеб. пособие. В 3 кн. Кн. 1 / О.А. Семин, В.А. Сайдашева, В.В. Панюкова. - 2-е изд., перераб. и доп. – М.: Дело и сервис, 2006. - 216 с., – С. 46.

[68] Хачатуров А. Е. Основы менеджмента качества : учеб. пособие / А. Е. Хачатурова, Ю. А. Куликов. – М.: Дело и сервис, 2003. - 203 с., – С. 146.

[69] Хачатуров А. Е. Основы менеджмента качества : учеб. пособие / А. Е. Хачатурова, Ю. А. Куликов. – М.: Дело и сервис, 2003. - 203 с., – С. 69.

[70] Мескон М. Х. Основы менеджмента: пер. с англ. / М. Х. Мескон, М. Алберт, Ф. Хедоури.

According to O'z DSt 996:2001 "Services. Basic terms and definitions" of the Uzbekistan Technical Regulation Agency, the following definitions are given. [71]:

Quality - a set of characteristics of an object related to the ability to meet the specified and intended needs;

Service quality - a set of characteristics of a service that determine the ability to meet the specific needs of the customer;

Service quality indicator - a quantitative description of one or more characteristics that make up the quality of the service (service provision);

Service quality control - a set of service (service provision) assessment operations that include comparing the results obtained from measurements and tests with the specified requirements;

Service quality - a set of services and service processes to meet agreed or intended needs;

Service quality level - a relative description of the quality of the service (service provision) based on comparing the actual values of service quality indicators with the normative values of these indicators;

Quality audit - a systematic and independent analysis that allows to determine the conformity of activities and results in the field of quality to planned measures, as well as the effectiveness of the implementation of measures and their suitability for the stated goals.

According to the essence of the concepts presented, all of them imply the realization of the expectations of consumers in the

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Издателский дом «Вилямс», 2006 - 1070 с., – С. 637.

[71] O'z DSt Услуги. Основные термины и определения. [Электронный ресурс]. https://www.standart.uz/ru/page/view?id=130

service sector, and the higher it is, the higher the quality of the service.

The international certificate ISO 9004-2 defines quality as the property of an object related to the needs and expectations and aimed at meeting them. The concept of quality includes three main elements: object, needs, and characteristics.[72].

Our research focuses on the services provided by retail trade enterprises; the need to obtain (sell) consumer goods is taken as a need.

The standardization of requirements for service quality is limited by the ISO 9004.2:1991 standard, according to which two groups of quality characteristics are distinguished.[73]:

– Quantitative - service waiting time; service time; characteristics of equipment, tools, materials; reliability; accuracy of execution; completeness of the service; safety; the degree of automation, mechanization;

Qualitative - courtesy; responsiveness; competence; availability of staff; trust in employees; skill level; convenience and aesthetics; efficiency of communication between the performer and the client.

According to ISO 9004:2, the characteristics of professional skill are:

professional competence of the specialist, service quality;

activities of the management to ensure the quality of work of employees, which ensures periodic improvement of the qualifications of employees, material and technical support
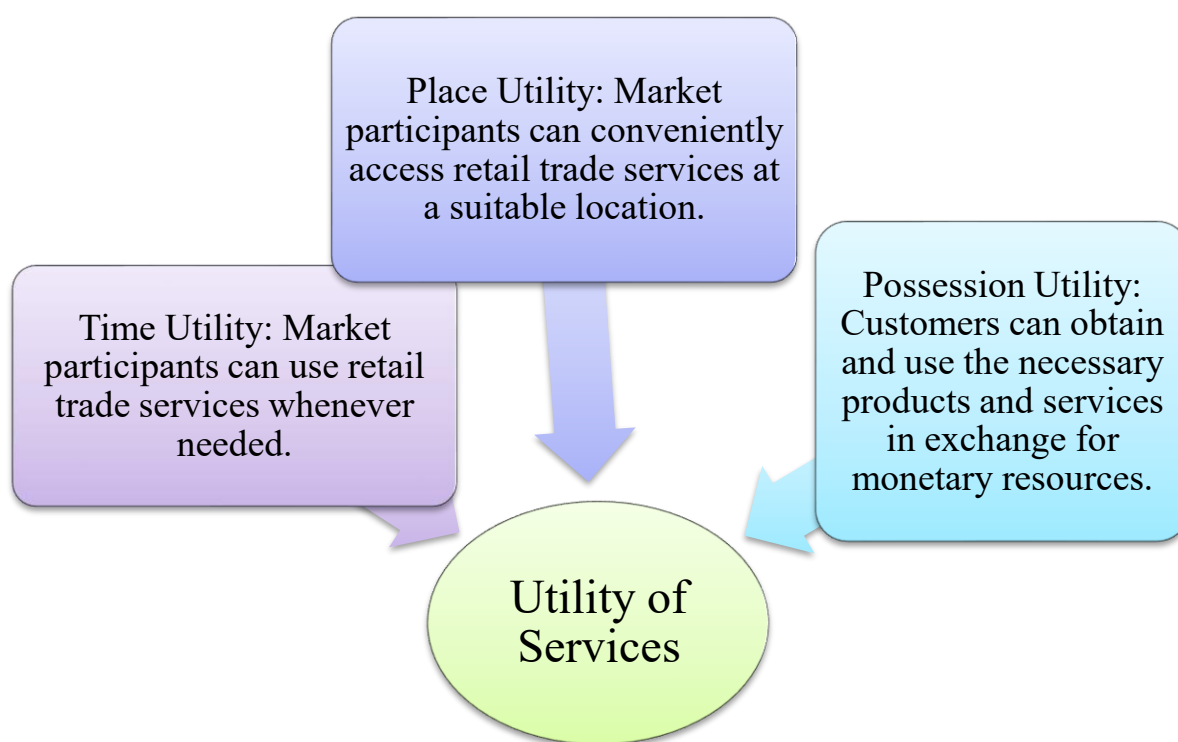
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[72] ISO 9004-2-91 Административное управление качеством и элементы системы качества. Часть 2. Руководящие указания по услугам // http://www.vashdom.ru/gost/9004-2-91/

[73] А. Зекунов: Управление качеством. Учебник для бакалавров Юрайт-Издат, 2013 г. – 475 с.

(documents, equipment, tools), as well as the organization of interaction with the consumer. [74]

The provision of retail trade services is directly related to the economic category of "utility," which is the satisfaction of the consumer from the consumption of goods and services that increase the utility of the product. The realization of services is subject to the law of diminishing utility, according to which, with the growth of the consumption of a certain product, if the consumption of other goods remains unchanged, the total utility increases, but takes place on a smaller scale.

The utility of the services provided by sellers, including, in our opinion, in retail trade enterprises, determines the effectiveness of trade processes from various points of view (Figure 1.6).

Place Utility: Market participants can conveniently access retail trade services at a suitable location.

Time Utility: Market participants can use retail trade services whenever needed.

Possession Utility: Customers can obtain and use the necessary products and services in exchange for monetary resources.

Utility of Services

1.6-Fig. Service utility in terms of exchange efficiency of consumer goods and services [75]
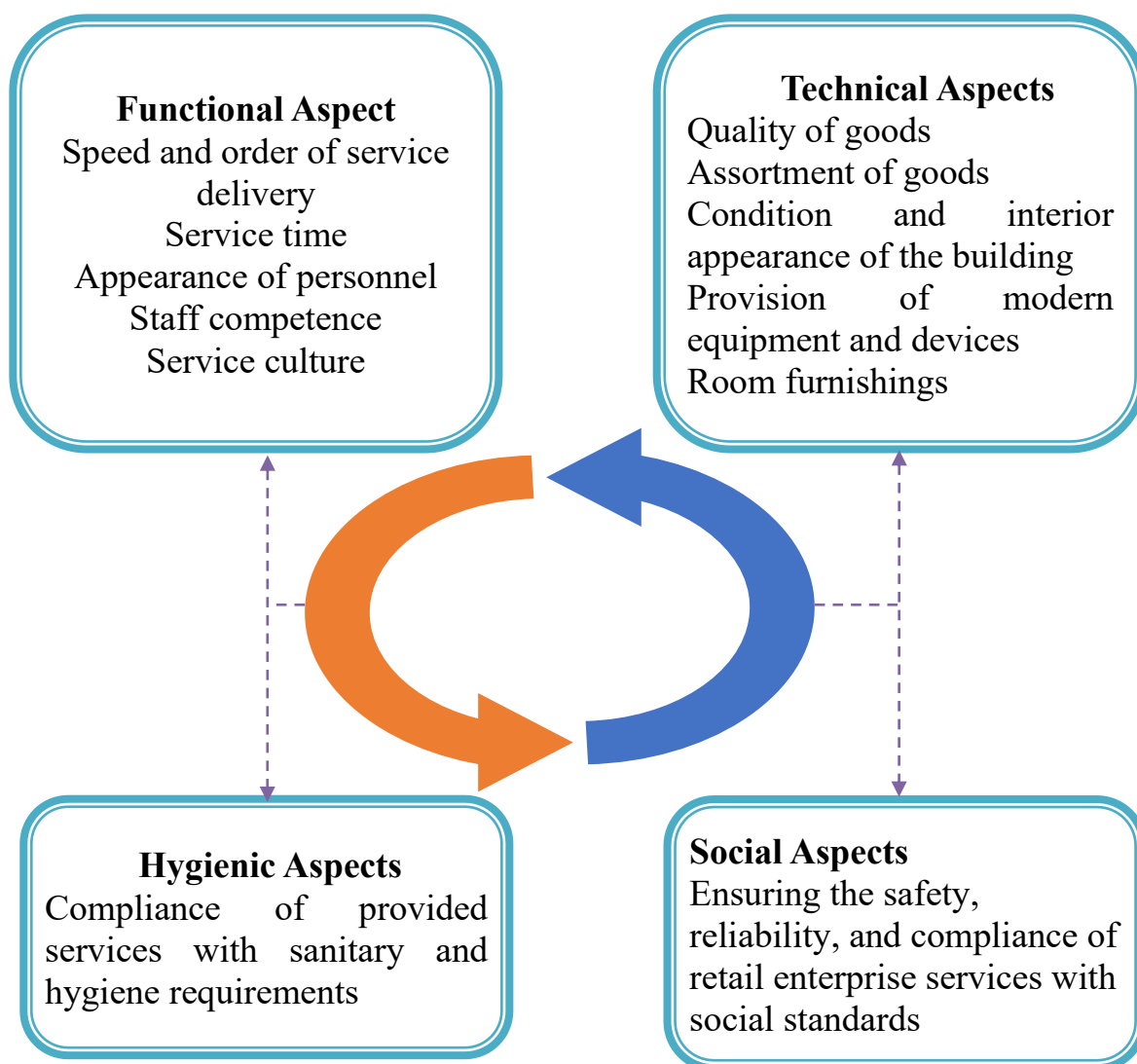
[74] А. Зекунов: Управление качеством. Учебник для бакалавров Юрайт-Издат, 2013 г. – 475 с.

[75] Трусова С.В. Совершенствование оценки качества услуг предприятий розноичной

Thus, the utility of services is directly related to the concept of "service quality." In our opinion, four aspects of service quality of retail trade enterprises should be considered (Figure 1.7).

It should be noted that all four qualities of services are closely related to each other. Installing new modern retail trade equipment (technical aspect) increases the speed of service, allows to improve sales techniques and reduce the time for the customer to receive the service (functional aspect).

Functional Aspect
Speed and order of service
delivery
Service time
Appearance of personnel
Staff competence
Service culture

Technical Aspects
Quality of goods
Assortment of goods
Condition and interior
appearance of the building
Provision of modern
equipment and devices
Room furnishings

Hygienic Aspects
Compliance of provided
services with sanitary and
hygiene requirements

Social Aspects
Ensuring the safety,
reliability, and compliance of
retail enterprise services with
social standards

Service Quality Figure 1.7: Aspects of Retail Trade Service Quality [76]

торговли / автореф.дисс. – 2011. https://core.ac.uk/reader/197428170
[76] Created by authors.

The ethical aspect of service quality is important in the long term, as it is aimed at preventing harmful situations for customers and depends on the condition of buildings and structures, the quality of goods being sold, and the assortment (technical aspect).

In our opinion, the requirements for the quality of services of a retail trade enterprise are classified on the basis of their characteristics (Table 1.5).

1.5-table

Classification of requirements for service quality in retail trade enterprises [77]

| Demand type	Demands	Nature of requirements
Total	Functional	– Timely delivery of services – Availability of quality products – Availability of product assortment – Provision of necessary information – Qualification of sellers – - Timely service – - Availability of quality products – - Range of products available – - Provision of the information needed – - Competence of vendors – - Timely delivery of services; – - Availability of quality products; – - Availability of product assortment; – - Provision of necessary information; – - Qualification of sellers.
	Social	– Provision of required services to the population; – Social, targeted orientation;

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[77] Created by authors.

Demand type	Demands	Nature of requirements
		– Time of purchase, service provision;
		– Level of satisfaction with the services provided.
		– The needed services should be provided to the population
		– It has a socially targeted orientation
		– The time to buy the product and perform the service
		– The level of satisfaction with the services provided
		– - Providing services demanded by the population;
		– - Socially, target-oriented;
		– - Product purchase time, service time;
		– - Level of satisfaction with the services provided.
	Working conditions	– Sanitary and hygienic condition of the premises.
		– Convenience of services for customers.
		– Ease of entry and exit to the building and the arrangement of products.
		– Availability of information for consumers.
		– Courtesy and friendliness of employees.
	Aesthetic aspect	– Equipment of workplaces and the sales hall.
		– Design of the premises.
		– Placement of goods.
	Technological aspect	– Enterprise equipment.
		– Technological equipment of sales areas.
		– Availability of technical equipment for data processing.
		– Availability of technological conditions for efficient service delivery.

Demand type	Demands	Nature of requirements
	Security	– Safety of goods being sold. – Safety of technological equipment. – Safety and convenience of packaging. – Employee safety (special clothing, sanitary and hygiene requirements, etc.). – Safety of buildings and structures. – Safety of product storage.
	Environmental protection	– Protecting the environment from pollution caused by packaging, transportation, and equipment.
Special	Promptness	– Providing services quickly and on time. – Employees' willingness to provide service.
	Handling complaints	– Prompt and timely handling of complaints in case of violation of contract terms and sales rules.
Mandatory	Working conditions	– Sanitary and hygienic condition of the premises to the required standards.
	Functional significance	– Availability of the assortment required for the type of retail enterprise.
	security	– Safety of buildings, equipment, packaging, employees, etc.
Advisory	Working conditions	– Ease of entry and exit to the building and the arrangement of products.
	Functional significance	– Openness, accuracy, and timely provision of information, etc.

Evaluating the quality of the services provided is, in a way, an abstract category, so various methods are used to assess the quality, depending on the type of service.

In the process of developing a methodology for assessing the quality of services, a number of methods have been developed that

show their effectiveness, and they can be divided into the following types (Figure 1.8):
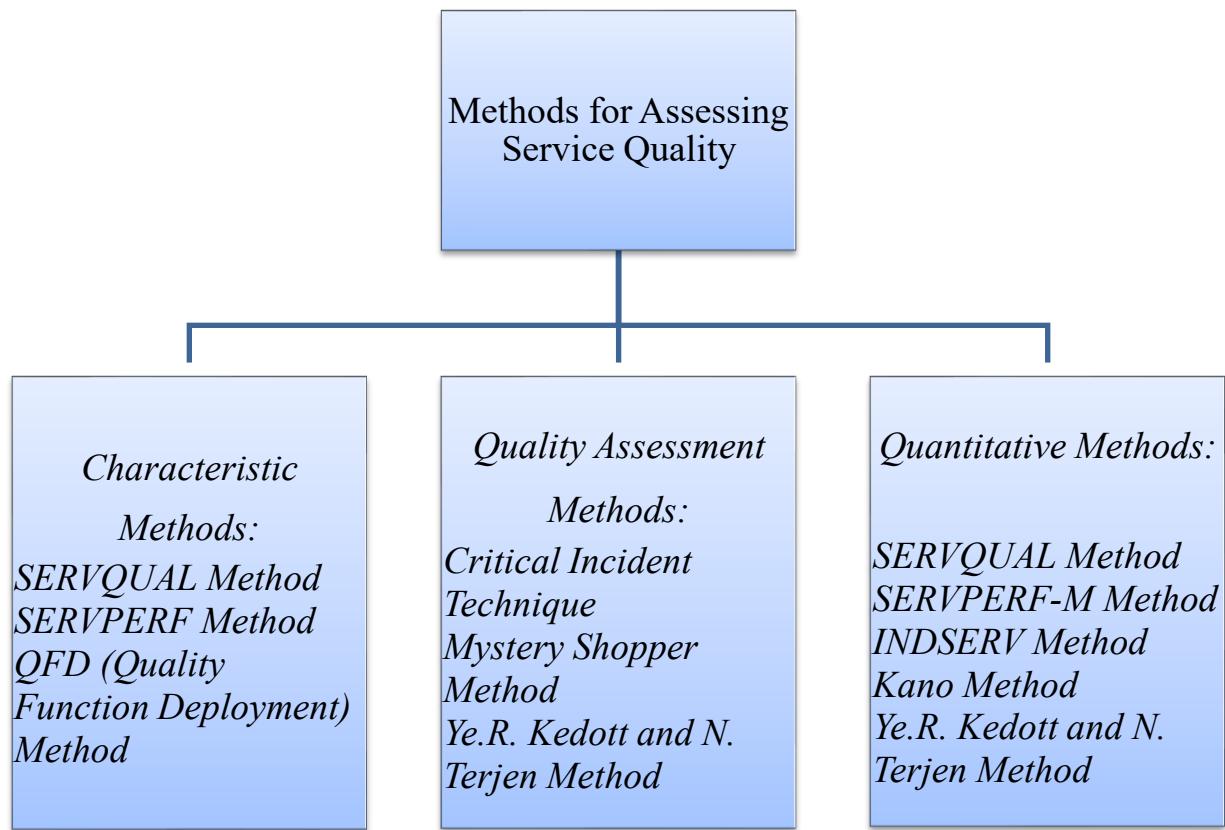
1.8-Fig. Classification of methods for assessing service quality[78]

- "Characteristic methods of assessment" based on revealing all the elements and characteristics of the service process;
- "Quality methods" based on the assessment of "critical situations";
- "Quantitative methods" based on the quantitative assessment of the main characteristics of the service process.

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[78] Т. Н. Прокопец, С. Н. Комарова, В. А. Логвинова Анализ методов оценки качества предоставляемых услуг сервисных предприятий // Вестник Академии знаний. 2020. №2 (37). URL: https://cyberleninka.ru/article/n/analiz-metodov-otsenki-kachestva-predostavlyaemyh-uslug-servisnyh-predpriyatiy.

The SERVQUAL method consists of SERV (service) and QUAL (quality) in English. This model was developed in the 80s of the XX century by V.A. Zeythaml, A. Parasurman and L.L. Berry (American scientists) based on the responses to questionnaires and empirical studies of GAP divergence (gap) analysis.

The next characteristic method of assessing the quality of services of service enterprises is the SERVPERF (Service Performance) method developed by J. Cronin and S. Taylor. In this method, unlike the SERVQUAL method, such a parameter as consumers' expectations is excluded, and only the perceived quality of the service received by the service enterprise determines. The assessment is carried out on a five-point scale, on the basis of which the integrated indicator of service quality and the weighted indicator are determined in the ranking of attributes by consumers according to their importance. Based on this, this method is also classified as a quantitative method of assessing service quality.

Another method of assessing service quality that we have studied is the "House of Quality" or QFD (Quality Function Deployment). Its main goal is to ensure the required and expected level of service quality at all stages of the life cycle. This is the initial stage of constructing quality functions. It should be noted that the QFD method includes four stages (defining the goal, designing the service, the production process, ensuring the required level of quality), for each of which its own "House of Quality" is built.

The "critical situations" method is based on the empirical study of the states of interaction between consumers and

employees of the service organization. This method of assessing the quality of services provided was developed by J. Flanagan (1954), which was initially based on the psychological foundations of consumer analysis. In this method, there are detailed interviews with consumers regarding the services of the organization being analyzed, as well as observation of consumers during the service or its reception. The main task of the "critical situation" method is to identify critical situations that serve to form a negative attitude towards the enterprise and, accordingly, negatively review the quality of services provided by this enterprise. Then all "critical situations" are systematized, analyzed and improved to improve the quality of services provided.

Another method of assessing the quality of services provided is the "Mystery Shopper" (Anonymous Consumers) method, which was developed in the 40s of the XX century. The essence of this method is that, under the guise of consumers, representatives of the firm use services (if necessary, the process of receiving the service is filmed via audio or video recording)

All received data must be recorded in the form of an assessment, which includes various levels of service quality components.

"Then, the positive and negative aspects of the quality of the service process of the enterprise being analyzed are analyzed. In addition, this method can be turned into a long-term continuous service control program for the enterprise and be a necessary condition for motivating employees."[79].

The essence of the method of E.R. Kedot and N. Tergen is

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[79] Фадеева Н.В. Методология оценки качества услуг / Н.В. Фадеева // Вестник ТГТУ. – 2012. – Том 18. – № . – С. 486.

that the elements of the service are divided into the following classification groups:

1. "Critical elements are mandatory and determine the minimum sufficient level of service requirements;

2. Neutral elements that have little impact on the customer's satisfaction level;

3. Satisfying elements (may be in the service beyond what consumers expect);

4. Elements that cause frustration"[80].

The INDSERV (Industrial Service Quality) method was developed by S. Gounaris and is carried out in two different approaches. The first is to conduct a survey to obtain the results on the quality perceived by the respondents.

In this approach, perceived quality is presented as an independent indicator. The second approach defines the quality received by the consumer as a hierarchical indicator. The indicator of the quality of services provided by the enterprise using the INDSERV method is determined by questionnaires and rating indicators of their importance by consumers.

The Kano method is a quantitative method for assessing service quality proposed by Japanese scientist Noriaki Kano in 1982. This method is based on a survey conducted among consumers, and it should be noted that a set of characteristics for determining service quality is formed directly during the survey process.

Kano proposed to divide all the characteristics of the service into the following categories: attractiveness, obligation, linearity,
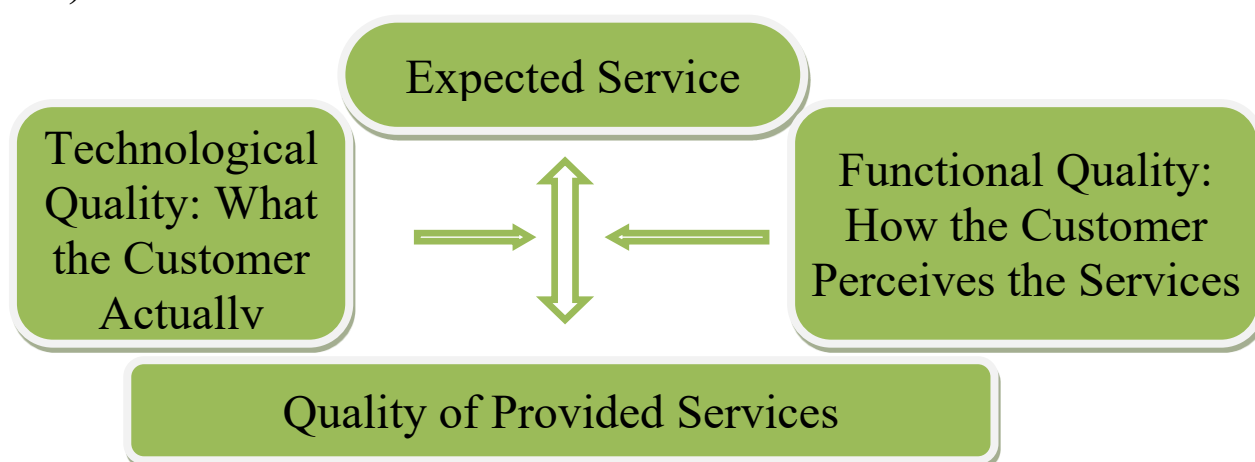
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[80] Фадеева Н.В. Методология оценки качества услуг / Н.В. Фадеева // Вестник ТГТУ. – 2012. – Том 18. – № . – С. 487.

indifference, interaction, contradiction. When compiling questions for the survey, all the characteristics of the service are determined, and a list of questions is compiled for each of them.

The assessment is carried out on the "I completely dislike" - "I completely like" scale. Then, a summarizing table is compiled with general indicators, according to which appropriate conclusions are drawn about the quality of services provided by the enterprise. In economic literature, two main models of assessing service quality are highlighted: the Scandinavian and North American models. The Scandinavian model of service quality was developed by specialists of the "Nordic School" (C. Gronroos, Ye. Gummeson) and is based on a two-factor model of service quality, i.e. technological and functional aspects (Figure 1.9).

Expected Service

Technological Quality: What the Customer Actually

Functional Quality: How the Customer Perceives the Services

Quality of Provided Services

Figure 1.9: The Two-Factor Model of Service Quality [81]

The North American model (the "Gap" model developed by American scientists A. Parasuraman, V.A. Zeithaml, and L.L. Berry) analyzes whether service quality is achieved as a result of

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[81] Gronroos C Service management and marketing / C Groproos // West Sussex. - 2000. – № 12. – P. 1-3.

the existence or absence of five levels of gaps that arise due to a lack of understanding of customer needs at various levels of interaction between the consumer and the enterprise in the service process.[82]

The size and direction of the gaps affect the quality of services. Gaps are understood as consumers' expectations exceeding the assessment of the service actually provided (Figure 1.9).

In practice, the "GAP" model is implemented using a special SERVQUAL technique in assessing quality.[83].

Research on service quality has led to the creation of European and North American models of consumer satisfaction and the implementation of national indices to continuously meet customer needs (M. Brun, 1999; Fornell, C, 1992; Eklof D., 2000)[84].

Since the late 1980s, national indices developed in all European countries and the United States have been used to provide multi-sector quantitative assessments of customer satisfaction and key drivers of business success, based on data collected regularly by independent organizations.

The European Customer Satisfaction Index (ECSI) is based on several requirements: comparability, reliability, and a systematic approach to modeling.[85]

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[82] Ветитнев А. Методология оценки качества услуг организации санаторно-курортной сферы/ А. Ветитнев, О.Малова // Маркетинг. – 2003. -№6 (73). С. 79-89.

[83] Parasuraman A. SERVQUAL: a Multiple-Item Scale for Measuring Consumer Perceptions of Service -Quality / A. Parasuraman, V. Zeithaml, L. Berry // Journal of Retailing. - 1988. – Vol. 64. – P. 12-40.

[84] Ветитнев А. Методология оценки качества услуг организации санаторно-курортной сферы/ А. Ветитнев, О.Малова // Маркетинг. – 2003. -№6 (73). С. 79-89.

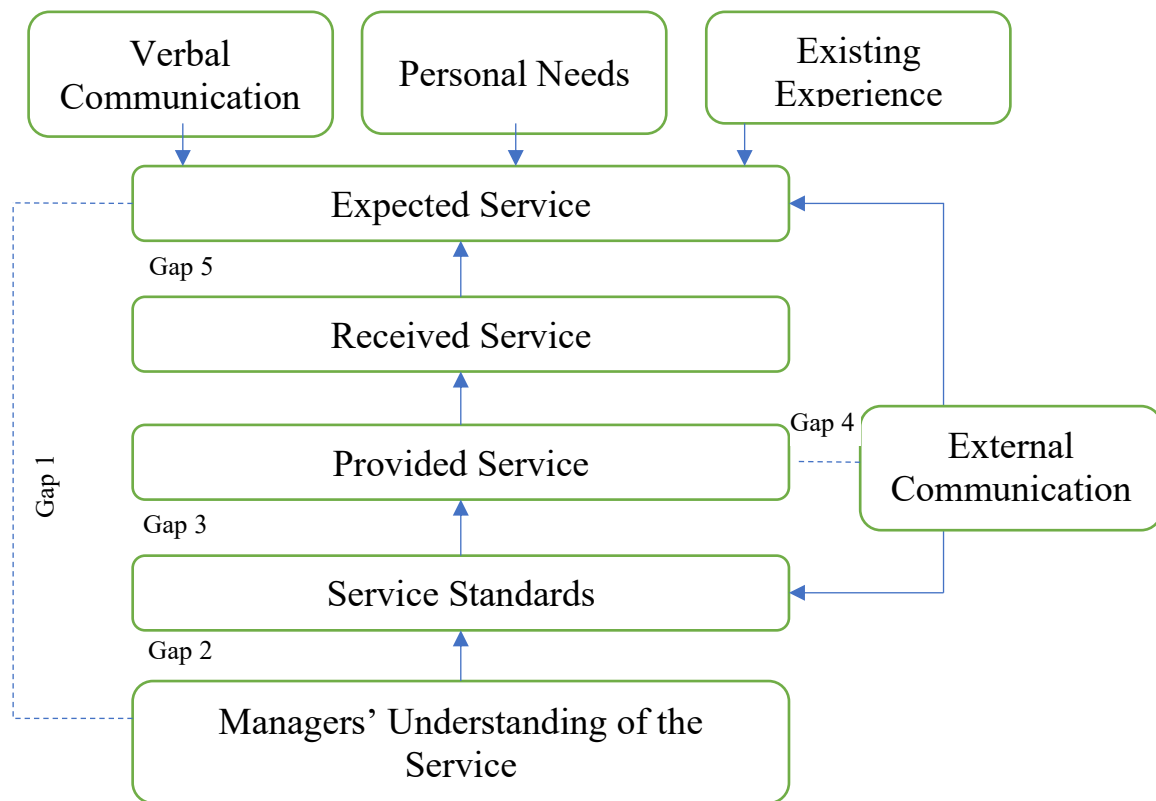[85] Ветитнев А. Методология оценки качества услуг организации санаторно-курортной сферы/ А. Ветитнев, О.Малова // Маркетинг. – 2003. -№6 (73). С. 79-89.

1.10-Figure. «GAP» models[86]

– The ECSI base model (Figure 1.11) is a systematic model with latent variables that links customer satisfaction with its determinants and customer loyalty.

– The factors determining consumers' satisfaction with goods and services are:

– company image;

– consumer expectations;

– perceived quality, which is divided into robust components conceptually consisting of the quality aspects of products and services, and humanistic components, which are interactive elements related to the consumer in service;

– perceived value.

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[86] Parasuraman A. A conceptual model of service quality and its implications for future research / A. Parasuraman, V. Zeithaml. Berry // Journal of marketing. – 1985. – Vol. 49. – P. 41-50.

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                    ┌─────────────────────────┐
                    │     Customer Loyalty     │
                    └─────────────────────────┘
                                ▲
                    ┌─────────────────────────┐
                    │  Customer Satisfaction   │
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                    ┌─────────────────────────┐
                    │  Customer Satisfaction   │
                    └─────────────────────────┘
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   ┌────────┐  ┌──────────┐  ┌──────────────┐  ┌──────────────┐
   │ Image  │  │ Waiting's│  │  Perceived   │  │  Consumer's  │
   │        │  │          │  │ Quality of the│  │  Objection   │
   │        │  │          │  │   Product    │  │              │
   └────────┘  └──────────┘  └──────────────┘  └──────────────┘
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1.11-Fig. The ECSI Base Model ([87]

Each of the latent variables is defined by two to six measurable variables (indicators) observed through a consumer survey. From the point of view of latent variables, consumer loyalty is determined by several indicators expressing the following consumer desires: repeat purchase; purchasing another product from the same company; resisting switching to a competitor (price resistance); recommending this brand / company to other consumers.

The advantage of the ECSI basic model is that it compares research results based on the use of general questions that are flexible for application to a wide range of products and services.

In foreign economic literature, a five-stage model of service quality is widespread, which includes:[88]:

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[87] Ветитнев А. Методология оценки качества услуг организации санаторно-курортной сферы/ А.Ветитнев О.Малова // Маркетинг. – 2003. -№6 (73). – С. 79-89.
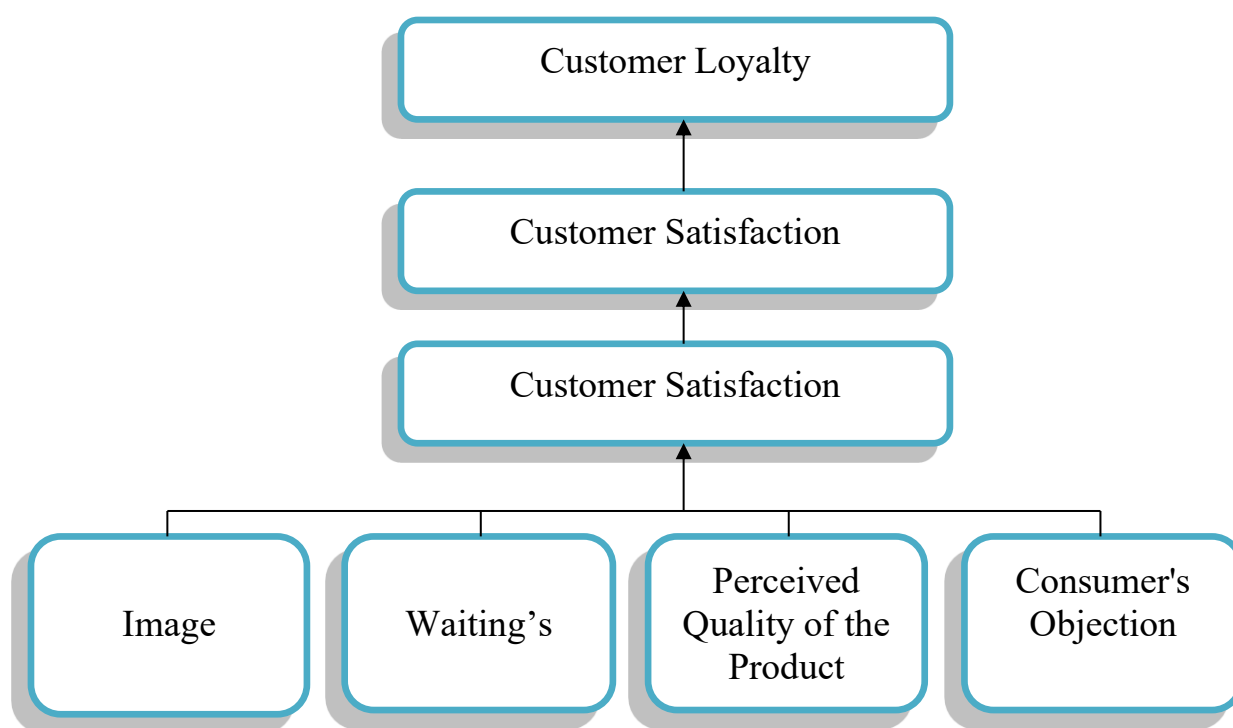
[88] Parasuraman A. A conceptual model of service guality and its implications for future research

Stage I - the expected quality of services, which is formed under the influence of public opinion about the enterprise, the customer's requirements, and previous purchasing experience**;**

Stage II - acceptance by the management of the enterprise of customer expectations as a criterion for service quality;

Stage III - providing quality services as a result of the acceptance by the management of the enterprise of customer expectations as a criterion for service quality**;**

Stage IV - determines the two-way relationship between the established criteria and quality service based on feedback from customers;

Stage V - describes the ratio of expected and actual service quality according to the selected criteria.

In this five-stage model, the following are identified as service quality criteria:

Tangibles: availability of modern equipment, office equipment, staff, and information materials;

Reliability: the ability of the enterprise to deliver the agreed service on time and in full;

Responsiveness: prompt service, the willingness of company management and staff to assist the consumer;

Assurance: the competence, responsibility, and confidence of the company's service personnel.

Summarizing the information provided allows us to propose an individual quality model for retail trade enterprises (Figure 1.12).

/ A. Parasuraman, V. Zeitham, L. Berry // Journal of marketing. – 1985. – Vol. 49. – P. 41-50.
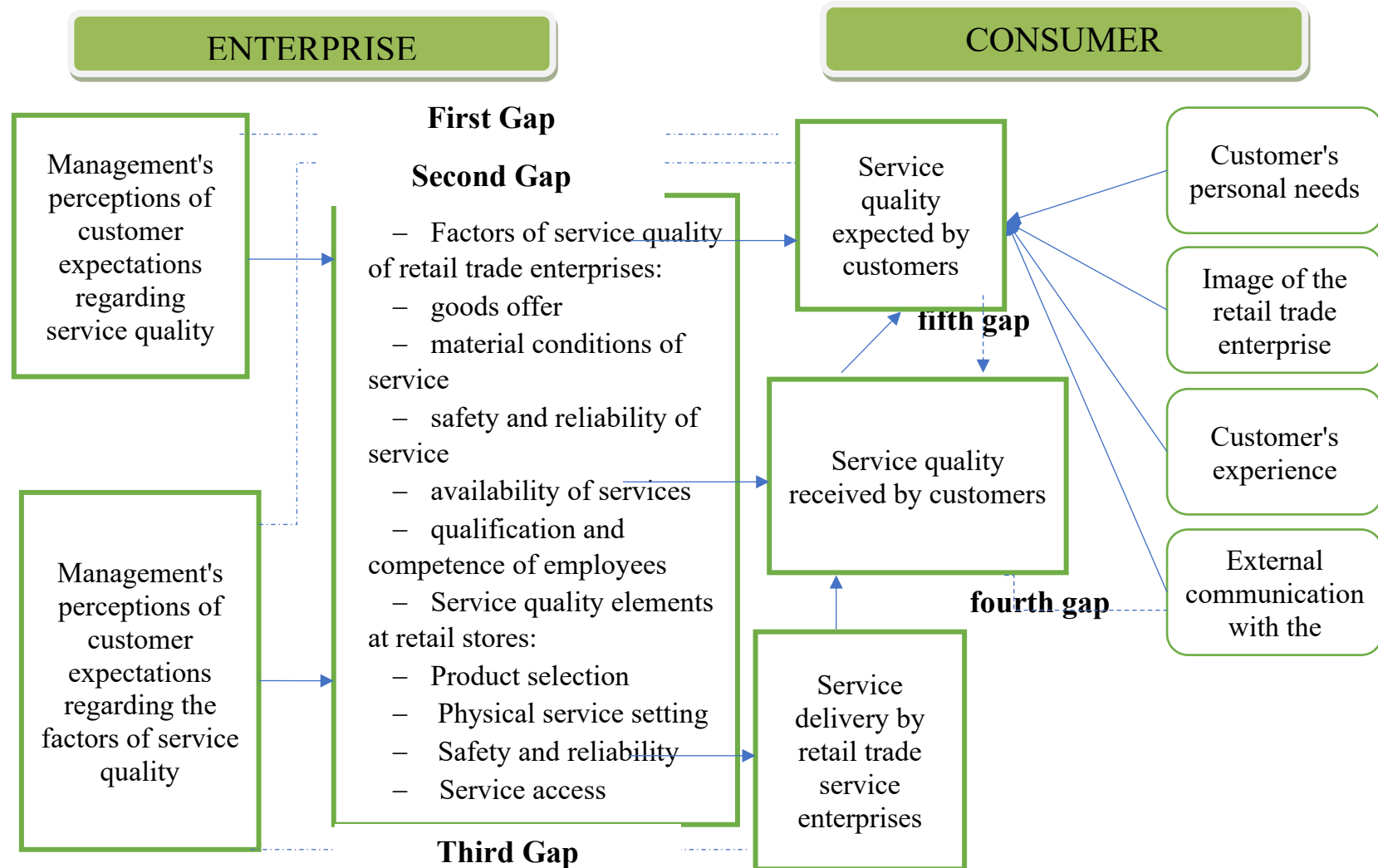
Figure 1.12. Model of Service Quality of Retail Trade Enterprises [89]

Service quality is an important indicator of the enterprise's activity, and its increase is a significant factor for the survival of the enterprise in the market, the rate of scientific and technological progress, the growth of production efficiency, and an indicator of intensive development, which is determined by saving all types of resources used in the enterprise.

According to the retail service quality model proposed by us, the following problems were identified in identifying customer dissatisfaction with the quality of services provided:

The first gap is the inaccuracy of the perceptions of enterprise management about consumer expectations;

The second gap is the existence of a difference between the perceptions of the management of a trading enterprise (or other management structures) and the factors that determine the quality of services expected by consumers;

The third gap is the difference between the quality of service and the factors that determine the services provided by retail trade employees;

The fourth gap determines the difference in the influence of external communications (advertising, image, design, etc.) between the expected quality of service and the actual services provided by consumers;

The fifth gap describes the difference between the quality of retail trade services expected and actually received by customers.
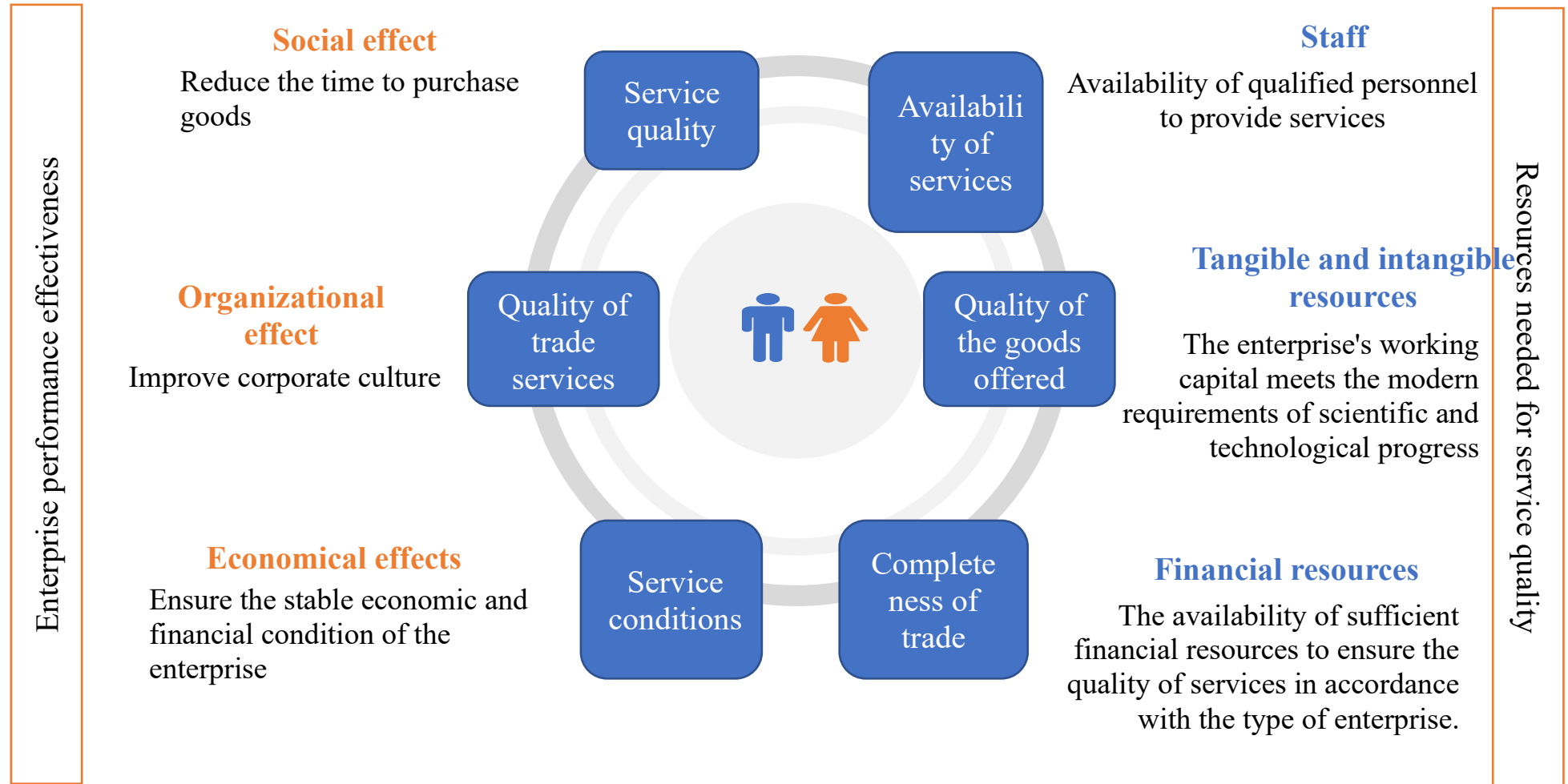
These gaps are directly related to each other, and the emergence of gap 1 leads to the emergence of gaps 2 and 3. Analyzing the shortcomings that may exist in assessing the quality of retail trade services allows you to develop management

decisions aimed at improving the quality of services provided and increasing the efficiency of retail trade enterprises.

Service quality affects the economic, social, and organizational efficiency of retail trade enterprises. In our opinion, the interaction between the concepts of "quality of services provided to consumers", "resources for ensuring the quality of services", and "activities of retail trade enterprises" is illustrated in Figure 1.11.

As a result of the research, the following were identified: the need to clarify the categories "services of retail trade enterprises" and "quality of services of retail trade enterprises", to develop a comprehensive classification of types of services of retail trade enterprises, the requirements for the quality of these services, and a model of the quality of retail trade services.

Social effect
Reduce the time to purchase goods

Organizational effect
Improve corporate culture

Economical effects
Ensure the stable economic and financial condition of the enterprise

Service quality

Availability of services

Quality of trade services

Quality of the goods offered

Service conditions

Completeness of trade

Staff
Availability of qualified personnel to provide services

Tangible and intangible resources
The enterprise's working capital meets the modern requirements of scientific and technological progress

Financial resources
The availability of sufficient financial resources to ensure the quality of services in accordance with the type of enterprise.

Enterprise performance effectiveness

Resources needed for service quality

Figure 1.13. Model of the Interrelation between Service Quality and Retail Enterprise Performance [90]

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[90] Created by authors.

In conclusion, in solving the above-mentioned tasks, we clarified the essence of the categories "service to retail trade enterprises" and "service quality": the basic classification features of the types of services of retail trade enterprises were substantiated and improved; the main classification features of the types of services of retail trade enterprises were substantiated and improved; a model of the quality of retail trade enterprises services was developed, which allows to assess the relationship between consumers and enterprises from the point of view of the services provided based on the selected determinants, which allows to systematize and clarify the scientific and theoretical part of our research work and, at the same time, to develop a methodology for the correct assessment of service quality in this area.

Conclusion

1. In the monograph, the author's definition of the essence and content of the categories "service" and "services of retail trade enterprises" was developed. A service is an action as an economic result in the form of an activity, presented by meeting customer demand in accordance with the requirements for its properties through the interactions that arise between the performer and the consumer during the process of its provision, which is an intangible good that is not related to property.

Services of retail trade enterprises are a unique product that determines the property of the usefulness of services in the conditions of a market economy and its social use value in the form of the beneficial activity of retail trade enterprises, which is intended to meet the demand of market subjects and to ensure the

economic benefit of the seller through the purchase and sale of services.

2. The classification of retail trade services was developed according to the conditions of service, the degree of materiality, the order of consumption, the organizational forms of the performers, the social status of the customer, the cost of providing services, the technology of providing services, the level of capital investments, the dependence on the sales process, the areas of activity, the standard and location.

3. The characteristic of the satisfaction of needs by retail trade services was classified by separate groups of types of services for the realization of goods, assisting customers in purchasing goods, using them, information and consultation, as well as creating convenience in purchasing goods.

4. The classification of retail trade services was developed by groups of pre-sales services, services in the sales process, warranty services, and non-warranty services.

5. The requirements for the quality of retail trade services were classified by grouping them according to functional, social, working conditions, aesthetic, and technological aspects, as well as common and special characteristics related to safety and environmental protection.

6. A model for providing retail trade services was proposed based on shortening the time for purchasing goods by retail trade enterprises, increasing the level of customer satisfaction with services, and forming a classification of indicators of employee competence.

CHAPTER II. ANALYSIS OF THE DEVELOPMENT STATUS OF RETAIL TRADE ENTERPRISES

2.1. Analysis of the development status of retail trade enterprises in the republic

Today, in the process of modernizing the economy of our republic, the sustainable economic development of service sector enterprises requires improving the mechanisms for increasing the efficiency of the use of economic resources, which is an important factor in ensuring the intensity of their economic activity. In this process, the tasks of ensuring the intensity of service provision related to the mechanism of increasing the efficiency of service enterprises, increasing labor productivity in sector enterprises, economical use of economic resources, achieving efficiency in the use of labor resources, ensuring the quality and effectiveness of produced services, and fully meeting the needs of service consumers are one of the specific problems of the sector. At the same time, increasing the quality of services and increasing the export of services in the international market of service enterprises is a major task of the socio-economic development of our country.

Currently, in developed economies, in particular, in the US economy, 80.0% of total jobs are in the service sector. 85.0% of employees working in this sector are specialists with high knowledge and skills. Similar trends can be seen in other economically leading countries. For example, those employed in industry account for 14.0% in Great Britain, 18.0% in Japan, and 20.0% in Italy and Germany. According to the "Economist"

magazine, the number of people employed in industrial production in the USA is 10.0% of the total working-age population. Almost half of them are not directly involved in production but are engaged in activities related to service provision (design, distribution of goods, financial planning, marketing, etc.[91]

In the context of the transformation of the economy, the development of service sector industries is considered economically significant as it yields faster and more efficient results than the manufacturing sector. At the same time, the initial organization of activities in the service sector requires less investment and is characterized by a high turnover rate of financial resources.

As digital services expand and transformation processes accelerate in our country, structural changes are also taking place in the service sector.

In particular, a dynamic analysis of statistical data from 2018-2022 shows that the service sector grew by 16.3% in 2022 compared to the previous year. Also, the service sectors with the highest growth rates in 2022 compared to the previous year were financial services (31.7%), communication and information services (28.8%), accommodation and food services (22.3%), education services (14.1%), health services (13.4%), and rental and leasing services (12.6%). These fields and industries have a regular development tendency as a result of the fundamental reforms being carried out in our country. The growth of trade services in this indicator amounted to 8.3% in 2022, which had the lowest growth trend compared to other service industries (Table 2.1).

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[91] О сокращении занятости в мировой промышленности // БИКИ. 2015. № 138 (8934), – С. 4.

Retail trade combines the interests of the seller in making a profit and the needs of the buyer for high-quality goods and services. It is through retail trade that local manufacturers direct production to take into account the needs of society as much as possible.

2.1-Table

Growth rate of the volume of services rendered by main types of economic activity in the Republic of Uzbekistan [92]
(Percent change from previous year)

Types of services	Years				
	2018	2019	2020	2021	2022
Total - Services	**108,9**	**113,2**	**103,0**	**119,5**	**116,3**
Communication and Information Services	115,9	108,3	123,8	126,4	128,8
Economical services	121,5	147,0	125,6	128,0	131,7
Transport services	104,5	106,7	91,4	115,7	111,8
Including: motor transport services	101,6	105,1	101,4	115,5	107,5
Accommodation and food services	107,0	107,3	80,3	132,3	122,3
Savdo xizmatlari	104,9	107,4	103,8	112,3	108,3
Real estate services	107,9	104,7	90,0	123,1	110,0
Education services	110,5	109,5	101,0	130,8	114,1
Healthcare services	113,4	114,7	94,8	128,5	113,4
Rental and leasing services	110,4	98,3	98,4	118,7	112,6
Services for the repair of computers, personal use items, and household goods.	104,2	107,1	94,5	122,9	106,6
Personal services	102,2	105,4	94,7	114,4	107,1
Services in the field of	118,1	115,5	93,3	117,9	105,9

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[92] Data from the Statistics Agency under the President of the Republic of Uzbekistan. http://www.stat.uz

architecture, engineering research, technical testing, and analysis.					
Other services	121,2	116,3	99,7	113,0	114,4

Retail activity is based on the theory of personal choice, which is based on the principle that the consumer is a priority and has become a social expression of the quality of life of society.

Today, the retail sector is one of the fastest growing sectors of our country's economy. Currently, the turnover of many trading enterprises is showing a stable development trend, and the turnover of some large retail trade enterprises has become comparable to the production volumes of prestigious industrial enterprises. The retail network is increasingly connecting to other industries along the supply chain, including customers, distributors, and manufacturers.

Retail trade performs the following tasks:

Buys goods from wholesalers and offers them to customers for sale unchanged or after processing that is typical for retail trade;

Forms a range of goods and a list of services to meet the requirements of customers;

Displays samples on open sales stands to accept orders through the ordering point;

Carries out the distribution of ordered goods according to catalogs, samples, samples, or other offers (mail order);

Organizes trade based on home delivery of goods;

Usually, home delivery trade offers the seller's goods outside the location of their warehouses;

The seller organizes door-to-door trading activities for the purpose of selling his goods at retail;

Organizes street trading - the merchant operates in a residential area for a certain period of time to sell fruits, vegetables, drinks, pickles, etc. to the population;

Carries out small-scale retail trade - sellers offer their goods on installed shelves in crowded areas and streets or in places where special events are held.

Looking at the analytical data on the volume of retail trade turnover in the regions of our republic, the total amounted to 270,687.2 billion soums in 2022, which is 2.4 times more than in 2018. The volume of retail trade turnover in the regions of our republic has a growth dynamics of almost more than two times, close to three times. In terms of retail trade turnover by region, the share of the city of Tashkent has a high weight, accounting for 22.3% of the total in 2018 and 24.7% in 2022 (Table 2.2).

2.2-table

The Volume of Retail Trade Turnover in the Regions of the Republic of Uzbekistan [93] (mlrd. sum)

Regions	Years					2018-2022-y.y., %
	2018	**2019**	**2020**	**2021**	**2022**	
Republic of Karakalpakstan	3998,4	4942,1	5828,7	7582,5	9557,9	2,3 times

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[93] Source: Compiled by the author based on the data of the Statistics Agency under the President of the Republic of Uzbekistan. http://www.stat.uz

Regions:						
Andijan	9176,1	10802,6	13035,5	15376,3	19046,9	2,1 times
Bukhara	7077,5	8465,7	10136,9	12747,1	15522,0	2,2 times
Jizzakh	3410,8	4065,5	5066,0	6472,8	7995,4	2,3 times
Kashqadaryo	7992,7	10252,1	12081,4	14399,4	18165,9	2,3 times
Navoi	4642,7	5503,0	6443,7	8091,6	10101,6	2,2 times
Namangan	6864,5	8698,5	10320,5	13541,9	17273,1	2,5 times
Samarkand	9987,5	12248,0	15275,3	19882,0	25342,5	2,5 times
Surkhandarya	8149,5	9839,6	11311,0	13737,4	17428,5	2,1 times
Sirdarya	2016,6	2451,2	2991,6	3800,3	4453,7	2,2 times
Tashkent	10806,9	14173,4	15593,5	20389,1	25250,0	2,3 times
Fergana	9956,2	12053,7	14573,9	18850,0	22448,5	2,3 times
Khawarz	4451,1	5621,8	7061,8	8869,9	11317,2	2,5 times
Tashkent city.	25441,2	32267,9	38929,4	52954,5	66784,0	2,6 times
Across the respublic	**113971,7**	**141385,1**	**168649,0**	**216694,6**	**270687,2**	**2,4** times

It should be noted that, if we look at the growth rate of retail trade turnover in the regions of our republic, the retail trade turnover in our republic increased by 110.8% in 2022, while it was 100% in 2018 compared to the previous year (Table 2.3).

Research shows that the competitive struggle in the retail trade sector is carried out in various directions. We have identified three types of these directions:

1. Between the forms of service to customers (for example, advanced self-service stores and outdated-style grocery stores).

2. Between manufacturers and sellers (the emergence of their own retail stores under the manufacturer's brand in production enterprises).

3. In new markets (for example, American and Chinese companies strive to present themselves in the European market, and Western European companies try to conquer the markets of Central and Eastern Europe).

2.3-table

Retail trade turnover growth rate in the regions of the Republic of Uzbekistan [94] (Percent change from previous year)

Regions	Years				
	2018	**2019**	**2020**	**2021**	**2022**
Republic of Karakalpakstan	103,7	109,3	104,3	119,6	111,4
Regions:					
Andijan	101,3	104,4	106,8	108,9	109,7
Bukhara	100,2	104,6	104,9	115,5	108,0
Jizzakh	92,5	105,3	109,9	115,1	109,7
Kashqadaryo	100,0	112,4	102,9	109,6	111,9
Navoi	98,0	104,3	105,4	115,8	110,2
Namangan	97,8	110,2	105,2	120,5	113,3
Samarkand	101,2	106,3	111,4	118,3	113,5

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[94] Source: Compiled by the author based on the data of the Statistics Agency under the President of the Republic of Uzbekistan. http://www.stat.uz.

Surkhandarya	101,6	106,8	102,1	112,3	112,0
Sirdarya	99,1	107,3	106,9	116,3	103,7
Tashkent	93,4	113,8	97,1	118,6	109,8
Fergana	101,7	106,0	106,2	118,6	105,6
Khawarz	101,4	110,2	110,9	113,8	112,9
Tashkent city.	101,3	104,4	106,8	108,9	109,7
Across the respublic	**100,0**	**108,6**	**105,0**	**117,0**	**110,8**

Currently, one of the main trends in retail trade in the CIS countries is the development of supermarkets, hypermarkets, and discounters. The network of discounters is the most developed in all countries, reaching almost 100%.

Today, transformational processes in retail trade allow us to demonstrate the following in the near future:

large shopping complexes with centralized warehouses have the ability to implement computer systems in each retail trade enterprise and automatic transmission of requests from the central warehouse to all retail stores;

complete statistical data on the activities of each retail store will be available - sales volume and profit volume per 1 m2 of retail space; formation of sales volume and profit in the most convenient places for customers in the retail space;

increased sales volume as a result of the advertising campaign for each product type, as well as similar data for product groups and separate departments of the store; the placement of rapidly changing product assortments in retail stores is further optimized, maximum retail space is provided for hot goods, as a result of which distribution costs are reduced;

the number of retail stores decreases, and at the same time their mutual integration occurs;

management functions are performed only by highly qualified managers who work with highly qualified representatives of manufacturing firms only in a highly professional marketing environment;

sufficiently large cafes managed on a cooperative basis will appear;

automated bar code reading system and direct profitability analysis system will be everywhere.

In our republic, in 2022, the turnover of trading organizations in the total retail trade turnover increased by 13.7% compared to the previous year, the sale of goods in commodity, specialized, and food markets - by 9.9%, the volume of food products in the total retail trade turnover - by 3.5%, the volume of non-food products - by 8.1% (Table 2.4).

2.4-table

Retail trade turnover growth rate in the regions of the Republic of Uzbekistan ([95] (Percent change from previous year)

Indicators	Years				
	2018	**2019**	**2020**	**2021**	**2022**
Retail Turnover – Total	100,0	108,6	105,0	117,0	110,8
Turnover of Trading Organizations	103,1	128,8	129,9	114,4	113,7
Sale of Goods in Commodity,	101,4	96,4	96,5	98,6	109,9

[95] Source: Compiled by the author based on the data of the Statistics Agency under the President of the Republic of Uzbekistan. http://www.stat.uz.

Specialized, and Food Markets					
Out of the Total Retail Turnover: Food Products	96,6	99,2	105,6	102,4	103,5
Non-Food Products	107,0	112,8	111,8	108,0	108,1

In our country, the volume of retail trade turnover per capita amounted to 2154.3 soums in 2018, while this indicator was 4870.5 thousand soums in 2022. If we pay attention to the results of the analysis by regions in 2018, a higher share compared to the average indicator was accounted for by the city of Tashkent (10227.8 thousand soums) and the Navoi (4779.8 thousand soums), Tashkent (3752.6 thousand soums), Bukhara (3764.7 thousand soums) regions, while in 2022, a higher share compared to the average indicator was accounted for by the city of Tashkent (22957.7 thousand soums) and the Navoi (9669.3 thousand soums), Tashkent (8512.6 thousand soums), Bukhara (7787.1 thousand soums) regions (Table 2.5).

Table 2.5.

Per capita retail trade turnover volume by region, Republic of Uzbekistan [96] (sum)

Regions	Years					2018-2022-y.y risen, %
	2018	2019	2020	2021	2022	
Republic of Karakalpakstan	2154,3	2623,0	3050,1	3916,4	4870,5	2,3 times
Regions:						
Andijan	3019,1	3487,7	4127,9	4774,1	5792,7	191,9

[96] Source: Compiled by the author based on the data of the Statistics Agency under the President of the Republic of Uzbekistan. http://www.stat.uz.

Bukhara	3764,7	4433,7	5237,3	6497,0	7787,1	2,1 times
Jizzakh	2547,9	2973,6	3628,1	4536,0	5478,2	2,2 times
Kashqadaryo	2512,8	3157,6	3652,3	4270,4	5272,4	2,1 times
Navoi	4779,8	5568,1	6409,1	7904,2	9669,3	2,0 times
Namangan	2518,0	3126,8	3635,1	4670,9	5827,0	2,3 times
Samarkand	2656,6	3191,2	3904,2	4983,6	6219,2	2,3 times
Surkhandarya	3205,8	3785,2	4260,2	5065,4	6280,5	2,0 times
Sirdarya	2450,6	2924,7	3504,7	4369,1	5017,6	2,0 times
Tashkent	3752,6	4853,6	5285,9	6994,5	8512,6	2,3 times
Fergana	2726,4	3242,3	3849,4	4885,7	5702,8	2,1 times
Khawarz	2445,2	3037,0	3756,5	4647,1	5830,0	2,4 times
Tashkent city.	10227,8	12699,9	14734,8	18770,2	22957,7	2,2 times
Across the respublic	**3458,3**	**4210,3**	**4926,6**	**6206,3**	**7593,3**	**2,2 times**

The volume of retail trade turnover per capita is directly related to the level of income of the population, and depends on the level of employment of the population and the amount of average income. It is known that it is not possible to consider a retail trade service as fully completed without the customer purchasing the

product intended to meet their needs, that is, retail trade services are product (goods) and service.

Today, the retail trade sector is one of the fastest growing sectors of our country's economy. Currently, many retail trade enterprises have a stable development trend in trade turnover, and the turnover of individual large retail trade enterprises has become comparable to the production volumes of reputable industrial enterprises. The retail network is increasingly strengthening along the supply chain with other industries, including customers, distributors, and manufacturers.

If we look at the analytical data on the volume of retail trade turnover in the Bukhara region, it amounted to 18190.3 billion soums in 2022, which is 2.2 times more than in 2018. The volume of retail trade turnover in the region has a growth dynamic of almost more than two times, close to three times. In terms of regions, the share of the Bukhara district has a high weight in terms of the volume of retail trade turnover, increasing by almost 3.0 times compared to the indicator in 2018 (Table 2.6).

2.6-table

Retail trade turnover in the Bukhara region (billion UZS) [97]

Regions	2018 y.	2019 y.	2020 y.	2021 y.	2022 y.	Growth in 2018–2022
Buxoro city	2799,8	3431,3	4046,0	4807,4	6430,1	2,3-times
G'ijduvon	1436,8	1844,1	2153,8	2737,4	3314,5	2,3

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[97] Calculated Based on the Annual Statistical Reports of the Enterprises Presented in the Table.

district						times
Buxoro district	399,6	473,3	617,7	873,9	1189,7	3,0-times
Kogon City	319,2	459,1	386,2	440,4	625,1	195,8 %
Vobkent district	480,7	602,1	640,7	717,7	986,3	2,0 times
Romitan district	509,4	582,6	726,9	816,3	1069,4	2,1-times
Qorako'l district	785,2	1081,8	898,7	1007,1	1157,5	147,4 %
Peshku district	260,8	256,8	394,5	481,2	559,6	2,1 times
Jondor district	485,7	544,0	695,9	801,0	922,9	190,0 %
Olot district	200,1	265,8	259,7	320,8	418,4	2,1-times
Shofirkon district	329,5	412,7	480,1	544,3	706,5	2,1 times
Kogon district	165,7	167,2	280,4	401,8	473,8	2,8 times
Qorovulbozor district	134,2	158,9	231,4	429,6	336,5	2,5 times
Total by region	**8306,7**	**10279,7**	**11812,0**	**14378,9**	**18190,3**	**2,2-times**

The development of retail trade in the Bukhara region is one of the main sectors of the service sector. If we pay attention to the analysis of the socio-economic indicators of retail trade enterprises operating in the Bukhara region, the volume of retail trade turnover is high in the retail trade enterprises "BUXORO DORI DARMON" LLC and "YUNIKO PLYUS" LLC, and in 2022, the retail trade turnover in these enterprises amounted to 358.8 billion soums and 224.8 billion soums, respectively.

The net profit volume in these enterprises was higher than in other retail trade enterprises being analyzed. If we look at the total number of employees working in these enterprises, in 2022, "BUXORO DORI DARMON" LLC had 247 people, and "YUNIKO PLYUS" LLC had 157 people. The number of employees working in the remaining enterprises is relatively much smaller, based on the volume of their economic activity. Labor productivity consisted of almost similar indicators in all the analyzed enterprises.

Table 2.7

Socio-economic indicators of retail trade enterprises operating in the Bukhara region, billion UZS [98]

Indicators	Enterprise name	" BUXORO DORI DARMON" MCHJ	" YUNIKO PLYUS" MCHJ	" BUXORO BAHOR SAVDO" MCHJ	" DOMOVOY" MCHJ	" PROGRESS" MCHJ	" AS IN FARMA" MCHJ	" GRAND GAZ SERVICE" MCHJ	" KOPILKA" MCHJ
	Years								
Retail turnover volume, billion UZS	2021	286,1	177,3	37,5	25,0	30,8	27,8	19,3	17,8
	2022	358,8	224,8	48,2	30,3	39,0	34,7	24,1	22,7

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[98] Calculated based on the annual statistical reports of the enterprises listed in the table..

Cost of goods sold, billion UZS	2021	228,7	141,8	30,0	20,0	24,5	22,2	15,4	14,5
	2022	287,3	179,8	38,6	24,2	31,2	27,9	19,3	17,9
Gross profit, billion UZS	2021	57,4	35,5	7,5	5,0	6,4	5,6	3,8	3,5
	2022	71,6	45,0	9,6	6,1	7,8	6,7	4,8	4,7
Net profit, billion UZS	2021	32,1	24,7	5,4	3,3	4,7	3,8	2,1	2,2
	2022	45,6	31,6	7,5	4,5	6,2	4,9	3,2	3,8
Total number of employees, units	2021	219	117	25	18	22	23	12	12
	2022	247	157	32	21	27	24	16	15
Labor productivity, million UZS	2021	1306	1515	1500	1389	1400	1209	1608	1483
	2022	1453	1432	1506	1443	1444	1446	1506	1513
Asset turnover, so'm	2021	1,53	1,52	1,61	1,29	1,13	1,40	1,57	1,30
	2022	1,58	1,58	1,64	1,35	1,14	1,44	1,58	1,42

Profitability of product sales or Product sales profitability, %	2020	14,0	17,4	18,0	16,5	19,2	17,1	13,6	15,2
	2021	15,9	17,6	19,4	18,6	19,9	17,6	16,6	21,2
The current liquidity of the enterprise, %	2021	0,28	0,23	0,24	0,24	0,27	0,23	0,22	0,21
	2022	0,29	0,25	0,26	0,25	0,28	50,22	0,23	0,22

It is known that the volume of retail trade turnover per capita is directly related to the level of income of the population, and depends on the level of employment of the population and the amount of average income. It is not possible to consider retail trade service as fully completed without the customer purchasing the product intended to meet their needs, that is, retail trade services are product (goods) and service.

The goal of retail sellers is to make a certain profit by selling goods to customers for final consumption, while the goal of customers is to purchase goods that meet their needs. At the same time, the customer assesses both the quality of the product itself and other aspects related to the purchase process, including the quality of the organization of the sales process and the quality of service at the time of purchase.

Retail trade services are characterized by a high level of interaction between the seller and the buyer. This includes not only the process of serving the purchase, but also the seller's activities aimed at meeting the needs of the buyer before directly contacting

the buyer (providing goods in the required quantity, with the appropriate quality, creating comfortable conditions in the sales area).

The constant development and renewal of the retail network, the improvement of its structure requires a rational placement of trade enterprises. They should be located as close as possible to the population, while ensuring high efficiency of capital investments. The tasks facing retail trade at the current stage of economic development also include increasing the volume of commodity exchange and increasing the level of service to customers on the basis of further orderly development of the retail trade and warehouse network of all forms of ownership and departmental affiliation. It is impossible to further develop trade without a sufficient network of modern shops, warehouses, refrigerators, and vehicles.

Currently, the main directions of technical progress in retail trade are related to the digitalization of trade operations and the provision of digital services in a number of processes. The foundation of activity in this direction is e-commerce.

The structure of e-commerce is multifaceted and includes a multi-stage system ranging from the representative offices of enterprises and organizations in the Internet environment to electronic support for joint activities carried out by many enterprises and organizations (for example, outsourcing or a virtual enterprise)

E-commerce is mainly global in nature. At the international level, e-commerce consists of complex processes such as differences between national taxation, customs duties, and banking

regulations. Today, e-commerce is expanding in our republic based on the development of e-business via the Internet.

It is known that technically complex actions are performed in e-commerce for the sale of goods, and its implementation requires increasing the appropriate qualification level of employees and the technical capabilities of the enterprise. The continuous development of e-business and bringing the necessary tools online creates an opportunity to rise to a new level for this sector.

According to statistics, the volume of e-commerce and retail sales in Uzbekistan is growing steadily. In particular, in 2022, the volume of e-commerce sales increased by 1.8 times compared to 2021 and amounted to more than 10,886.8 billion soums. This is more than 4 percent of the total retail sales volume (Figure 2.1).
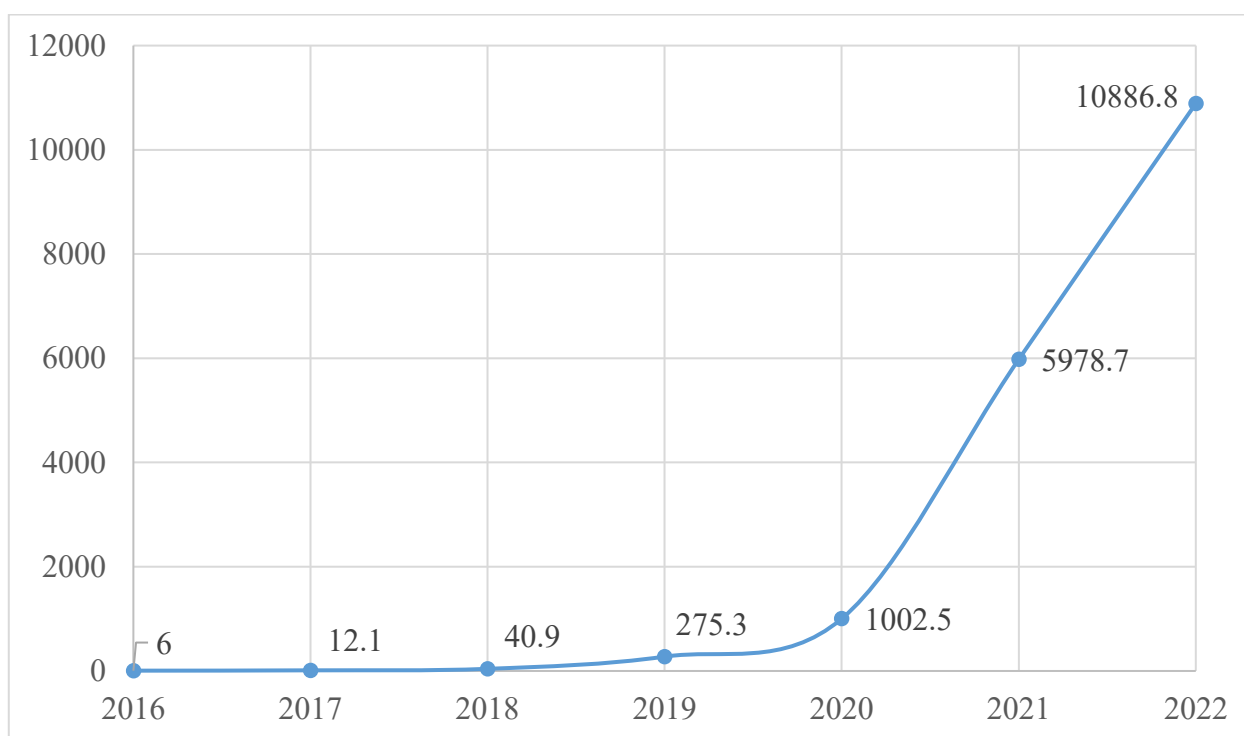
2.1-Figure. E-commerce sales volume (annual, billion UZS)[99]

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[99] https://siat.stat.uz/reports-filed/2833/line-data

In 2019, the highest per capita contribution to e-commerce among major global economies was in the USA (1655 USD), followed by South Korea (1280 USD), and the United Kingdom (1185 USD). In Uzbekistan, e-commerce accounts for 87 USD per capita.[100]

2.2. Analysis of Approaches to Service Quality Assessment in Retail Trade Enterprises

Studying the quality of services is one of the important scientific directions of the methodology of the service sector and, in particular, the activities of individual market actors.

Currently, in the study of the quality of retail trade services, there are no uniform methodological approaches that are often theoretical in nature, which complicates their application in practice. In addition, most of the existing approaches focus on analyzing the quality of services at the level of enterprises, service organizations (health care, sports, physical education, education, etc.), but have not been studied from the point of view of other various market actors in retail trade.

Currently, the methodology for assessing the quality of services in retail trade enterprises is not fully and deeply developed, which allows for a comprehensive analysis of the factors that determine the quality of services and give them a holistic assessment. This requires, in the current conditions, the systematization of views, methodological approaches to research

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[100] https://uvelir.info/news/internet-torgovlya-v-rossii-2019-analitika-data-insight /

and coordinate the quality of services of enterprises in this sector, taking into account the specific features of the activities of retail trade enterprises.

Certain difficulties and problems may be encountered in the process of assessing service quality:

consumers face great difficulties in assessing the quality of services compared to the quality of tangible products;

the quality of services is assessed on the basis of comparing the consumer's requirements and the actual level of perception of the service provided, that is, his subjective opinion;

assessing the quality of the service depends on both the final result and the service process.

The most popular approaches based on comparing the prospects of services are the "Gap" model, the SERVQUAL technique, and assessment through tolerance zone analysis.

"Assessing the quality of services according to the Gap model allows you to present the entire process of providing the service and identify its quality unsatisfactory parameters.".[101] This method aims to identify five key gaps between the "expected service" and "perceived service" elements:

Gap 1 – a gap that occurs when an enterprise does not have a clear idea about the expectations of its consumer;

Gap 2 – a gap due to the fact that the perceptions (ideas) of the enterprise management are not taken into account in the service standards;

Gap 3 – a gap that arises when standards are not fully implemented in the practice of providing services;

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[101] Gronroos C Service management and marketing / C Groproos // West Sussex. – 2000. – № 12. — P. 1-3.

Gap 4 – a gap that occurs when an enterprise deliberately or accidentally expresses a wrong opinion to consumers about the service being offered;

Gap 5 – the difference between the consumer's expectations and his perception of the service that has actually been provided.

The SERVQUAL method for assessing the quality of services was developed by A. Parasuraman, V.A. Zeithaml, and L.L. Berry.[102].

The basis of this methodology is the Quality Index SQI (Service Quality Index), which is developed on the basis of comparing the expected and received service quality based on a questionnaire.

Consumers' opinions are evaluated through two questionnaires (or in two parts in a single questionnaire), the first of which measures consumers' expectations regarding various aspects of service quality, and the second assesses their perception of the service provided.

In the evaluation process, it is recommended to use a 7- or 5-point ("strongly disagree" - "strongly agree") Likert scale based on the following determinants of service quality: tangibles, reliability, responsiveness, assurance, empathy.

For each determinant, a personal quality index is calculated as the difference between the accepted and expected quality levels, taking into account the importance of the evaluated determinants for the consumer (calculated on a 5-point scale based on a questionnaire).

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[102] Parasuraman A. SERVQUAL: a Multiple-Item Scale for Measuring Consumer Perceptions of Service -Quality / A. Parasuraman, V. Zeithaml, L. Berry // Journal of Retailing. – 1988. – Vol. 64. – P. 12-40.

The average value of the results obtained allows to calculate the overall quality index SQI.[103]. Negative quality factors, which are as close to zero as possible, are considered a satisfactory result.

Along with the advantages of the SERVQUAL methodology, there are some disadvantages, which include:

– there may be repetition of questions in different determinant groups;

– there are also some ambiguities in the survey process, for example, whether the first questionnaire on customers' expectations is conducted separately, and then questions are asked about the services provided, or whether the two types of questionnaires are presented simultaneously;

– filling out questionnaires takes a long time;

– the overall indicator of the SQI indicator is not sufficiently objective due to the fact that some determinant groups of service quality are offset by the high scores of other determinants;

– the private factors that determine the quality of services have a general character and do not reflect the specific features of the activities of some market actors, which requires clarifying and improving them based on the constantly changing requirements of consumers for the quality of services.

Along with the methods listed above, the "tolerance zone" method is also widely used in foreign service quality management practices.[104]. This method, along with the two questionnaires of the

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[103] Parasuraman A. SERVQUAL: a Multiple-Item Scale for Measuring Consumer Perceptions of Service -Quality / A. Parasuraman, V. Zeithaml, L. Berry // Journal of Retailing. – 1988. – Vol. 64. – P. 12-40.

[104] Johnston R. The Zone of Tolerance: Exploring the Relationship Between Service Transactions and Satisfaction with the Overall Service / R. Johnston // International Journal of Service Industry Management. -1995. -№ 2. -Vol. 6.

SERVQUAL method, proposes a third questionnaire, namely, assessing the level of service quality that is the minimum acceptable for the consumer.

The tolerance zone implies the difference between the "expectations" and "minimum acceptable" quality assessments. By comparing the "perception" rating and the tolerance zone, it is possible to assess the levels of consumer amazement, satisfaction, and dissatisfaction.

If the indicators are above the tolerance zone, then the consumer is amazed; if within the tolerance zone, satisfactory; if below the tolerance zone, it can be concluded that it is unsatisfactory. (2.2-fig).
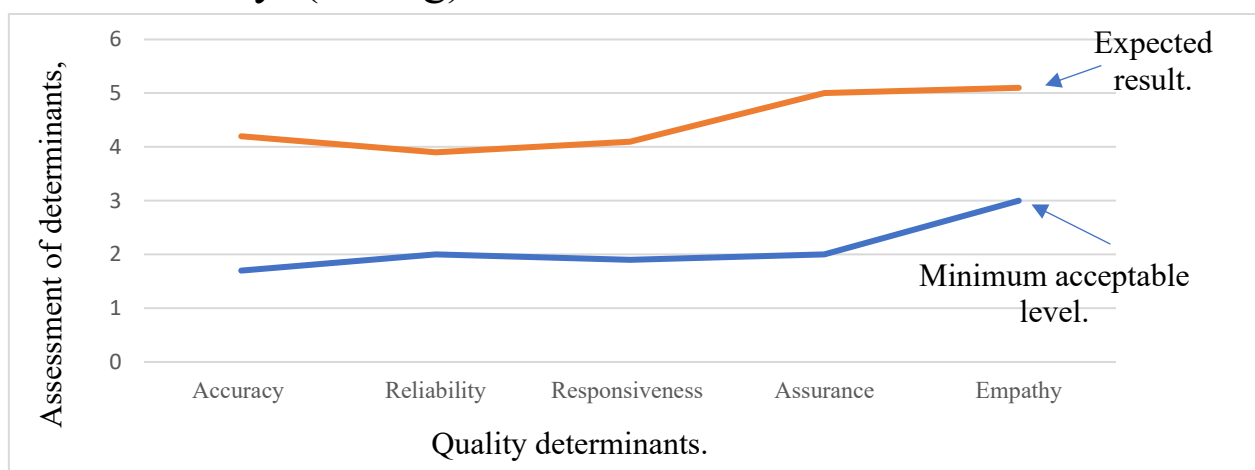
2.2-Figure. Tolerance Zone [105]

The "Tolerance Zone" method improves the SERVQUAL methodology and increases the coverage of service quality assessment results. It should be noted that this methodology, like the methodologies above, has shortcomings, which makes it somewhat difficult to apply this method in practice.

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[105] Johnston R. The Zone of Tolerance: Exploring the Relationship Between Service Transactions and Satisfaction with the Overall Service / R. Johnston // International Journal of Service Industry Management. – 1995. – № 2. – Vol. 6.

The "Mystery Shopping" method is a comprehensive method for retail trade enterprises in the sales system. In this method, specially trained employees visit retail stores as ordinary customers and evaluate the quality of service based on the average score for 20 indicators, including: customer reception, seller's qualification, sincerity of sales staff, willingness to help the customer, elimination of customer objections, seller's appearance, store appearance, etc.

Each indicator is rated on a 10-point scale (1 - completely unsatisfactory, 10 - completely satisfactory). The results of the analysis in percentages (100%) reflect the average level of providing all the service components necessary to satisfy the customer. [106].

The following system of indicators for assessing the quality and culture of service has been proposed by the Ukrainian Scientific Research Institute of Trade and Public Catering. [107]:

– Coefficient of assortment stability (V_k), the coefficient of the number of types of goods provided for in the mandatory assortment list of a sufficient quantity of goods is determined by the ratio of the sum of types of goods that can be sold during the inspections carried out during the reporting period to the number of goods:

$$B_k = (\frac{O_1}{A} + \frac{O_2}{A} + \frac{O_n}{A})/n, \qquad (2.1)$$

where: O_1, O_2,... O_n Number of product types available for sale at the time of inspection as per the assortment list, units; A –

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[106] Стаханов В.Н. Маркетинг сферы услуг: учеб. пособие / В.Н. Стаханов, Д. В. Стаханов. – М.: Экспертное бюро, 2001. – 220 с.

[107] https://files.stroyinf.ru/Data2/1/4293741/4293741049.htm – Me'yoriy hujjatlar kutubxonasi.

Number of goods included in the assortment list, units p – Number of inspections;

– Additional customer service indicator *(Kx)*, the number of additional services provided to store customers during the inspection time *(Xi)*:

$$Kx = \frac{\sum_{i=1}^{n} \frac{Xi}{X}}{T},$$ (2.2)

– Customer time expenditure for waiting for service, calculated as the ratio of optimal time expenditures for each element (waiting time for advice, trying on clothes, calculations, receiving goods, etc.) to the amount of the average actual customer time for waiting for service, determined by monitoring time during busy periods:

$$K_k = \frac{X_o}{X_r},$$ (2.3)

where: K_k *Customer service waiting time*; X_o – Optimal customer service waiting time, in seconds; X_r – the actual average value of customer's waiting for service, in seconds."

"The average time spent on each element is determined by summing the time for the measurements taken and dividing the amount obtained by the number of measurements:

$$X_m, X_k, X_x, X_o = \frac{X_1 + X_2 + \cdots + X_n}{n},$$ (2.4)

where: *Xm, Xk, Xx, Xo* – average waiting time for advice, trying on clothes, making payment, receiving goods, etc., in seconds; $X_1, X_2, \ldots X_n$ – time spent for each measurement, s; n - the number of measurements taken, units;

The degree of purchase completion is calculated by dividing the actual average daily number of purchases made in the store by the average daily number of people who visited the store;

Customer service culture is assessed in "good", "satisfactory", and "bad" indicators based on customer surveys. The coefficient of customer service culture, according to customers, is determined as follows:

$$K_m = \frac{M_n}{M_u}, \tag{2.5}$$

where K_m *Customer service culture factor*; M_p – the number of customers who rated the state of the service culture in the store as excellent and good, in persons; M_u – the total number of customers who assessed the state of the service culture in the store, in persons. The overall indicator of the level of service culture (trade service quality) is determined as follows:[108]

$$K_{um} = ((X_1 + B_k) + (X_2 + B_u) + (X_3 + B_o) + B_m)/2, \tag{2.6}$$

where: K_{um} — Overall indicator of the level of service culture; B_k — Coefficient of stability of the assortment of goods; X_1, X_2, X_3 — the importance of the indicators of the stability of the assortment of goods, the provision of additional services to customers, and the time spent by customers waiting for the provision of services are respectively equal to": 0,45; 0,20; 0,35; *Bk, Bu, B$_o$, Bm* – ".corresponding private coefficients."

"The importance of all private indicators (except for the "customer service culture according to customers" indicator) is determined through the expert assessment method. Depending on

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[108] https://files.stroyinf.ru/Data2/1/4293741/4293741049.htm — Me'yoriy hujjatlar kutubxonasi.

the value of the overall indicator of the level of customer service culture, it is possible to distinguish different categories of retailers:

An enterprise with a high customer service culture - 0.901 points and above;

Enterprises with a satisfactory customer service culture - 0.701-0.900 points;

Enterprises with a low customer service culture - up to 0.700 points."[109].

It should be noted that the cited methodology is typical for an administrative-command, planned economy, based on standards, instructions (a list of product assortment, a mandatory list of additional services, etc.), and for numerous planned and unscheduled inspections of retail trade.

V.G.Jigalov[110] and other CIS economists proposed a similar method to the above."

"N.N. Ushakova, in her study of the quality of trade services, recommended assessing the following specific indicators, depending on the scope and level of management[111]:

At the regional level of retail trade – in terms of providing the population with trading places relative to standards; in terms of selling goods per capita; in terms of the share of progressive forms of service, and others;

At the level of an individual trade service organization – in terms of the assortment of goods; the time spent by the population

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[109] Временные методические указания по определению уровня-культуры обслуживания покупателей на предприятиях розничной торговли. — Киев: УкрНИИТОП, 1979. — 18 с.

[110] Жигалов В. Т. Эффективность торговли: сущность, измерение, оценка / В. Г. Жигалов. – Киев : Вища школа, – 1986: – 36 с.

[111] Ушакова Н. Н. Социально-экономическая эффективность торговли: критерии и показатели / Н. Н. Ушакова, А. Б. Белый. – Киев : Вища школа, 1982. – 40 с.

on purchases; the development of advanced forms of trade services; in terms of the availability of additional services;

At the level of employees of a trade service enterprise – according to individual indicators according to the specifics of labor activity (for sellers – the average time of customer service, etc.).

O.A. Semin, V.A. Saydasheva, V.V. Panyukova, Russian economists: "The quality of trade service means the following actions of employees in the trade process: qualified advice to customers; determining the main reason for purchasing goods; polite attitude towards customers, the ability to prevent various moments in their behavior, conflict situations, etc."»[112]. In our opinion, this approach does not allow a complete assessment of service quality.

G.D. Krylova and M.I. Sokolova proposed to use 10 criteria in 2 groups when assessing service quality.[113]:

Group 1 - assessment of technical quality indicators: reliability, convenience, safety, mutual trust, understanding the customer.

Group 2 - assessment of functional quality indicators: feedback, competence, courtesy, material environment, communication.

V.A. Lishiskiy proposed a scoring system for assessing service quality, in which the set of service elements independently accepted is considered as the algebraic sum of the perception of

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[112] Семин О.А. Сервис в торговле. Маркетинг и управление качеством торговых услуг: учеб. пособие. В 3 кн. Кн. 1 / О.А. Семин, В.А. Сайдашева, В.В. Панюкова. - 2-е изд., перераб. и доп. – М.: Дело и сервис, 2006. - 216 с.

[113] Крылова Г.Д. Маркетинг: теория и 86 ситуаций: учеб. пособие / Г. Д. Крылова, М. И. Соколова. – М.: ЮНИТИ: ДАНА, 2000. – 519 с.

individual quality elements (based on a positive or negative sign), which is divided into the following groups: product quality and its safety; the physical aspect of service quality (safety conditions in the enterprise, speed of service, convenience of the parking space, etc.); the psychological aspect of service quality (the level of convenience of communicating with employees, the appearance of the interior design, etc.)[114].

In our opinion, the methods studied above do not fully reflect the essence of the object under study, but rather cover some aspects of the service quality indicator.

Also, T.I. Nikolaeva and N.R. Yegorova, Russian economists, "proposed a system for assessing the culture of selling goods and services (the quality of trade services), which includes eight groups of private indicators for determining the social effectiveness of retail sellers: stability and variety of product types; compliance with the technology of customer service; consumer spending reflecting the time spent by customers to purchase goods; the activity of selling goods, the professional skills of customer service personnel; the organization of advertising services and information; the completeness of the purchase; assessing the types of services offered, their volume and quality; customer service quality".»[115].

After identifying the listed private indicators, it is proposed to calculate and evaluate the overall indicator using the following formula:

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[114] Лищиский И. А. Социально-экономическая эффективность и качество обслуживания населения в сфере услуг (на примере предприятий общественного питания): автореф. дис. ... канд. экон. наук / И.А. Лищиский. - М., 2008. - 29 с.

[115] Экономика предприятий торговли и общественного питания : учеб. пособие / под ред. Т. И. Николаевой, Н. Р. Егоровой. - 2-е изд. – М.: КноРус, 2008. - 400 с.

$$K_u = \sum_{i=1}^{n} Vn,,$$ (2.7)

where K_u – "...the overall indicator of the culture of selling goods and services; V - the private culture index; n - the number of private indicators."

"The analysis of the above methods shows that the categories "culture of selling goods" and "quality of trade services" are interpreted as the same concept by CIS scientists. In addition, in this methodology, the indicator "customer service" is included as a private, single indicator in the general system of trade service quality indicators. In our opinion, customer service, i.e., assessing the quality of their service, is a broader category than the "quality of trade services" category and cannot be its separate indicator. Accordingly, the approach of these authors to calculate the generalizing indicator as the sum of private indicators is incorrect, since each individual, private indicator has a different significance for the buyer, which predetermines the need to determine its rating."

G.I. Khatinskaya and T.V. Kharitonova proposed the following directions for the methodology for determining the quality of services.[116]:

– 1. Analyzing service quality, including analyzing sample quality, material quality, equipment quality, instrument quality, and labor quality.

– 2. Analyzing the quality of customer service, which consists of assessing the service period, the time spent on services, the complexity of the service, and the service culture using various indicators.

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[116] Хатинская Г. И. Анализ хозяйственной деятельности предприятия (на примере предприятий сферы услуг): учеб. пособие / Г. И. Хатинская, Т. В. Харитонова. – М.: Дело и сервис, 2004. -240 с.

– B.I. Gerasimov, N.V. Zlobina, and S.P. Spiridonov proposed to assess service quality in the following areas:

– Identifying the characteristics and indicators that characterize service quality: reliability, timeliness, importance, i.e., perception of buildings, equipment, appearance of employees, speed, completeness, safety, trust, goodwill;

– Determining the objectivity and quality of the reflection of the identified characteristics and indicators in regulatory documents on service provision;

– Assessing the factors affecting quality at different stages of service provision;

– Developing a system for quickly obtaining all the necessary objective information about service quality and its competitiveness at any stage of the service process.[117]

In our opinion, the above methodology allows a complete assessment of some private indicators of service quality determinants, but it does not reflect the integral assessment of the overall indicator.

A method that differs from all the methodologies studied above was given by D.A. Karkh.[118]:

Stage I: Assessing the quality of retail trade services from the point of view of managers;

Stage II: Assessing the quality of retail trade services from the point of view of the consumer;

Stage III: Assessing the quality of retail trade services from

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[117] Герасимов Б.И. Управление качеством: учеб. пособие / Б.И. Герасимов, Н.В. Злобина, С.П. Спиридонова. - 2-е изд. – М.: КноРус, 2007. – 272 с.

[118] Карх Д. А. Формирование услуг розничной торговли: автореф. дис. ... канд. экон. наук /Д. А. Карх. — Екатеринбург: УрГЭИ,. 2003. – 20 с.

the point of view of the expert group. In our opinion, a relatively comprehensive approach to assessing the quality of services was proposed by I.Sh. Dzakhnisheva. In this method, five general indicators are proposed for assessing the competitiveness of services in the retail network.[119]:

Quality of goods oriented to sales;

Completeness of the product assortment (determined by private indicators such as stability, novelty, structure, and availability);

Service culture (determined by the specific indicator "skill of service personnel" which includes politeness, cleanliness, and carefulness);

Service conditions, including the following single indicators: the material and technical base of the enterprise, the category of the enterprise, convenience for the consumer, tasting, expert advice, etc.;

Availability of service, which includes the following specific indicators: financial costs, time spent on determining the location, the cost of getting to the store, the time spent waiting for and delivering the service, and consulting with a specialist.

The listed private indicators are assessed by leading experts in the field of trade and are indicated by indicators in a 10-point system.

After determining the weight of the private indicators, their basic normative values are determined in accordance with standard requirements, and a score is assigned by the expert for their

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[119] Дзахмишева И.Ш. Методика оценки конкурентоспособности услуг в розничной торговой сети / И.Ш.Дзахмишева // Маркетинг в России и за рубежом. — 2004. -№3. -С. 93-108.

assessment, then the integral indicator of service competitiveness is determined using the following formula:

$$K = \frac{K_o}{N_i},\qquad(2.8)$$

where: K_o – The generalized criterion for the competitiveness of a retail service; N_i – average price index of goods.

With this method, the strengths and weaknesses of the enterprise are assessed, and opportunities for improving the quality of trade services are identified.[120]

M.N. Vinogradova proposes the "service quality" criterion as one of the components of assessing the competitiveness of a service enterprise. According to her, it is determined by the reliability and responsibility, sensitivity of the service sector enterprise and its employees' attentiveness, the availability of information and communication, the quick understanding of the customer's needs, the safety of the service (legally, financially, and morally), the compliance of the service quality with relevant standards, and the state of the infrastructure.

Consumers' assessment of the quality of services consists of two indicators: the buyer's expectations and the assessment of each actual indicator of service quality. The difference between these indicators allows assessing the degree of customer satisfaction with the service quality, and if the actual parameters of the service quality correspond to the expected results, the service quality is

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[120] Дзахмишева И.Ш. Методика оценки конкурентоспособности услуг в розничной торговой сети / И.Ш.Дзахмишева // Маркетинг в России и за рубежом. – 2004.-№3. -С. 93-108.

found to be satisfactory.[121].

Since some indicators of service quality cannot be measured quantitatively, M.N. Vinogradova proposed assessing the following qualitative indicators of service competitiveness:

1. The degree of customer satisfaction (Ke):

$$K_e = \frac{U_{sr}}{U_{sk}} \times \frac{N_r}{N_a},\qquad(2.9)$$

where:

- Usr, Usk – are, respectively, the value levels of the service under study and similar services;

- Nr, Na – are, respectively, the price of competitive services and the service under study;

2) The service level (Ko) is calculated using the following formula:

$$K_o = \frac{R_i}{R_m},\qquad(2.10)$$

where:

- Ri is the actual rating of the organization's efficiency and service culture, as assessed by consumers;

- Rm is the highest achievable rating indicator of the organization's efficiency and service culture.;

3) The service level (Kd) is determined using the following formula:

$$K_d = \frac{R_i}{R_m},\qquad(2.11)$$

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[121] Виноградова М.В. Оценка конкурентоспособности предприятий сферы сервиса / М.В. Виноградова // Сервис plus. – 2009. – № 4. – С. 34-39.

where, R_i – assessing the parameters of a service-providing enterprise by an independent expert during the process of attesting and certifying services, in points (or scores); R_m – independently assessing the parameters of a service sector enterprise, in points (or scores)."

"After calculating the private indicators of service quality, a generalized coefficient of quality indicators is determined." *(Ik)*:

$$I_{\kappa} = K_{_{\mathit{мn}}} \times A_{mn} + K_{_{o}} \times A_{o} + K_{_{ky}} \times A_{ky} \, , \qquad (2.12)$$

where A_{mn}, A_o, A_{ky} – "...the relative weight indicator of the studied indicators, the total sum of which is equal to 1."

O.A. Semin, V.A. Saydasheva, V.V. Panyukova proposed to assess the quality of retail trade services based on the following five criteria:

Service quality;

Understanding customer demand;

Service safety;

Enterprise image;

Availability of advertising and information at the point of sale.

Based on these data, it was proposed to summarize the quality of trade services based on the following four groups:

Negative quality, in which the buyer requests a complaint book and does not revisit the enterprise;

Normative quality, which ensures the minimum level of service quality set by industry standards;

Specific quality of the enterprise, in which the buyer expects the service at the quality level declared by the enterprise;

Extra quality – a quality with a high level, i.e., a quality that exceeds the customer's expectations, with individual service.

In the field of retail trade, these scientists have proposed to determine the quality of service in two ways:

Method I – based on the generalized coefficient of the level of service culture in retail trade;

Method II – based on the assessment of various aspects of the service culture (psychological, ethical, aesthetic, organizational-technological, etc.);

Method III – based on calculating the service quality indicator.

T.A. Ponomareva and M.S. Supryagina proposed their own approach to the quantitative assessment of the level of customer service quality for trade enterprises operating in the service sector and having a wide branch network and consider the objective and subjective inverse relationship of enterprises operating in the service sector as the main criterion for assessing service quality.

In their opinion, objective parameters include the demand for services in the market, which can be assessed by statistical data on the volume of services provided; subjective parameters include - consumers' attitude to the quality of services." [122].

It is proposed that service quality be assessed based on the following system of indicators:

A set of services offered at a specific point of sale;

Changes in the set of services offered at a specific point of sale;

Changes in the number of individual services.

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[122] Пономарева Т.А. Как на практике оценить качество через количество / Т.А. Пономарева, М.С. Супрягина // Маркетинг в России и за рубежом. – 2004. –№2. –С. 51–58.

As a result of the analysis of local and foreign economic literature on the problems of service quality, in particular, assessing retail trade services, the following problems and unresolved issues were identified in this area:

There is no single approach to assessing general services, in particular, retail trade services;

Service quality assessment methods widely used in other countries have a number of shortcomings (overlapping questions in questionnaires in different groups of quality determinants, high labor intensity, inconsistency between the list of factors determining quality) that do not correspond to local retail service enterprises and require improvement;

Many local and foreign economists do not distinguish between the methodology for assessing service quality and trade service quality, which presents some complexities in researching this area;

In the works of local and economists, trade services are mainly studied from the point of view of individual customers, while the specific characteristics of retail services assessment by consumer goods suppliers are not taken into account (goods manufacturers, wholesale and supply and marketing enterprises, etc.);

The system of assessment indicators proposed by various authors does not affect all aspects of service quality in retail trade and in most cases does not cover a holistic assessment of service quality.

The above issues and unresolved tasks determine the need for further scientific research in the field of assessing retail services

quality, taking into account the achievements of modern science and the specific characteristics of the industry..

2.3. Study of Methods for Assessing the Quality Indicators of Retail Trade Services.

– Based on the analysis of the data presented in the previous paragraphs of this monograph, a three-stage method for studying and assessing the quality of services of retail trade enterprises is proposed, these are: preliminary, main, and final.

– As a result of the analysis of the above approaches, we propose a specific sequence in assessing the quality of services of retail trade enterprises (Figure 2.3).

– At the initial stage of assessing the quality of services of retail trade enterprises, the following is carried out:

– 1. The purpose and tasks of the analysis are determined.

– The purpose of the preliminary analysis is to study and assess the quality of services of enterprises providing retail trade services. Based on this purpose, the following tasks of the analysis are defined:

– Identifying and assessing the factors determining service quality;

– Analyzing the quality of delivery of goods and products sold by retail sellers;

– Assessing the quality of the retail trade service process;

– Holistic assessment of the quality of retail trade services;

– Identifying reserves and developing ways to improve the quality and efficiency of the services provided in the current

conditions of the external and internal environment of retail trade enterprises.
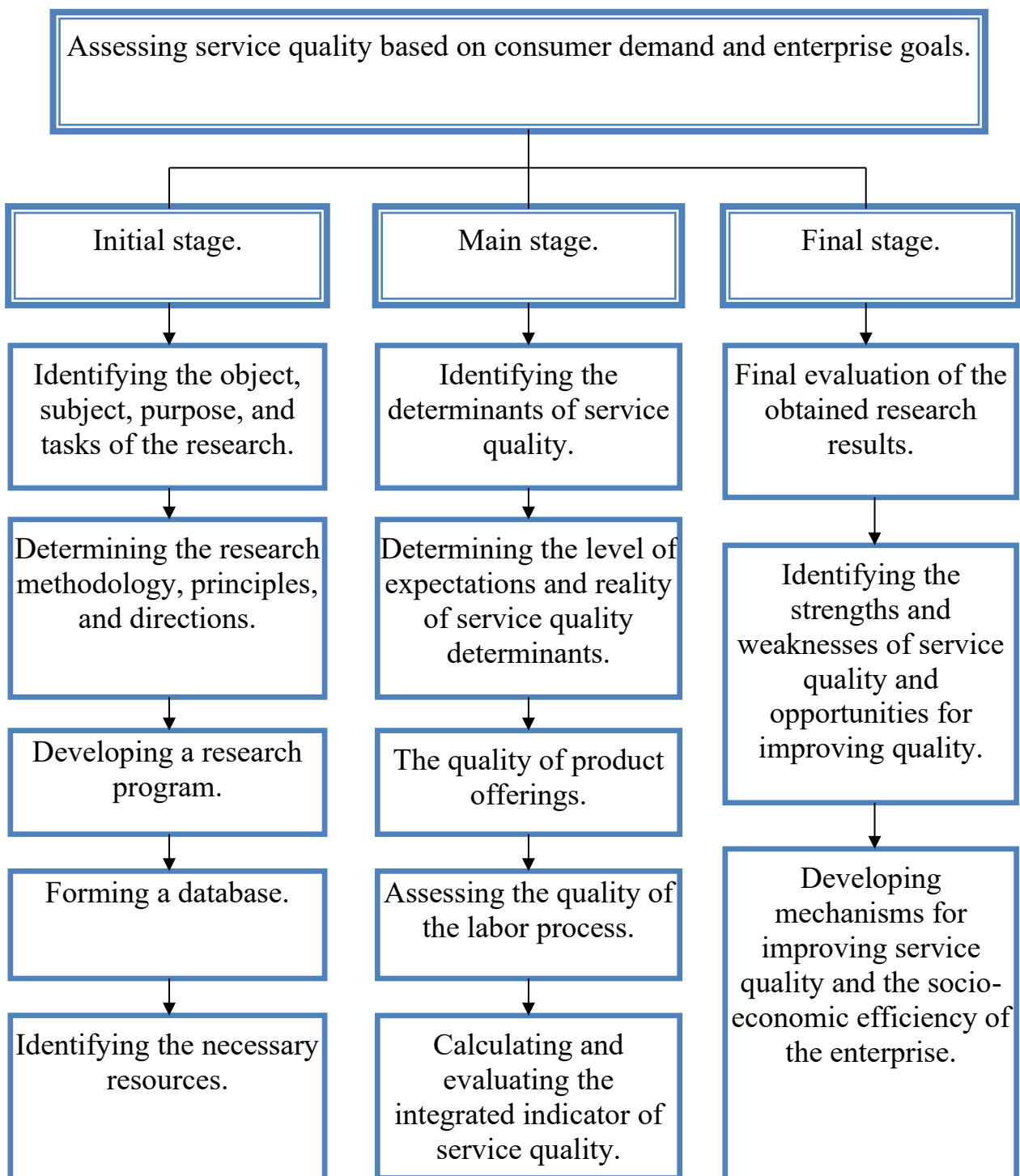
Figure 2.3. Algorithm for studying and assessing the quality of retail trade enterprise services [123]

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[123] Created by author.

2. The object and subject of the analysis are determined. In this analysis, the subject is the socio-economic relations arising in the process of selling services and assessing their quality by retail trade enterprises, and the object is various retail trade enterprises selling food products.

3. Research methodology, principles, and strategies are developed.

In our opinion, it is appropriate to use the following cognitive methods in assessing the quality of services of retail trade enterprises:

Empirical, according to which the quality of services of retail sellers is studied on the basis of systematic observation, experimentation, or comparison of accumulated data based on the controlled behavior of retail sellers of consumer goods;

Subjectivity, i.e., the assessment of the quality of services of retail trade enterprises is carried out based on the opinions of subjects - consumers of these services;

Rationality, according to which the quality of services is considered as a result of conscious mental thinking;

Substantiality, according to which the quality of services of retail trade enterprises is carried out by studying the internal causes as an objective structure of the activities of market subjects.

The above scientific cognitive directions determine the choice of the following scientific and methodological principles for studying the quality of services of retail trade enterprises:

The principle of systemicity, which ensures that all studied indicators and phenomena are considered as a specific system consisting of interconnected elements, which in turn is an element of a larger system;

The principle of generality, which takes into account and analyzes all aspects and all components of the object under study in the process of analysis, in their interrelation and interconnection;

The principle of differentiation, which determines the consideration of individual components and directions of the analysis of the object and subject of research, taking into account the influence of individual factors on the state and development of the research object;

The principle of authenticity, which ensures the reality of the analysis based on the accurate study of the objective state of the object, phenomenon, and use in the process of analyzing official reports on the activities of retail trade enterprises;

The principle of relevance, which ensures that the information strictly corresponds to the goals and objectives;

The principle of objectivity, which ensures a complete reflection of the essence of the process or phenomenon under study in the system of indicators in order to avoid subjectivity in the conclusions of the analysis;

The principle of speed, which consists in ensuring the minimum time costs from the beginning of the study and analysis to the transfer of results to management;

The principle of scientificity of assessing the quality of services using existing and scientifically sound methods in other areas;

The principle of completeness, covering all important aspects of the phenomenon under study;

The principle of efficiency, ensuring that the income from the research exceeds the costs of its implementation, and others.

4. A research program is developed, including:

– the main performers are identified by analysis areas, and their tasks are determined;

– the terms and forms of analysis are determined;

– the methods for carrying out the analyses and the procedure for evaluating their results are determined;

– the forms of presentation of the analysis results are determined.

5. The research database is formed, in which primary and secondary data are collected and processed.

6. The necessary resources for the implementation of the research are determined (labor, material, non-material, financial, and other resources).

Unlike the existing approaches to assessing the quality of services of retail trade enterprises, we propose to implement it from the point of view of two groups of market subjects, that is, consumers and suppliers of products, as a result of coordinating several methods (Figure 2.4).
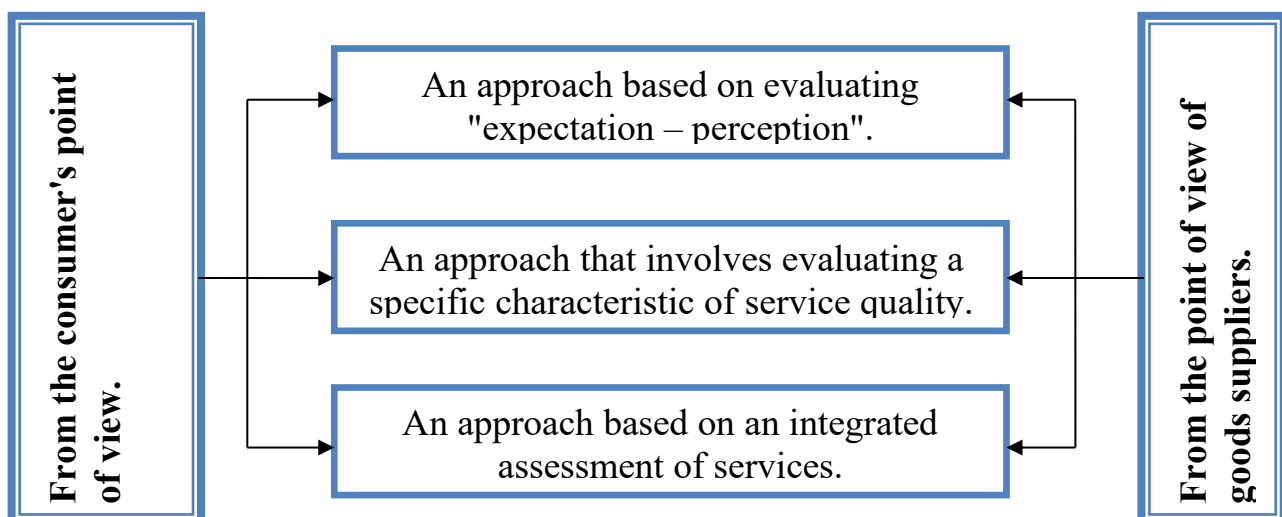
Figure 2.4. Synthesis of approaches to assessing service quality in retail enterprises. [124]

[124] Трусова С.В. Совершенствование оценки качества услуг предприятий розничной

During the research, the identification and assessment of the main determinants of service quality from the point of view of various market subjects will be carried out initially.

We can see that there is no unified opinion among economists on the determinants of service quality. F. Kotler names "tangibles, reliability, responsiveness, assurance, empathy..." as determinants of service quality."[125].

The number of service quality determinants was expanded to 10 by A. Parasuraman, V. Zeithaml, L. Berry, and D. Jobber.[126]:

Reliability, i.e., the trouble-free performance of services at the appointed time;

Agility, i.e., the employees' constant readiness to serve the customer and the timely provision of services;

Competence, i.e., the availability of knowledge and skills to provide services;

Openness, i.e., the absence of any barriers to establishing contacts;

Courtesy, i.e., a friendly attitude, openness, and respect for the customer;

Communication, i.e., the ability to provide the necessary information to the customer in a language they understand, the ability to listen to the customer's wishes;

Trust, i.e., the openness and honesty of the enterprise;

Security, i.e., the absence of threats, risks, and doubts;

торговли / автореф.дисс. – 2011.

[125] Котлер Ф. Маркетинг в третьем тысячелетие: как создать, завоевать и удержать рынок/ Ф. Котлер; пер. англ. В.А. Гольдича, А.И. Оганесовой. – М.: АСТ, 2001. – 272 с.

[126] Parasuraman A. SERVQUAL: a Multiple-Item Scale for Measuring Consumer Perceptions of Service -Quality / A. Parasuraman, V. Zeithaml, L. Berry // Journal of Retailing. – 1988. – Vol. 64. – P. 12-40.

Understanding – knowing the customer, i.e., trying to understand the customer's needs;

Accuracy – the accuracy of the service.

According to the SERVQUAL method, 5 determinants of service quality are distinguished: tangibles, reliability, responsiveness, assurance, and empathy, and they combine 22 aspects of comparing consumer expectations and perceptions.

There is also no single approach to describing the determinants of service quality among economists from the CIS. Some scientists propose to analyze the assortment of goods, the development of improved forms of the process of selling goods, the availability of additional services, the time spent on purchasing goods, and the service culture as private indicators for assessing the quality of services in retail trade. Other economists pay more attention to technical (safety, convenience, reliability, accuracy, understanding the customer) and functional quality (competence, courtesy, feedback, material environment, communication).[127]; others are based on the factors determining service quality according to the SERVQUAL method; Russian scientists propose to expand the factors determining service quality, including the quality of goods sold [128], availability of additional services, company image [129], Service safety [130], they cite aspects such as the state of the

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[127] Крылова Г.Д. Маркетинг: теория и 86 ситуаций: учеб. пособие / Г.Д. Крылова, М.И. Соколова. – М.: ЮНИТИ: ДАНА, 2000. – 519 с.

[128] Дзахмишева И.Ш. Методика оценки конкурентоспособности услуг в розничной торговой сети / Дзахмишева И.Ш. // Маркетинг в России и за рубежом. – 2004.-№3. – С. 93–108.

[129] Семин О.А. Сервис в торговле. Маркетинг и управление качеством торговых услуг: учеб. пособие. В 3 кн. Кн. 1 / О.А. Семин, В.А. Сайдашева, В.В. Панюкова. – 2-е изд., перераб. и доп. – М.: Дело и сервис, 2006. — 216 с.

[130] Виноградова М.В. Оценка, конкурентоспособности предприятий сферы сервиса / М. В. Виноградова // Сервис plus. – 2009. – № 4. – С. 34-39.

infrastructure and the conformity of the declared service level to the relevant norms and standards, and the range of services [131].

According to the above opinions on the composition of determinants, most scientists propose to consider the assessment of the quality of services of retail trade enterprises only from the point of view of consumers, which does not allow to study an important aspect of the research - the opinions of goods suppliers as a group of interested market subjects.

Therefore, we carried out the identification and selection of the main determinants of the quality of services of retail trade enterprises in two directions of assessment: from the point of view of consumers; from the point of view of goods suppliers.

To determine the main factors of the quality of retail trade services from the point of view of consumers, we summarized the main components of the quality of retail trade services (Appendix 1).).

2.8-table

Main determinants and indicators of the quality of services of retail trade enterprises. [132]

Determinants defining the quality of services.	Specific, individual indicators defining the quality of services.	Legend of indicators.
The quality of product offerings in retail	The breadth of the assortment of goods on sale.	T1
	The completeness of the product assortment.	T2
	The rate of assortment renewal	T3

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[131] Пономарева Т.А. Как на практике оценить качество через количество / Т. А. Пономарева, М.С. Супрягина // Маркетинг в России и за рубежом. – 2004.-№2. – С. 51–58.
[132] Created by authors

Determinants defining the quality of services.	Specific, individual indicators defining the quality of services.	Legend of indicators.
enterprises.	The complexity of the purchase.	T4
	The safety of products on sale.	T5
Material conditions of service provision.	The sanitary and hygienic condition of the sales enterprises.	M1
	The enterprise's provision with modern technological means, office equipment, and others.	M2
	The convenience of entrances, exits, and the arrangement of equipment.	M3
	The availability of parking for cars at the enterprise.	M4
	Technological convenience in sales buildings.	M5
Safety and reliability of service provision.	The safety of buildings, premises, convenience and safety in the parking lot.	I1
	The safety of the employees.	I2
	The safety of the customer.	I3
	The safety of the customer's personal belongings.	I4
	Guaranteed provision of services within a specific timeframe.	I5
Ease of use of services.	The retail enterprise's convenient working hours for the customer.	O1
	The availability of reliable information about the enterprise and the goods sold there.	O2
	The convenience of the enterprise's location, proximity to residence, workplace, and transport stops.	O3
	The time the customer spends travelling to	O4

Determinants defining the quality of services.	Specific, individual indicators defining the quality of services.	Legend of indicators.
	the retail enterprise.	
	The time the customer spends on the sales service.	O5
Employee competence, qualification, and attitude towards customers.	The appearance of the employees.	K1
	The employees' attitude towards the customer.	K2
	The qualification of the employees.	K3
	The competence of sales staff.	K4
	The prompt and effective response of sales staff to customer requests and problems.	K5

To select the most important factors determining the quality of retail trade services for consumers from the list containing the 55 indicators proposed by us, a questionnaire survey was conducted among customers using a specially developed questionnaire (Appendix 2) (Appendix 1). A rating of respondents was conducted for each indicator of service quality determining factors, and the most important of them were selected.

According to the conducted sociological survey, 25 determinants of retail trade enterprise services were selected (Table 2.8).

According to the opinion of respondents (Appendix 3), the main determinants and indicators of the quality of services of trading enterprises from the point of view of consumer goods suppliers are summarized in Table 2.9 below.

2.9-table

Main determinants and indicators of the quality of services of retail trade enterprises. [133]

Determinants defining the quality of services.	Specific, individual indicators defining the quality of services.	Legend of indicators.
The quality of product offerings in retail enterprises.	The breadth of variety of products being sold.	T1
	The completeness of products being sold.	T2
	The rate of assortment renewal.	T3
	The stability of the assortment of products being sold.	T4
	Ensuring the safety of products being sold.	T5
Information support for service provision.	Providing information by retail enterprises regarding customer demand and changes in demand.	A1
	The availability of complete information about the activities of the retail enterprise.	A2
	Providing customers with information about product suppliers at the retail enterprise.	A3
	Initiating the production of new products based on consumer demand at the initiative of retail enterprises.	A4
	Advertising of product suppliers.	A5
Reliability of service	Making timely and complete payments for products intended for sale.	I1

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[133] Created by authors.

Determinants defining the quality of services.	Specific, individual indicators defining the quality of services.	Legend of indicators.
provision.	Submitting applications and orders for the delivery of goods in accordance with consumer demand.	I2
	Ensuring the timely and complete purchase of goods according to the contract.	I3
	The safety and quality preservation of products provided to retail enterprises during receiving, storage, and sale.	I4
	The absence of counterfeit products (in terms of quality, quantity, and assortment).	I5
Ease of use of the services.	The convenient working hours of the enterprise.	O1
	The time spent on concluding contracts for the delivery of products to retail enterprises.	O2
	The time spent on freight forwarding services and receiving goods at retail enterprises.	O3
	The selling price for the delivered goods.	O4

Determinants defining the quality of services.	Specific, individual indicators defining the quality of services.	Legend of indicators.
	The location of the retail enterprise.	O5
The qualification of the employees.	Employees possessing sufficient competencies to work with product suppliers.	M1
	The ability of employees to analyze the market situation and place orders for products based on this analysis.	M2
	The existence of mutual trust between the retail enterprise's employees and product suppliers.	M3
	The courtesy and friendliness of the retail enterprise's employees.	M4
	The existence of an individual approach towards product suppliers in a retail enterprise.	M5

As a result of the research, 25 private indicators were identified within the framework of the determinants of the quality of services of retail trade enterprises from the point of view of consumers: "product offerings in retail trade enterprises", "material conditions for providing services", "safety and reliability of services", "ease of receiving services", "competence, qualifications, and attitude of employees" (each consisting of 5 indicators), as well as 25 private indicators were identified within the framework of the determinants of the quality of services from

the point of view of product suppliers: "quality of product offerings in retail trade enterprises", "information support of services", "reliability of services", "ease of obtaining services", "employee qualifications" (each consisting of 5 indicators).

The next direction of the main stage of the research is to assess each selected indicator of service quality according to the level of their expectations and actual perception by consumers. These studies are conducted among respondents using targeted, specially developed questionnaire surveys (Appendices 4, 5).

The quality coefficient (Q) is determined by the following formula:

$$Q = HI - K, \qquad\qquad (2.13)$$

Where:

HI = Actual perception;

K = Expectations.

During the analysis, the quality coefficient (Q) being equal to zero means that the respondents' expectations and actual perception coincide; a negative or positive indicator indicates that the expectations and actual indicators do not coincide (a negative result of the Q coefficient indicates that the expectations were higher than the actual perceived indicators, and a positive indicator indicates that the actual perceived indicator was higher than expectations).

Based on the calculated separate quality coefficients, it is possible to determine the quality of services of a retail trade enterprise as the average of the quality coefficients.

After selecting the determinants of quality and carrying out the assessment, an analysis of the quality of product offerings in retail trade enterprises from the point of view of consumers and product suppliers is carried out.

It is possible to assess the quality of product offerings in retail trade enterprises and the degree of its conformity to consumer demand by conducting a survey among customers using a specially developed questionnaire (Appendix 6) and assess the quality, and they assess the quality determinants on a 7-point scale: excellent, very good, good, average, bad, very bad, terrible. As a result of this survey, respondents' answers are summarized, and the average product quality indicator is calculated, in which the smaller the total sum, the higher it is.

In our opinion, it is expedient to introduce a scoring system in assessing the quality of product offerings, in which consumers assess the quality of services in retail trade enterprises on a 5-point scale according to the selected quality determinants in the questionnaire (Appendix 7).

K1 – the breadth of the assortment of goods oriented to sales;

K2 – the breadth of the assortment of goods;

KZ – the degree of renewal of the assortment;

K4 – the complexity of the purchasing process;

K5 – safety of goods oriented to sales.

There is the possibility of assessing the integral indicator of this criterion when assessing the quality of goods by respondents. In this case, respondents not only assess each individual private indicator on a 5-point scale, but also determine its importance for the consumer in decreasing order. This, in turn, allows you to

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display the overall assessment based on the following formula (Appendix 7):

$$I_{tts} = \frac{K_1 \times A_1 + K_2 \times A_2 + \ldots\ldots + K_n \times A_n}{\sum_{i=1}^{n} A_n}, \qquad (2.14)$$

where: I_{tts} – Integral indicator of product offering quality, in %; K_1, K_2 and others - the share of respondents who rated the private, individual indicator of product offering quality as "excellent" and good.", %; A_1, A_2 and others - the importance of a separate, specific indicator of the indicator of the quality of the goods offered, in %.

An important direction of the main stage of the research is to study and evaluate the quality of the service provision process, which is proposed to be carried out from the point of view of both consumers and goods suppliers.

From the point of view of buyers, this study is represented by the following determinants of service quality:

– analysis of material conditions for service provision;
– assessment of the quality of customer service;
– ease of obtaining services.

The analysis of the quality of material conditions for service provision in retail trade enterprises is carried out taking into account the following identified indicators:

M1 - sanitary and hygienic condition of the buildings of trading enterprises;

M2 - equipping the enterprise with modern technological equipment, office equipment, computer equipment, etc.;

MZ - convenience of the location of equipment, entrances, exits;

M4 - availability of parking lots, parking spaces at the enterprise;

M5 - safety of buildings, rooms, convenience and safety in parking lots, parking spaces.

Taking into account the importance of the above individual, personal indicators of material conditions for service provision and their assessment during the survey (Appendix 7) by respondents, it is advisable to calculate and evaluate the integral indicator using the following formula:

$$I_{msh} = \frac{M_1 \times A_1 + M_2 \times A_2 + \ldots + M_n \times A_n}{\sum_{i=1}^{n} A_n}, \qquad (2.15)$$

where: I_{msh} — Integral indicator of the material conditions of service provision by the retail trade enterprise, in %; M_1, M_2 and others - the share of respondents who rated "excellent" and "good" for a separate, specific indicator of the material conditions of service, in %.; A_1, A_2 and others - the importance of a separate, specific indicator of the indicator of material conditions of service, in %.

An important direction of the main stage of the methodology proposed by us is to study and evaluate the calculation of the integral indicator of assessing the quality of trade services provided to consumers, which allows for a comprehensive analysis of services according to various quality indicators.

An important aspect of the methodology proposed by us is the ability to determine the convenience of using services with the help of a questionnaire (Appendix 7). During the survey, respondents evaluate the individual, separate indicators of the possibilities of

using services:

F1 - the convenience of the working hours of the retail trade enterprise for the buyer;

F2 - the availability of reliable information about the goods sold at the enterprise;

F3 - the prices of goods sold and their compliance with the quality of goods;

F4 - the buyer's time spent to reach the trading enterprise;

F5 - the location of the trading enterprise.

Each indicator is evaluated by respondents on a five-point scale, and allows calculating the integral indicator of the ease of using services based on the following formula:

$$I_{xf} = \frac{M_1 \times A_1 + M_2 \times A_2 + \ldots\ldots + M_n \times A_n}{\sum_{i=1}^{n} A_n}, \qquad (2.16)$$

where: I_{xf} – Integral indicator of ease of using services of retail trade enterprises, in %.; F_1, F_2 and others - the share of respondents who rated "excellent" and "good" for the ease of use of the service, in %.; A_1, A_2 and others - the importance of a separate, specific indicator of the ease of use of the service, in %.

It is proposed to assess the quality of the retail service provision process from the perspective of goods suppliers in the same way.

Based on the survey (Appendix 8), a score is assigned for each individual indicator and a rating is compiled for each group of determinants identified (quality of goods offered in retail trade, information content, reliability of services, ease of use of services, qualifications of employees).

This methodology allows you to calculate the integral

indicator of assessing the quality of services for each group of determinants (Table 2.10), as well as for individual types of retail trade enterprises.

<div align="right">**2.10-table**</div>

A method for integral assessment of retail trade enterprise service quality indicators within a specific group of determinants, from the perspective of consumer goods suppliers. [134]

Indicator name	Methodology for calculating the indicator
Integrated indicator of product offering quality in retail enterprises:	$I_{ts} = \frac{T_1 \times A_1 + T_2 \times A_2 + \ldots + T_n \times A_n}{\sum_{i=1}^{n} A_n}$, here: T_1, T_2 and others – the percentage of respondents who rated "excellent" and "good" for the quality of product offerings indicator, as a separate, specific indicator, in %; A_1, A_2 and others – the importance of the individual, specific indicator of information provision of the service, in %
Xizmatlar koʻrsatishning axborot taʼminoti integral koʻrsatkichi	$I_{at} = \frac{AT_1 \times A_1 + AT_2 \times A_2 + \ldots + AT_n \times A_n}{\sum_{i=1}^{n} A_n}$, here: AT_1, AT_2 and others – the percentage of respondents who rated "excellent" and "good" for the information provision indicator, as a separate, specific indicator, in %; A_1, A_2 and others – the importance of the individual, specific indicator of information provision of the service, in %
Integrated indicator of service reliability	$I_{ish} = \frac{IS_1 \times A_1 + IS_2 \times A_2 + \ldots + IS_n \times A_n}{\sum_{i=1}^{n} A_n}$, here: IS_1, IS_2 and others – the percentage of respondents who rated "excellent" and "good" for the service reliability indicator, as a separate, specific indicator, in %; A_1, A_2 and others – the importance of the individual, specific indicator of service reliability, in %
Integrated indicator of ease	$I_o = \frac{O_1 \times A_1 + O_2 \times A_2 + \ldots + O_n \times A_n}{\sum_{i=1}^{n} A_n}$, here: O_1, O_2 and others – the percentage of respondents who rated "excellent" and

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[134] Created by author.

Indicator name	Methodology for calculating the indicator
of service use	"good" for the reliability of the ease-of-use indicator, as a separate, specific indicator, in %; A_1, A_2 and others – the importance of the individual, specific indicator of ease of use of the service, in %

Indicator name	Methodology for calculating the indicator
Integrated indicator of staff competence	$$I_o = \frac{MK_1 \times A_1 + MK_2 \times A_2 + \ldots + MK \times A_n}{\sum_{i=1}^{n} A_n},$$ Here MK_1, MK_2 and others – the percentage of respondents who rated the individual, specific indicator of staff competence as "excellent" and "good", in %; A_1, A_2 and others – the significance of the individual, specific indicator of ease of service use, in %

From the perspective of product suppliers, the indicator of purchase completeness describes the share of retail trade enterprises that have contracted and purchased goods from suppliers, corresponding to 10 enterprises, if targeted contractual work has been carried out between these market actors.

The final direction of the main stage of the proposed methodology consists of calculating and evaluating the integral indicator of the quality of retail trade services based on the study of the main components of this indicator.

According to the proposed methodology, an important direction of the research is the analysis of purchase completeness from the customer's point of view. The degree of purchase completeness is determined by the ratio of the number of

customers who purchased the necessary consumer goods during a targeted visit to a certain type of retail store to 100 people who planned to purchase a certain product in this store. To assess the completeness of the purchase, we offer the following table of indicators (Table 2.11).

2.11-table

Assessing Purchase Completeness in Retail Trade Enterprises (Clear and straightforward) [135]

Indicator	Procedure for calculating the indicator:	Purchase completeness rate:		
		High:	Middle	Low
Purchase completeness coefficient ($K_{x.t.}$)	Purchasing consumers	90 Person	70-80 Person	Less than 70 people
	Customers intending to purchase goods during a planned visit to a retail business	0.9 and above	0,71-0,89	Less than 0.7

Initially, separate, specific components for assessing the quality of retail trade services were identified for each of the assessment directions indicated above, and in each of these groups, each private indicator was ranked in order of decreasing importance to the customer based on the survey. It was evaluated on a 5-point scale by types and forms of retail trade enterprises, and this primarily allows calculating integral indicators for individual determinants of service quality.

After determining the integral indicators for each quality determinant, the integral indicators of retail services quality are calculated and evaluated as follows.:

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1. Consumer's Point of View (Clear and straightforward):

$$I_{xs} = \sqrt[5]{I_{tts} \times I_{msh} \times I_q \times I_s \times K_{xt}} \ , \qquad (2.17)$$

where: I_{xs} – Integral Indicator of Service Quality in Retail Trade Enterprises, in %; I_{tts} – Composite Indicator of Product Supply Quality (%); I_{msh} – Composite Indicator of the Material Conditions for Providing Services by Retail Enterprises (%); I_q – Integral Indicator of the Ease of Use of Retail Enterprise Services; I_s – Integral Indicator of Trade Service Quality, %; $K_{x.t.}$ – Purchase Completeness Coefficient, in % (Clear and straightforward).

2. From the perspective of product suppliers

$$I_{xs} = \sqrt[5]{I_{ts} \times I_{at} \times I_{work} \times I_o \times I_m} \ , \qquad (2.18)$$

where: I_{xs} – Integral Indicator of Service Quality in Retail Trade Enterprises, in % (Clear and straightforward); I_{ts} – Integral Indicator of Product Offer Quality in Retail Trade Enterprises (Clear and straightforward); I_{at} – Integral Indicator of Information Support for Service Provision (Clear and straightforward); I_{work} – Integral Indicator of Service Reliability (Clear and straightforward);

I_o – Integral Indicator of Ease of Use of Services (Clear and straightforward); I_m – employee qualification is an integral indicator.

In the final stage of the proposed methodology, the analyzes are summarized, a report is presented to the interested organizations, proposals are substantiated to eliminate the

identified shortcomings, and mechanisms are developed to increase the socio-economic efficiency and quality of services of enterprises.

Conclusion

1. If we look at the analytical data on the volume of retail trade turnover in the regions of our republic, it amounted to 270687.2 billion soums in 2022, which is 2.4 times more than in 2018. The volume of retail trade turnover in the regions of our republic has a growth dynamic of almost more than two times, close to three times. In terms of regions, the share of the city of Tashkent has a high weight in terms of the volume of retail trade turnover, with the share of the city of Tashkent in 2018 being 22.3% of the total and 24.7% in 2022.

2. Currently, the methodology for assessing the quality of services in retail trade enterprises is not fully and deeply developed, which allows for a comprehensive analysis of the factors that determine the quality of services and give them a holistic assessment. The integral coefficient of the quality of retail trade services was improved based on the degree of customer satisfaction, the degree of provision of retail trade services, and the evaluation indicators of the service-providing enterprise parameters.

3. The integral indicator of the quality of retail trade services was improved based on private indicators expressing the quality of goods offered, the material conditions of service provision, the convenience of using services, the quality of sales service, and the completeness of the purchase..

CHAPTER III. IMPROVING THE QUALITY OF SERVICE ASSESSMENT SYSTEM IN THE RETAIL SECTOR

3.1. Improving the Methodology for Assessing Service Quality in Retail Trade Enterprises

One of the important factors in assessing the activities of retail trade enterprises is the quality of retail trade service. Creating its positive image in front of customers and increasing attractiveness for customers is of great importance. An important indicator of assessing the activities of retail trade enterprises in the quality of services of the trade system is to increase the company's positive image in front of customers, that is, its attractiveness to customers. Improving the quality of sales services helps to expand the contingent of regular customers, resulting in increased sales and the profitability level of retail trade enterprises. In connection with this, the issues of studying and assessing the quality of sales services are currently relevant and have methodological and practical significance.

According to the results of the analysis of the approaches of foreign and local economists to assessing the quality of retail trade services, there is currently no comprehensive approach to studying this indicator, therefore, our research work is aimed at assessing private, single indicators and does not allow for a comprehensive analysis of the degree of customer satisfaction with the quality of sales services and, on this basis, developing measures to improve the efficiency of enterprises.

According to the results of scientific research and research

conducted by economists on the analysis of the activities of retail trade enterprises and the assessment of the quality of sales services, it is possible to divide the assessment of the quality of retail trade services into interconnected preparatory, main and final stages.

At the preparatory stage of the research work, its purpose, tasks, scientific and methodological approaches and principles are determined, the subject and object of the research are selected, the scope of the necessary data and methods for collecting them are determined, a research program is developed, and the main conditions are analyzed.

The main goal of this study is to assess the level of customer satisfaction with the quality of purchasing services. To achieve this goal, the main tasks of the research work are as follows:

to assess the quality of sales services in retail trade enterprises;

to identify private, specific indicators that determine the quality of sales services in retail trade enterprises;

to assess the single, private indicators of the quality of sales services by customers and to determine their significant aspects for consumers;

to calculate and analyze integral indicators for assessing the quality of sales services;

to summarize the research results, identify the strengths and weaknesses, threats and opportunities of retail trade enterprises, and on this basis, develop measures to improve the quality of sales services to achieve superiority.

Various types of retail trade enterprises selling food products

are considered as the research object: hypermarkets, supermarkets, Internet stores, specialized stores, pavilions, minimarkets, organized food markets.

The subject of the research is the process of studying and evaluating the quality of services in retail trade service.

Due to the lack of information on the state of the quality of sales services for the types of trade enterprises under consideration, the data from a sociological survey conducted among customers is the main source of data during the research. Initially, 490 respondents were selected for primary data collection.

In the process of carrying out this analysis, the respondents were randomly selected at certain time intervals. We developed a special questionnaire to collect initial data, which allows a comprehensive assessment of the opinions of respondents on the quality of sales services of various types and forms of retail trade enterprises, taking into account the importance of its individual criteria for consumers (Appendices 7 and 8).

Important directions of the preparatory stage of the research work are the development of a program for assessing the quality of sales services, and this program should include the following tasks:

duration and duration of the evaluation process;

ddress of the analysis: various retail trade enterprises in the Bukhara region;

data collection process and sources: conducting surveys among clients of retail trade enterprises based on special questionnaires;

selection of assessment methods and tools: grouping and comparison method, method of absolute and relative values,

ordering method, integral assessment, etc.;

identify those interested in the results of the analysis;

local government bodies in assessing the efficiency of retail trade enterprises in the region and determining development prospects;

retail trade enterprises administration in assessing work performance and developing strategies to achieve high competitiveness;

expected results, forms of assessment and their presentation: assessment results of single, private indicators and integral indicator of sales service quality for each type of retail trade enterprise studied in paper and electronic form.

Studying the main conditions for assessing the quality of sales services in retail trade enterprises consists of the following:

regulatory legal documents that determine the quality of sales services and the levels of its regulation by state and public organizations;

the state of the market infrastructure in the region from the point of view of retail commodity exchange and the prospects for its further development; the degree of conformity of the development of the retail network to the needs of the population;

existing approaches to assessing the quality of sales services and methodological approaches developed to study this indicator that are suitable for modern conditions for running retail trade enterprises;

a system of indicators that comprehensively characterize the quality of sales services in retail trade.

As part of the main stage of the study, a system of private,

single indicators is initially determined to assess the level of quality of sales services. Customers are interested in assessing the quality of sales services of retail trade enterprises of the same type and size. To obtain the results of such an assessment, it is possible to use the traditional integral indicator of service quality based on indicators: availability of the assortment; coverage with purchases; completeness of additional services; the share of traditional sales methods in the total sales volume.

At the same time, it is also possible to calculate the indicator of the level of sales service according to customers based on the survey results, accepting consumers as a source of information.

The main stages of studying and assessing the quality of sales services in retail trade enterprises are illustrated in Figure 3.1 below..

1. Time spent on sales service:

Time spent searching for and selecting a product;

Time spent waiting for advice and service;

Time spent on cashier services, payment for goods.

These expenditures are important for consumers, as they determine the attractiveness of a particular trading enterprise. Service time can be measured by calculating the time in sample surveys of customers in different types of retail trade enterprises. However, this research method requires high financial costs and time. Therefore, in our opinion, it is expedient to use the questionnaire method. To assess the time spent by customers on sales services when purchasing food products, we propose to conduct a survey using a questionnaire specially developed for this purpose (Appendix 9).
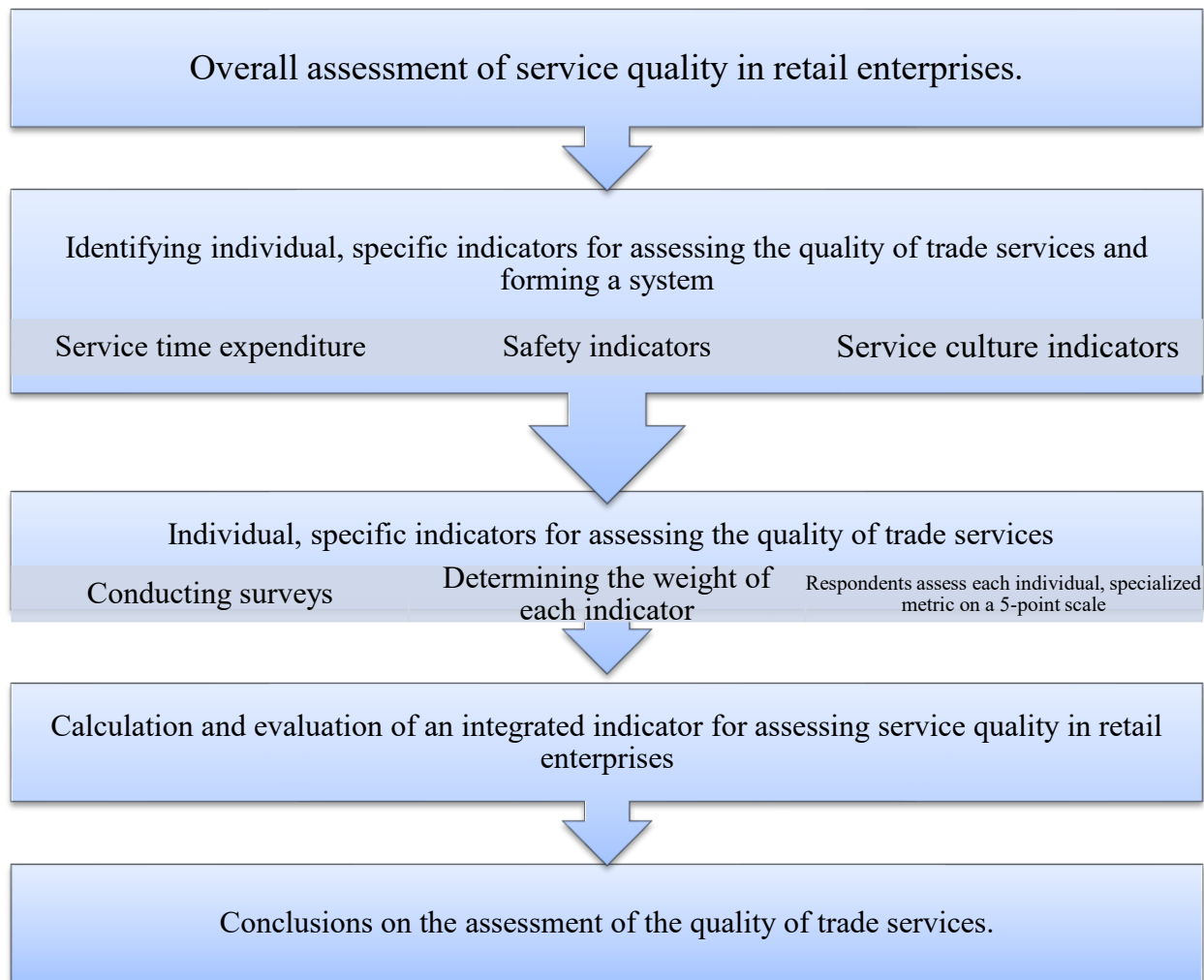
Figure 3.1. Key stages of assessing the quality of sales services in retail trade enterprises [136]

Based on the results of a customer survey to assess the average waiting time for service in crowded hours in different types of retail trade enterprises, we determined the average time standards for each type of retail trade enterprise.

The corresponding coefficients (Table 3.1) allow us to provide a comparative description of the actual time spent and the standard time spent in different types of enterprises, and on this

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basis, to determine their competitive advantages.

3.1-table

Average time spent on cashier services per customer in retail trade enterprises engaged in the sale of food products.
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Type of retail enterprise	Time spent on checkout services during peak hours		
	Top	**Satisfactory**	**Unsatisfactory**
Giper-market	Up to 3 minutes	3 to 8 minutes	More than 8 minutes
Hypermarket	Up to 4 minutes	4 to 7 minutes	More than 8 minutes
Grocery stores,	Up to 5 minutes	5 to 8 minutes	More than 8 minutes
food shops	Up to 3 minutes	3 to 8 minutes	More than 6 minutes
Specialty stores	Up to 2 minutes	2 to 4 minutes	More than 4 minutes
Grocery stores	Up to 3 minutes	3 to 6 minutes	More than 6 minutes
Coefficient value	0,9-1,0	0,81-0,89	0,80 or lower

2. Safety indicator in sales services:

– Customer safety: the availability of a cooling system, fire safety, security in the sales area and exits, etc.;

– Employee safety: compliance with sanitary and hygienic requirements, etc.;

– Safety of personal belongings: the presence of a video surveillance system in trading enterprises, guarded lockers, and

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other inventories.

Service culture indicators:

Appearance of employees: special clothing, compliance with sanitary and hygienic requirements, etc.;

Attitude of sales staff to the buyer: the presence of an atmosphere of trust and mutual understanding between the employees of the enterprise and the buyers, politeness and friendly attitude of the employees of the enterprise towards the buyers; providing necessary information to buyers in a convenient form;

Qualifications of employees: the company demonstrates an individual approach to customers; employees have the necessary competencies to provide basic and additional services; the ability of company employees to analyze and anticipate the wishes and demands of customers; sales staff should focus on customer problems in their work; the speed of employees to respond to customer requests.

After a single, private system of sales service providers is organized, they are evaluated by respondents in the survey process.

All components of the quality of sales services of retail trade service providers are included in the questionnaire developed for the main purposes of our research work, in which respondents are asked to answer the following:

allows you to select the main components that are most important for consumers in descending order for each private indicator that makes up the quality of sales services;

assessing specific indicators on a 5-point scale when assessing the quality of various types of services provided by retail trade enterprises, which allows you to calculate the average score

for each component of the indicators being studied.

After processing the survey results, the integral indicator for assessing the quality of sales services in retail trade enterprises is calculated using the following formula:

$$Isxs = \frac{P_1 \times A_1 + P_2 \times A_2 + \cdots P_n \times A_n}{\sum A}, \qquad (3.1.)$$

Where: *Isxs* – Isxs – integral indicator of sales service quality, in %; *P₁*, *P₂*, *...Pn* – the share of consumers who rated the selected private, single indicator that makes up the quality of sales services as "excellent" and "good", in %; A_1, A_2,.. A_n – the importance of the selected individual, private indicator that makes up the quality of sales service, in %.

At the end of the study, the following will be carried out:

generalized value of assessing the quality of sales service by type of retail trade enterprises;

opportunities and weaknesses for improving the quality of sales service are identified;

measures are developed to improve the quality of sales services in order to increase economic and social efficiency in the retail consumer market.

In conclusion, we can emphasize that the proposed methodology for assessing the quality of services of retail trade enterprises allows to analyze on the basis of systematic, holistic and differentiated approaches, to determine the economic and social effectiveness of services for a general assessment of the enterprise's activity, which helps to develop the most effective management decisions based on the results of studying the improvement of the activity of retail trade enterprises and

increasing their efficiency.

3.2. Improving the Method of Integral Assessment of Service Quality in Retail Trade Enterprises

Unlike the methods mentioned above, we propose an integral assessment of service quality in retail trade enterprises. In this approach, the initial assessment from the consumer's point of view involves calculating the integral indicators within each determinant of retail trade enterprises within the framework of five private indicators (indicators of product quality, material conditions for service, quality of sales service, availability of services, purchase completeness) and, on this basis, the integral indicators of the quality of services of various types and forms.

According to the proposed method for assessing service quality, at the first stage, an analysis of the quality of the goods offer in retail trade was carried out on the basis of specially developed questionnaires (Appendix 8). The survey results are summarized in Table 3.2.

3.2-table

Integral Indicator for Assessing the Quality of Goods Delivery in Retail Trade Enterprises in the City of Bukhara.[138]

(Based on survey results, in %)

Specific primary indicators	The importance of specific primary indicators	Share of consumers who rated the specific, unique indicator of product supply quality as 'excellent' and 'good					
		Giper-market	Hypermarket	Grocery stores, food shops	Specialty stores	Grocery stores	Farmers' markets
Safety of products offered for sale	30,6	80,0	75,6	73,8	80,0	51,8	66,2
Completeness of purchase	23,2	85,3	82,4	72,1	56,9	45,4	64,1
Breadth of assortment	20,5	90,5	82,7	78,3	71,3	34,5	85,4
Assortment completeness	16,3	86,7	78,3	69,3	92,4	33,8	63,3
Degree of assortment renewal	15,6	71,2	73,4	70,1	70,4	35,3	65,0
Integral indicator of the quality of product supply	**X**	**82,9**	**78,6**	**73,0**	**73,7**	**41,9**	**68,8**

Of the 5 selected private indicators, the most important for respondents were "the safety of goods sold" (30.6% of respondents

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[138] Created by authors.

chose this indicator), "purchase integrity" (23.2% of respondents chose this indicator), and "breadth of assortment" (20.5% of respondents chose this indicator). The highest (82.9%) integral indicator of product offering quality was manifested in hypermarkets, because enterprises providing this type of retail services have an advantage in terms of breadth, completeness of the assortment, and purchase integrity.

Supermarkets and department stores are in second place in terms of integral indicator (78.6%), due to the breadth of the assortment of goods sold and the purchase integrity.

Specialized food stores (73.7%) and delis (73.0%) also have a high integral indicator. In turn, in food stores, according to respondents, the indicators of the breadth of the assortment of goods sold (92.4% of respondents rated this indicator highly) and the safety of the goods sold (80%) provided the advantage.

The lowest level of the integral indicator (41.9%) is characteristic of minimarkets, the main reason for which is the small assortment, slow renewal of products, and insufficient attention to the level of product safety.

A higher indicator for this type of institution was manifested in farmer's markets (68.8%), in which the breadth of the assortment of products was manifested as the main advantage providing the average indicator.

The next private indicator group for assessing the quality of retail services is the material conditions for providing services. The survey results are summarized in Table 3.3.

According to the survey results, the most important indicators for respondents are the safety of buildings, premises, convenience

and safety in the parking lot (24.8% of respondents identified this indicator as the most important), the sanitary and hygienic condition of trading enterprises (23.3% of respondents identified this indicator as the most important), and the availability of parking for cars (22.6% of respondents identified this indicator as the most important).

The highest indicator in terms of the integral indicator of the quality of material conditions for providing services was in hypermarkets (85.8%). Customers gave high scores to the availability of parking for cars (94.1% of respondents), the sanitary and hygienic condition of trading enterprises (86.5% of respondents), and the provision of the enterprise with modern technological means, office equipment, etc. (89.2%).

At the same time, only 71.2% of respondents noted the convenience of the location of entrances, exits, and equipment.

3.3-table

Integral Indicator of the Quality of Material Conditions for Providing Services in Retail Trade Enterprises in the City of Bukhara [139] (Based on survey results, in %.))

Specific primary indicators	The importance of specific primary	Share of consumers who rated the specific, unique indicator of product supply quality as 'excellent' and 'good					
		Giper-market	Hypermarket	Grocery stores, food shops	Specialty stores	Grocery stores	Farmers' markets

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[139] Created by authors).

Safety of buildings and rooms, convenience and security of the parking area	24,8	85,1	83,3	79,1	82,6	34,3	26,3
Sanitary and hygienic condition of retail enterprises	23,3	86,5	81,7	76,8	86,6	64,2	63,6
Availability of parking space for vehicles	22,6	94,1	73,1	50,1	43,8	28,9	41,8
Availability of modern technological equipment, office technology, and other facilities in the enterprise	16,9	89,2	86,2	80,0	87,1	15,3	12,2
Convenient layout of entrances, exits, and equipment	16,5	71,2	73,6	65,8	75,5	36,5	34,3
Integral indicator of the quality of	**X**	**85,8**	**79,7**	**70,3**	**74,7**	**37,1**	**36,9**

Supermarkets and department stores (79.7%) also achieved a high indicator in terms of the integral indicator of the quality of material conditions for providing services. In this type of trading enterprise, the high indicator is due to the provision of the enterprise with modern technological means, office equipment, etc. (86–87% of respondents noted), the safety of buildings, premises, convenience and safety in the parking lot (82–83% of respondents), the sanitary and hygienic condition of trading enterprises (more than 86%).

The lowest integral indicator of the quality of material conditions for providing services was demonstrated in farmer's

markets – 36.9% and in grocery stores – 37.1%. The reasons for the unsatisfactory assessment of customers in these forms of retail trade enterprises are the low level of provision with modern technological means, office equipment, etc., the safety of buildings, premises, the level of convenience and safety in the parking lot, and the inconvenience of the location of entrances, exits and equipment. According to other private, separate indicators, the indicators of grocery stores and farmer's markets are relatively much lower.

The next group of quality indicators in retail trade enterprises is the ease of use of services. The results of the questionnaire surveys in this direction are presented in Table 3.4..

3.4-table

Integral Indicator of Ease of Use of Services in Retail Enterprises in Bukhara [140] (Based on survey results, in %.)

Specific primary indicators	The importance of specific primary	Share of consumers who rated the specific, unique indicator of product supply quality as 'excellent' and 'good					
		Giper-market	Hypermarket	Grocery stores, food	Specialty stores	Grocery stores	Farmers' markets
Compliance of product prices with their quality in retail sales	36,5	78,3	72,1	71,5	77,3	68,3	79,9
Convenience of the retail enterprise's location	31,7	65,5	76,2	78,2	73,3	96,7	70,2

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[140] Developed by the author (During the analysis process of food product retail enterprises).

Customer-friendly operating hours of the retail enterprise	25,6	95,6	74,3	72,2	75,4	98,2	51,1
Time spent by the customer to reach the retail enterprise	24,8	60,1	73,3	77,1	65,6	98,4	70,1
Availability of reliable information about the enterprise and the products sold	15,8	83,3	76,1	65,6	75,6	43,1	21,1
Integral indicator of ease of service use in retail enterprises	**X**	75,8	74,2	73,5	73,6	83,3	63,4

According to Table 3.4, the use of services in retail trade enterprises is most convenient in grocery stores. The integral indicator was 83.3%. The main competitive indicators were "convenient working hours of the retail trade enterprise for the customer", "convenient location of the enterprise", the possibility of usually walking, which manifested in the fact that the customer spends less time going to the retail trade enterprise. At the same time, only 43.1% of customers were satisfied with "the availability of reliable information about the enterprise and the goods sold in it" and 68.3% of respondents were satisfied with "the price of products oriented to sales and its compliance with quality."

A relatively high integral indicator of ease of use of services is characteristic of hypermarkets (75.8%) and supermarkets (74.2%). Most respondents for hypermarkets highly rated the indicators of "convenient working hours of the retail trade enterprise for the customer" (95.6%), "compliance of the price of

products oriented to sales and their quality" (83.3%) and "compliance of the price of products oriented to sales and their quality" (78.3%). At the same time, hypermarkets showed lower indicators due to the "convenient location of the enterprise" (usually large hypermarkets are located on the outskirts of the city), as a result of which "the time spent by the buyer to get to the retail trade enterprise" is required.

Supermarkets and department stores have high indicators due to the "convenient location of the enterprise" (usually in crowded places, near highways), the shortness of "the time spent by the customer to get to the retail trade enterprise," and the "convenient working hours of the retail trade enterprise for the customer" and the availability of reliable information about goods. At the same time, only 72.1% of respondents noted the compliance of the price of products oriented to sales and their quality.

Gastronomy stores and specialized retail stores have an equal integral indicator of ease of use of services. In turn, in specialized stores, consumers are more satisfied with "the price of products oriented to sales and their quality", "the availability of reliable information about the enterprise and the goods sold in it". The weak sides are the inconvenient location of the enterprise and, due to this, the high transport costs.

The main competitive advantages in terms of service opportunities for gastronomy stores are the proximity of this type of sales establishments to consumers and, in connection with this, the short time buyers spend reaching the point of sale, as well as more convenient working hours.

3.5-table

Results of respondents' assessment of the purchase completion rate in retail trade enterprises in the city of Bukhara [141]

Private, primary indicators	Giper-market	Hypermarket	Grocery stores, food shops	Specialty stores	Grocery stores	Farmers' markets
Purchase completion coefficient	99,0	93,0	85,0	93,0	68,0	89,0

In organized food markets, the integral service indicator has the lowest score – 63.4%. Consumers are not satisfied with indicators such as the availability of services in organized food markets, the availability of reliable information about markets and the goods sold in them (only 21.1% of respondents rated this indicator as "excellent" and "good"), and the operating mode of markets, which corresponds to the working schedule of customers on weekdays. At the same time, almost 80% of the buyers who participated in the survey are satisfied with the price of goods sold in the markets and their compliance with the quality of goods, as well as the location of the markets and the time spent on the way to them.

The next indicator for assessing individual, specific indicators of the quality of services of retail trade enterprises is the purchase completion rate, and the evaluation results are presented in Table 3.6.

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[141] Developed by the author (During the analysis process of food product retail enterprises).

As can be seen from the survey results, the highest value in terms of purchase completion is for hypermarkets (99.0%), supermarkets, department stores, specialized stores (93.0%), and organized food markets (89.0%). The smallest value of the purchase completion rate is for minimarkets with "products" pavilions – only 68.0%, which is explained by a narrow range of goods sold at an average price level.

After conducting a ball and integral assessment of private, single indicators of retail service quality, we believe that it is necessary to calculate and analyze the integral indicator of service quality for different types, formats of retail trade enterprises (Table 3.6).

3.6-table

Integral Indicator for Assessing Service Quality in Retail Trade Enterprises in the City of Bukhara [142] (According to consumers, in %)

Private, primary indicators	Integral indicator values by type and form of enterprises					
	Giper-market	Hypermarket	Grocery stores, food shops	Specialty stores	Grocery stores	Farmers' markets
Quality of product delivery	82,9	78,6	73,0	73,7	41,9	68,8
Material conditions of service provision	85,8	79,7	70,3	74,7	37,1	39,6
Ease of access to services	75,8	74,2	73,5	73,6	83,3	63,4

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[142] Created by authors

Quality of retail services	75,5	76,6	74,7	83,1	62,2	57,7
Purchase completion coefficient	99,0	93,0	85,0	93,0	68,0	89,0
Composite indicator of service quality assessment	83,4	80,2	75,1	79,3	55,9	60,7

According to the survey results, hypermarkets (83.4%) have the highest value of the integral indicator of service quality, which is associated with the high values of the integral indicators of the quality of goods delivery (82.9%), material conditions for providing services (85.8%), and purchase completion rate (99.0%).

Supermarkets, department stores (80.2%) have a high value of the integral indicator of service quality due to the high integral indicator of material conditions for providing services (79.7%), the quality of goods delivery (78.6%), and the purchase completion rate (93.0%).

Specialized stores also achieved a high integral indicator of 79.3% in terms of service quality, which is mainly formed through high quality of sales services (83.1%), favorable material conditions for providing services (74.7%), quality of sales services (73.7%), as well as a high purchase completion rate (93.0%).

The lowest value of the integral indicator of service quality is in Grocery stores, minimarkets - 55.9%, which is associated with the low quality of goods delivery and material conditions for providing services (41.9 and 37.1%, respectively), where there was a high integral indicator of ease of use of services (83.3%).

In farmer's markets, the integral indicator of service quality was 60.7% due to the low values of the integral indicators of material conditions for providing services (39.6%) and quality of

sales services (57.7%), where the purchase completion rate was high (89%).

Assessing the quality of services in various forms of retail trade enterprises allows to identify strengths and weaknesses, threats and opportunities, and on this basis to develop an effective strategy to improve the quality of services and the social effectiveness of the enterprise to ensure economic growth.

From the point of view of suppliers of consumer goods, we propose to assess the quality of retail services based on the following quality indicators: quality of goods offered in retail trade; information support of services; service reliability; ease of use of the service; staff qualifications.

A survey conducted among food suppliers to the retail network in the city of Bukhara using a specially developed questionnaire (Appendix 8) allows to assess individual, specific indicators for assessing the quality of retail services on a 5-point scale, and at the same time determine the importance of individual indicators for suppliers and, based on them, calculate integral indicators for each group of service quality indicators and for each individual form of retail trade enterprise under consideration.

The assessment of the quality of delivery of goods by respondents supplying food products to the retail network of Bukhara in various forms of trade enterprises (Table 3.7) showed that hypermarkets (86.1%) have the highest value, an integral indicator for the quality indicator, characterized by the breadth and completeness of the assortment of goods sold, as well as its stability. At the same time, more than 24% of respondents were partially satisfied with the safety of goods sold in hypermarkets.

Supermarkets, department stores (80%), also have a high value for the integral indicator for assessing the quality of delivery of goods, their competitive advantages are the breadth of the assortment (85.2% of respondents rated this separate, specific indicator as "excellent" and "good"), its stability (84.1%) and completeness (80.8%). At the same time, respondents, just as in hypermarkets, were partially satisfied with the safety of goods sold in supermarkets and department stores.

3.7-table

An integral indicator for assessing the quality of goods offered in retail trade enterprises in the city of Bukhara [143] (based on the results of a survey among product suppliers, in %.)

Specific primary indicators	The importance of specific primary indicators	Share of consumers who rated the specific, unique indicator of product supply quality as 'excellent' and 'good					
		Giper-market	Hypermarket	Grocery stores, food shops	Specialty stores	Grocery stores	Farmers' markets
Selling price of goods	30,1	75,9	75,2	71,3	81,0	50,7	46,3
Customer-friendly working hours of a retail enterprise	26,7	93,1	85,2	80,1	72,2	30,1	85,3
Time spent on concluding supply contracts in retail enterprises	16,0	89,3	80,8	70,3	90,7	20,9	65,5

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[143] Developed by the author (During the analysis process of food product retail enterprises)..

Location of the retail enterprise	15,9	74,3	75,2	70,2	70,0	21,4	68,3
Time spent on forwarding services and goods receipt in retail enterprises	15,7	86,2	84,1	83,0	89,9	65,3	71,4
Integral indicator of the quality of product supply	**X**	**86,1**	**80,0**	**76,8**	**79,6**	**38,6**	**66,3**

Specialized stores (79.6%) have a high value for the integral indicator for assessing the quality of delivery of goods in retail trade, characterized by a high level of satisfaction from respondents with the completeness and stability of the assortment of goods sold (90.7%), 89.9% of respondents rated these indicators as "excellent" and "good", as well as a high level of safety of goods sold (81.0%).

The lowest value of the integral indicator for assessing the quality of delivery of goods in retail trade enterprises is characteristic of grocery stores, mini-markets (38.6%), in which respondents were not satisfied (or partially satisfied) with the breadth of assortments, the degree of completeness and renewal of the assortment of goods sold, the stability of the assortment, and expressed relatively low ratings for the safety of goods sold.

For farmers' markets, the value of the integral indicator, assessing the quality of delivery of goods, was 66.3%, which is expressed by the low value of the indicator of the safety of goods being sold.

The assessment of information support for services (Table 3.8) among respondents supplying food products to the city's retail

network indicates that this type of service provided by the city's retail trade enterprises is partially satisfying the respondents.

Specialized stores (72.5%) and hypermarkets (69.7%) have the highest value of the integral indicator for assessing the information support of services, in which respondents noted a much higher level of availability of reliable information about the activities of sellers (more than 79% of respondents rated these indicators as "excellent" and "good").

3.8-table

Integral indicator of assessing the information support of services in retail trade enterprises in the city of Bukhara. [144] (based on the results of a survey among product suppliers, in %.)

Specific primary indicators	The importance of specific primary indicators	The proportion of consumers who rated the specific, single indicator of information provision as 'excellent' or 'good					
		Giper-market	Hypermarket	Grocery stores, food shops	Specialty stores	Grocery stores	Farmers' markets
Selling price of goods	17,3	64,5	66,9	39,4	69,8	21,3	30,6

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[144] Developed by the author (During the analysis process of food product retail enterprises).

Customer-friendly working hours of a retail enterprise	16,5	80,3	76,7	70,2	79,5	65,9	69,8
Time spent on concluding supply contracts in retail enterprises	15,3	50,2	46,8	23,3	61,3	10,1	13,5
Location of the retail enterprise	12,9	85,9	79,8	66,6	79,9	40,4	38,1
Time spent on forwarding services and goods receipt in retail enterprises	10,3	70,3	53,4	19,2	73,3	0	0
Integral indicator for assessing the ease of use of services	**X**	**69,7**	**65,3**	**45,0**	72,5	**29,5**	**32,9**

The integral indicator of assessing the information support of services in supermarkets and department stores was 65.3%. The following separate, specific indicators were highly rated by respondents: the availability of reliable information about the activities of the retail trade enterprise (more than 79.8% of respondents rated these indicators as "excellent" and "good").

Awareness of customers about product suppliers in retail trade enterprises (more than 76.7% of respondents rated these indicators as "excellent" and "good").

It should be noted that the respondents partially rated the following indicators as satisfactory: establishing the production of new products at the initiative of retail trade enterprises based on consumer demand; informing consumers about the requirements of customers, changes in their wishes.

The low values of the integral indicator for assessing the information support of services were made up of grocery stores, mini-markets (29.5%) and farmers' markets (32.9%), which provide information services to food suppliers to a minimum extent. The integral indicator for assessing the information support of services in Gastronomy stores (45%) was below the average value, and respondents also rated the indicators informing customers about the requirements of customers, their preferences, changes in preferences, as well as introducing new products in accordance with consumer demand and advertising of product suppliers at the initiative of retailers, as low.

In the process of assessing the reliability of services of retail trade enterprises in Bukhara (Table 3.9), it was found that specialized stores (84.9%) have the highest indicator, and their main advantages are the non-counterfeiting of goods, the safety and storage of goods during reception, storage, and timely payments for goods oriented for sale (more than 83% of respondents rated these indicators as "excellent" and "good").

The integral indicator for assessing the reliability of services was in hypermarkets (79.9%) and supermarkets and department stores (78.2%). In these retail trade enterprises, high scores were assigned by respondents for the following individual indicators: timely and full payment for goods oriented for sale, safety and preservation of goods during reception and storage, and the submission of applications and orders for the delivery of goods in accordance with consumer demand.

At the same time, 70% of respondents were satisfied with the absence of counterfeiting of goods (in terms of quality, quantity, and assortment) in these types of enterprises.

160

3.9-table

Integral indicator of assessing the reliability of services in retail trade enterprises in the city of Bukhara. [145] (based on the results of a survey among product suppliers, in %.)

Specific primary indicators	The importance of specific primary indicators	The proportion of consumers who rated the specific, single indicator of information provision as 'excellent' or 'good					
		Giper-market	Hypermarket	Grocery stores, food shops	Specialty stores	Grocery stores	Farmers' markets
Selling price of goods	39,8	79,2	75,4	70,2	83,2	84,1	86,1
Customer-friendly working hours of a retail enterprise	25,5	70,7	69,3	60,8	85,9	33,2	35,6
Time spent on concluding supply contracts in retail enterprises	22,8	83,2	80,6	73,8	83,9	53,3	43,2
Location of the retail enterprise	19,6	89,3	87,8	81,2	92,8	77,3	75,1

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[145] Developed by the author (During the analysis process of food product retail enterprises).

Time spent on forwarding services and goods receipt in retail enterprises	17,1	80,1	83,7	70,3	80,1	69,2	70,1
Integral indicator for assessing the ease of use of services	**x**	**79,9**	**78,2**	**70,7**	**84,9**	**65,0**	**64,0**

The lowest integral indicator for assessing the reliability of service was observed in grocery stores (65%) and farmers' markets (64%). Despite the high score for the timely and full payment of goods oriented for sale (84-86%), there are low indicators for the safety and preservation of goods during reception and storage, as well as the absence of counterfeit goods.

When respondents assessed the integral indicator of ease of using services in retail trade enterprises in the city of Bukhara (Table 3.10), the highest integral indicator was observed in hypermarkets (75.1%) and specialized stores (75.6%).

Among the group of factors determining service quality, the advantages of hypermarkets are convenient working hours (90.6% of respondents rated this indicator as "excellent" and "good"), the selling price of goods (73.2% of respondents), and specialized stores - the time spent on concluding contracts for the supply of goods (79.6% of respondents) and the time spent on forwarding services and receiving goods (76.6% of respondents).

<div align="right">

3.10-table
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Integral indicator of ease of using services in retail trade enterprises in the city of Bukhara. [146] (based on the results of a survey among product suppliers, in %.)

Specific primary indicators	The importance of specific primary indicators	The proportion of consumers who rated the specific, single indicator of information provision as 'excellent' or 'good					
		Giper-market	Hypermarket	Grocery stores, food shops	Specialty stores	Grocery stores	Farmers' markets
Selling price of goods	39,9	73,2	74,2	70,5	75,5	70,2	69,9
Customer-friendly working hours of a retail enterprise	18,5	90,6	73,3	70;2	75,4'	89,6	63,2
Time spent on concluding supply contracts in retail enterprises	16,3	70,1	75,5	73,2	79,6	70,3	65,1
Location of the retail enterprise	11,3	68,1	69,3	70,1	69,1	71,2	68,3
Time spent on forwarding services and goods receipt in retail enterprises	11,2	70,2	71,2	70,1	76,6	77,7	76,8

[146] Developed by the author (During the analysis process of food product retail enterprises).

Integral indicator for assessing the ease of use of services	X	75,1	73,3	70,8	75,6	74,8	68,4

The integral indicator of ease of use of services in supermarkets and department stores was 73.3%, and in gastronomy stores - 70.8%. According to respondents, the integral indicator in grocery stores and mini-markets was 74.8%, with the main share being attributed to the convenience of working hours and the small amount of time spent on receiving goods. Farmers' markets have the lowest integral indicator of ease of use of services (68.4%).

When respondents assessed the integral indicator of employee competence and qualifications in retail trade enterprises engaged in the sale of food products in the city of Bukhara (Table 3.11), the highest integral indicator was observed in specialized stores (78.1%), hypermarkets (75.5%), and supermarkets and department stores (72.5%). In other types of enterprises, the integral indicator of employee competence and qualifications ranged from 65.9% to 69.4%

The high integral indicator of employee qualifications in specialized stores and hypermarkets is due to the existence of an atmosphere of trust and mutual understanding between the employees of retail trade enterprises and the suppliers of goods (80% of respondents rated this separate, specific indicator as "excellent" and "good"), the ability of employees to analyze the market conjuncture and form orders for goods in accordance with it (78.1-80.5% of respondents), and the fact that employees have the skills to work effectively with suppliers of goods (77-78% of respondents).

Grocery stores, mini-markets (65.9%), and farmers' markets (68.6%) had the lowest scores for the integral indicator of employee qualifications. In this case, all private, individual indicators were rated low by the respondents.

3.11-table

Integral indicator of employee qualifications in retail trade enterprises in the city of Bukhara. [147] (based on the results of a survey among product suppliers, in %)

Private primary indicators	The importance of specific primary indicators	The share of consumers who rated the specific, single indicator of information provision as 'excellent' or 'good					
		Giper-market	Hypermarket	Grocery stores, food shops	Specialty stores	Grocery stores	Farmers' markets
Employees possess the ability to analyze market conditions and form product orders accordingly.	15,2	78,1	70,1	69,2	80,5	65,4	67,2
The presence of an atmosphere of trust and mutual understanding between retail enterprise employees and product suppliers.	14,3	80,1	79,8	75,6	80,2	75,2	77,3

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[147] Created by authors.

Politeness and sincerity of sales personnel.	14,2	76,1	73,5	71,3	79,5	66,7	74,3
The presence of an individual approach to suppliers in retail enterprises.	13,3	65,3	62,3	60,5	71,3	68,8	69,5
The employee possesses effective collaboration skills with suppliers.	11,3	77,3	77,2	70,1	78,4	50,1	51,3
Integral indicator of staff qualification assessment	**X**	**75,5**	**72,5**	**69,4**	**78,1**	**65,9**	**68,6**

When respondents assessed the integral indicator of service quality in retail trade enterprises engaged in the sale of food products in the city of Bukhara (Table 3.12), the highest integral indicator was observed in specialized stores (77.9%) and hypermarkets (77.1%).

The lowest integral indicators were observed in grocery stores, mini-markets (51.1%), and farmers' markets (58.1%).

According to respondents, the main competitive advantages of hypermarkets, specialized stores, and supermarkets are the high quality of the goods offered and the reliability of services, while in grocery stores, mini-markets, and farmers' markets - the ease of using the services. According to respondents, the weaknesses of grocery stores and mini-markets are the low quality of the goods offered and the low level of information support for services, while in "gastronomy" stores there is not enough information about the services.

3.12-table

Integral indicator of service quality in retail trade enterprises in the city of Bukhara (based on the results of a survey among product suppliers, in %).

Specific, primary indicators	The share of consumers who rated the particular, single indicator of information provision as "excellent" and "good."					
	Gipermarket	Supermarket, universam	Delicatessens, grocery stores	Specialty shops	Grocery stores	Farmers' markets
Quality of goods offered	86,1	80,0	76,8	79,6	38,6	66,3
Information provision for services	69,7	65,3	45,0	72,5	29,5	32,9
Reliability of service delivery	79,9	78,2	70,7	84,9	65,0	64,0
Service Availability	75,1	73,3	70,8	75,6	74,8	68,4
Staff Qualifications	75,5	72,5	69,4	78,1	65,9	68,6
Integral indicator of service quality assessment	**77,1**	**73,8**	**66,1**	**77,9**	**51,1**	**58,1**

Thus, the integral assessment of the quality of services of retail trade enterprises allows us not only to determine the overall description of the degree of satisfaction of customers with the quality of services, but also to evaluate each private, separate quality indicator from the point of view of different groups, market subjects, and on this basis to identify the strengths and weaknesses, threats and opportunities of the activities of various types and

forms of enterprises providing retail trade services, and to develop the directions of their market activities to increase social and economic efficiency.

3.3. Main directions of providing innovative services in retail trade enterprises.

In the post-industrial stage of economic development, retail trade has taken a leading place in the value chain from the places of production and service provision to the places of their consumption. At the beginning of the 21st century, there are practically unlimited production capacities, there are only objective limitations on the possibility of selling the volume of goods. Because the place of goods in the shelves of the store and the economic capabilities of the final buyers are limited. Therefore, one of the main problems in the current stage of economic development is not the problem of production, but the delivery of goods and services to final consumption. This is explained by the increasing market power of major retailers, on the one hand, by the increasing ability of them to negotiate and set the terms of cooperation with manufacturers and their suppliers, and on the other hand, by the growing consumer behavior and consumption.

Today, global retail trade is undergoing significant transformational processes and systemic changes. In the post-industrial economy, the rise of the Internet has led to revolutionary processes in the retail system. These changes are innovative in their scope and unique in their nature. So, while many retail organizations are capturing entirely new markets, others are

changing the existing and established ways of delivering the consumption value included in products to the final consumer.

Today, many large retailers have become multi-channel sellers, in which the same customer interacts with the same sales points in different ways for different transaction purposes. In this case, first, the buyer uses the Internet to obtain primary information about the product and service, then he can visit the trading platform and again start searching for alternative products or more profitable offers.

Then he makes purchases in the online store, contacts the sales department or the support and service department by phone and makes a purchase. Many retailers CLV (Customer lifetime value[148]) based on the marketing indicator, they switched from selling products to expanding efforts to attract and retain customers, aiming to create their permanent and loyal customer base.

As a result, modern retail activity is increasingly encompassing a wider range of species, going beyond their traditional boundaries, expanding target markets, and developing new ways of interacting with customers and partners. For example, some retailers are heavily leveraging personalization technologies to best meet the identified needs of their customers, while others are effectively using supply chain improvement and modernization technologies to quickly adapt their product range to seasonal trends.

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[148] Mijozning bir umrlik qadr-qimmati (CLV) mijozlar tajribasi dasturining bir qismi sifatida kuzatilishi zarur boʻlgan asosiy statistikalaridan biridir. CLV nafaqat xarid asosida, balki butun munosabatlarda mijozning kompaniyangiz uchun qanchalik qadrli ekanligi oʻlchovidir.

An example of the second type above is the Spanish company Inditex, which runs fast fashion under the brands Massimo Dutti, Bershka, Pull&Bear, and others.[149] - technology - this allows to produce and hang five times more clothing collections per year. Some retailers have developed new ways to sell products using existing vending machines 24 hours a day, 7 days a week. Another category of retailers is striving to effectively satisfy several different segments and even market places at the same time, and to effectively use a far-sighted strategy (to sell small quantities of a wide range of products).

In many countries of the world, in particular in India and China, the opportunity to meet the needs of rural populations with low incomes has led to the emergence of many retail innovations, such as the "Shakti" project, which allows rural women to become distributors of branded products in their villages. All this indicates the emergence of a need for innovations that have not yet been developed, which describes the organizational stage of innovations in the retail system.

The study of relevant literature on this topic allowed us to identify the following main external environment factors, which are the subject and main point of activity in organizing the development and implementation of innovations in retail trade:

Consumers: the success of a retail innovation depends on the ability to meet the real or current needs of consumers more effectively than other offers available in the retail market, therefore, it is important to identify the hidden needs of customers

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[149] Tez moda — bu kiyim sanoatining soʻnggi podium tendensiyalari va yuqori moda dizaynlarini takrorlash, ularni arzon narxlarda ommaviy ishlab chiqarish va chakana savdo doʻkonlariga tezda olib kirish, talab eng yuqori boʻlgan biznes modelini tavsiflash uchun ishlatiladigan atama.

and involve them in the development and implementation of innovations; many retailers recognize that engaging customers in innovation is a key success factor for retail innovations;

Regulatory and legal framework refers to external environment factors that are directly related to innovation in the retail business, as it defines certain rules and directions for the application of innovations in retail trade and in some cases serves as a factor that significantly limits the entire innovation process; the role of legislation in the innovation process has long been recognized by the governments of many countries, which use their constitutional rights to activate innovation processes in various fields, including retail trade, and contribute to organizing their implementation;

The retail market conjuncture is based on general problems, market opportunities, competition, the power of suppliers, and the level of penetration of modern technologies into the retail business. The main factors of the success or failure of innovations in the industry context are competition and supply chain management, modern communication and IT technologies also have great opportunities for retail innovations.

The identified external environment factors create the need and necessity for retailers to innovate and direct their efforts to improve customer service in various markets. As a result, the productivity and efficiency of their business increase. (3.13-table).

3.13-table

External environment factors, their characteristics, and directions for developing and implementing innovations in retail trade. [150]

Subjects and Market Conditions	Characteristics of the External Environment	Problems Facing Retail Trade Enterprises
Consumers (	Demographic changes, lifestyle changes due to information technology, the growth of the middle class, the individualization of the person, heterogeneity, the expansion of the degree of urbanization, and the increasing demands of customers.	An aging population, the need for adaptation and personalization, the availability of goods in a certain scale, the quality of goods and services provided, the provision of quality service for customers with different incomes, the need to change the packaging size of goods for different consumers, and the clear positioning of goods and trade brands.
Regulatory and Legal Framework	Adoption of the Law "On Retail Trade", stable state policy, increasing trade activity, certification, and improving the effectiveness of customs policy.	Develop a new scheme for implementing relationships with suppliers, improve service quality, and localize the modification and packaging of goods.
Market Conditions: Competition	Reducing barriers to entry for new competitors in the regional market, vertical and horizontal expansion of retail brands, vertical competition, a large	Lack of market position and share protection, poor quality of internal and external information gathering and processing, unclear positioning

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[150] Created by authors.

	spontaneous share of unorganized trade, and threats to entering the global retail trade network market.	of retail trade brands, and poor management.
Suppliers	Vertical integration of commodity producers, a weak logistics network, and the lack of capacity of local suppliers to ensure the required quantity and quality of goods and quality logistics.	Involving suppliers in the development and implementation of innovations, coordinating information along the internal chain of interactions with suppliers, and general issues of optimizing the logistics network.
Technologies	E-commerce, mobile commerce, media and social networks, the low level of use of IT technologies in the regions, and the complexity of introducing bank cards.	The need to integrate new technologies with the goods offered, the transition to mobile commerce and cashless payment methods, and the popularization of new information technologies.

In the early years of independence, retail activity in our republic began to develop rapidly, mainly in the form of small retail trade, which included trade pavilions, kiosks, shops, tents, and mobile shops. Typically, these outlets sold goods in a limited assortment, dominated by cigarettes and alcoholic beverages.

In the current environment, the competitive environment among retail trade entities in our country is explained by the emergence of many stores and retail chains seeking and having already seized the strategic initiative. At the same time, the implementation of administrative measures to regulate trade activities and increased control over the activities of small retail

trade entities have led to a relative decline in the role of small retail trade activities in the national trade business. However, small retail trade activities still exist, and they continue to be competitive due to their proximity to customers, mobility, and flexibility in business processes. In this situation, sellers are forced to take the path of intensive development by increasing the efficiency of their businesses in existing areas in order to increase turnover per square meter of retail space. This indicator is currently the main indicator in determining the effectiveness of a retail trade enterprise's commercial activities.

These factors demonstrate the need to form an innovative marketing potential in retail trade, which is in line with the process of activating retail trade. One of the measures for the intensive development of retail trade in our country is the use of innovations in retail trade, which can be developed and implemented in the activities of retail trade operators.

The purpose of these measures is to primarily identify the ways and directions of the innovation process, as well as to announce management's initiative to transform the organization in connection with innovations.

The result of these strategic goals is the need to form a working cross-functional project team within the company, consisting of employees with various specializations and who are usually highly qualified within their competence. The innovation team of the project should be headed by one of the key enterprise managers, and it is advisable to appoint its top manager, the general director, or the president of the company as the head, which will significantly increase the status of the project in the enterprise.
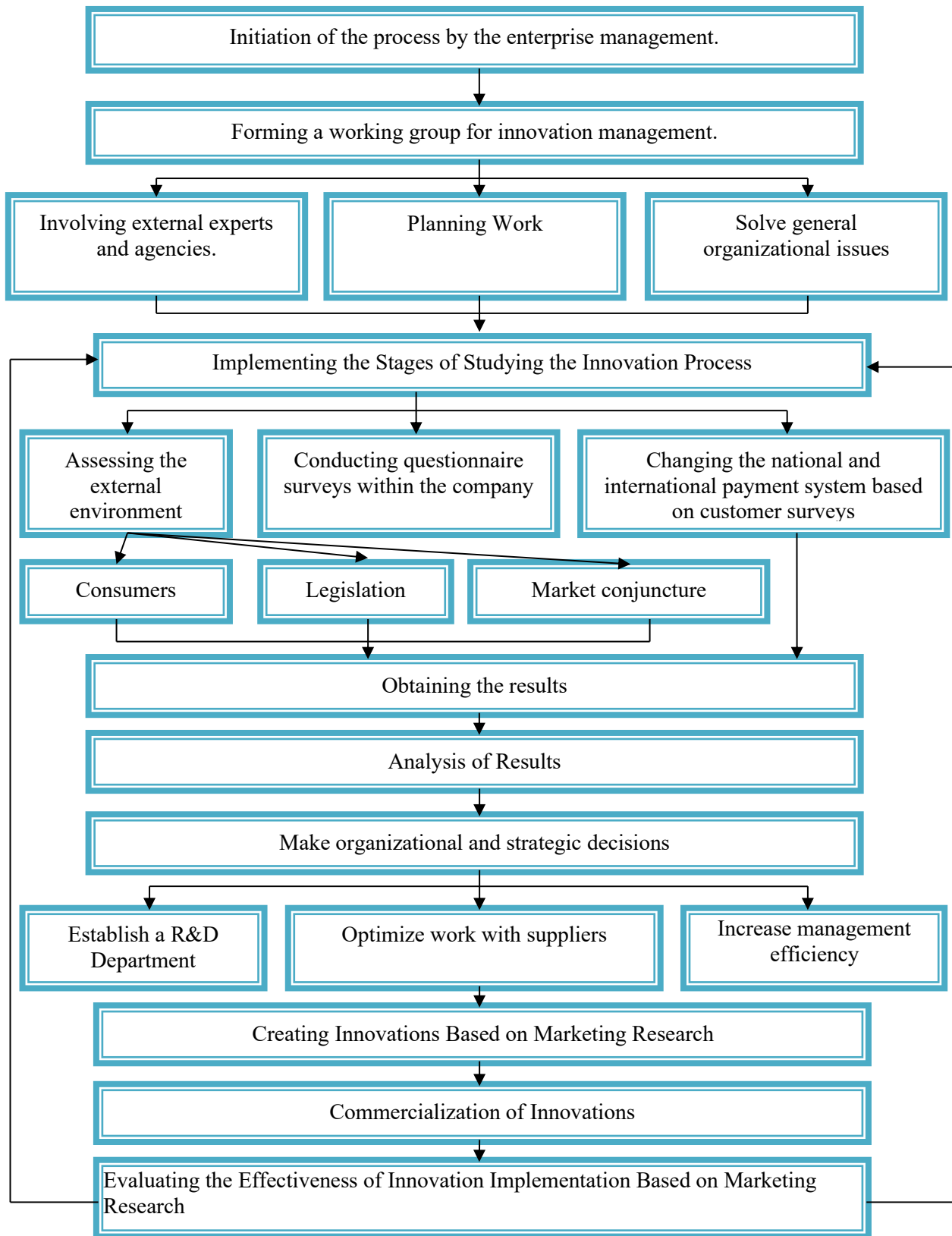
3.2-fig. Introducing innovations based on marketing research in the retail system [151]

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[151] Created by authors.

The main tasks of the innovation project team are to form and plan the project, to involve external consultants and agencies on an outsourcing basis, and to solve general organizational issues related to the implementation of the project.

The main task at this stage is to plan and manage the organizational and research part of the project for the implementation of innovations in the activities of the retail trade enterprise. The research stage includes three diagnostic methods - analyzing the external environment according to three main factors: consumers, legislation, market conditions; diagnosing the current level of market orientation; and an internal survey of the company to measure the effectiveness of innovation marketing categories - the national and international payment systems. Thus, the enterprise receives valuable data from three different sources - the market, its employees, and customers.

The data obtained in this way is analyzed and serves as a basis for making management decisions in various strategic areas of the company's activities included in the 7P complex of service marketing. In addition, as organizational and tactical measures, after strategic decisions are made, a retail company can create a special research department in its company, which was previously only the competence and characteristic of industrial firms.

Important innovation measures for the company are the implementation of national and international payment systems, improving category management, optimizing logistics chains, and working with suppliers. In addition, it is necessary to use the developed recommendations for organizing the transition to higher levels of market orientation.

Undoubtedly, innovations in the retail business today are mainly related to the introduction of new types of e-commerce, including online stores, virtual showcases in public places, through which it is possible to order purchases at home, to introduce new forms of organizing a trading platform. When introducing innovations in retail trade, it is also necessary to use methods of their distribution and commercialization. For this, it is recommended to use an experimental approach when an innovation is tested for the first time at a retail trade facility, for example, in one or more stores that are part of a retail chain. In addition, if successful, it is commercialized. The dissemination of innovations is carried out through advertising activities - PR and advertising, which inform target customers about the novelty, introduce them to its value and advantages.

An important aspect of innovation activity is the assessment of the implementation, commercialization, and economic efficiency of innovations based on conducting complex marketing research. It is recommended that this measurement be carried out after a certain period of time has elapsed since the completion of the commercialization process at the retail trade enterprise, with a suitable database of relevant data collected for calculations according to the appropriate method. Although this stage of the proposed method is final, it at the same time signifies the beginning of a new innovation cycle, since innovation cannot be limited to just one process.

In modern competition, a retail enterprise requires continuous iteration of innovations in an ascending order, therefore, innovation is a continuous cyclical process, including the

following stages: research – analysis - development - implementation - commercialization - popularization - measuring economic efficiency-analysis, and others.

The diversity of types of retail trade enterprises in our republic expresses the existence of many approaches to the development and application of innovations in retail trade.

Today, one of the innovative directions of retail trade in our country is e-commerce. There are factors influencing its development, which, in our opinion, consist of the following:

Geographic factors (reducing the impact on economic activity of restrictions related to the remoteness of areas requiring economic integration at the macro level and national market subjects);

The need to increase the level of integration of our republic into the global information system and international economic processes;

Continuously supporting a high level of education in higher education institutions;

Reducing total trading costs and improving control over the economic relations of the trading system in order to increase the competitiveness of our national goods in the world market, and raising the regulation of financial institutions' trading operations to a sufficient level and streamlining control in order to increase the state budget;

Gradual development of the necessary technical and technological capabilities, including joining the world information flow, achieving a sufficient level of development of information exchange networks and telecommunications, and fully

implementing computer technology and modern means of information exchange;

The existence of certain developments of certain banking technologies aimed at interbank and remote customer service;

The availability of means and technical solutions for ensuring information security and cryptographic protection of information for participants in trade relations (manufacturers, products, customers, banks, insurance companies, etc.).

Conclusion

1. The system for assessing the quality of trade services in retail trade enterprises has been improved based on systematizing its specific indicators, determining the weight of the indicators, calculating integral indicators of service quality, and forming the main stages of developing conclusions on trade services.

2. The method of integral assessment of service quality in retail trade enterprises has been improved based on determining the share of consumers who rated the selected specific indicator that constitutes the quality of trade services as "excellent" and "good," as well as its significance.

3. Currently, global retail is undergoing significant transformational processes and systemic changes.

4. The stages of introducing innovations in marketing research in the retail trade system have been improved based on forming a project team, planning work, researching innovations, and assessing the effectiveness of introducing innovations.

CONCLUSION

Based on the conducted research, the following scientific conclusions, proposals, and practical recommendations have been developed:

1. An author's definition of the essence and content of the "retail enterprise services" category has been developed. Retail enterprise services are a unique product designed to meet the needs of market subjects and ensure the seller's economic benefit by buying and selling services in a market economy. This definition defines the utility of services and their social use value as the beneficial activity of retail enterprises.

2. A classification of types of retail services has been developed based on service conditions, degree of materiality, consumption order, organizational forms of performers, social status of the client, service costs, service technology, level of capital investment, dependence on the sales process, areas of activity, standard, and location.

3. Based on the ability to meet the needs of retail trade services, the types of additional services for the sale of goods, assisting customers in purchasing and using goods, providing information and advice, and creating convenience in purchasing goods are classified into separate groups.

4. A classification of types of retail trade services into groups of pre-sale services, services during the sale process, warranty services, and non-warranty services has been developed.

5. The requirements for the quality of retail trade enterprise services are classified into groups based on functional, social, labor conditions, aesthetic, and technological aspects, as well as general

and specific characteristics related to safety and environmental protection.

6. A quality model for providing retail trade services has been proposed, based on reducing the time for purchasing goods at a retail trade enterprise, increasing the level of consumer satisfaction with services, and forming a classification of employee competence indicators.

7. The integral coefficient of the quality of retail trade services has been improved based on the level of customer satisfaction, the level of retail trade services provided, and indicators for evaluating the parameters of the service enterprise.

8. The system for assessing the quality of trade services in retail trade enterprises has been improved based on systematizing its specific indicators, determining the weight of the indicators, calculating integral indicators of service quality, and forming the main stages of developing conclusions on trade services.

9. The stages of introducing innovations in marketing research in the retail trade system have been improved based on forming a project team, planning work, researching innovations, and increasing the efficiency of implementation.

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