

THE ROLE OF THE SOCIAL NETWORKING PLATFORMS IN THE DEVELOPMENT OF ONLINE BUSINESSES: CLOSER LOOK INTO TELEGRAM.

Xudoyqulzoda Jamshid Abdusalol o'g'li
Koreya Respublikasi, "Dear Food"
kompaniyasi xalqaro savdo bo'limi boshlig'i

Abstract: This article examines the role of social networking platforms in the development of online businesses, with a specific focus on how small businesses use the Telegram platform for advertising and customer service. It also explores the relationship between online business profiles and the benefits and challenges encountered in online marketing. Additionally, it assesses the significant differences in these benefits and challenges for online business sellers. This paper employs a descriptive method, gathering data from leading Telegram channels and discussing factors influencing advertisement rates. Potential risks of using Telegram as an online business tool are identified, and suggestions to mitigate these risks are discussed.

Keywords: Social networking platforms, Telegram, online business, advertising, potential risks, customer service, small business, data, potential risks, fake accounts, financial fraud, logistics, delivery

Introduction: In today's technology-driven world, where the Internet is integral to daily life for a vast majority of the global population, new forms of interaction and communication are continually emerging. Social networking platforms have become a staple of everyday life, especially as smartphones became widely accessible at affordable prices. Initially used for entertainment and connection, these platforms—such as Instagram, Facebook, and Telegram—are now powerful tools for solving various business needs. While Instagram and Facebook dominate the Western market, Telegram has gained significant popularity in CIS countries and in other regions, including Singapore, Iran, and India.

Telegram, a free, international instant messaging service, has distinguished itself as a leading choice in messaging and social networking, allowing users to post stories, create large public groups with up to 200,000 members, and share updates to unlimited audiences via channels. While Telegram's primary function is low-cost communication, it has also become a key destination for small businesses and entrepreneurs looking to establish an online presence with minimal initial investment. In Uzbekistan, for example, Telegram channels have become quick sources of information, with numerous small businesses and influencers leveraging these platforms for targeted marketing, even as larger companies rely on traditional media.

Analysis and result: We have analyzed the ad costs of the most famous Telegram Channels by contacting them directly. You can find below the table with the current pricing as of November 13, 2024

Channel name	Total followers	Active followers	Main content	Ad pricing
Dunyo uz	966,250	60,000	general news	330,000 so'm
Tezkor24	370,000	25,000	general news	200,000 so'm
Telegram Yulduzlari	800,000	185,000	video and news	1,200,000 so'm
Xaydovchilar uz	125,000	25,000	video and news	250,000 so'm
UnchaMuncha	370,000	60,000	video and news	400,000 so'm
ShohonaKulgu	290,000	41,000	funny videos	400,000 so'm
Jahon xabarlari	1,490,000	77,000	worldwide news	780,000 so'm
Toshkentliklar 24	730,000	95,000	Tashkent related news	580,000 so'm
Qashqadaryo Ahli	308,000	29,000	various news	300,000 so'm
Apteka Tv	360,000	24,000	drug information	250,000 so'm
Xalqim tabobati	240,000	18,000	medicine	250,000 so'm

These figures indicate a direct correlation between the number of followers and advertisement pricing. Most of the advertisements on these and other Telegram channels are from individual business owners who may lack formal documentation or guarantees for their products, posing unique risks to followers.

Reasons for Choosing Telegram for Business Advertising:

- Easy reach to a broad audience
- High popularity in certain regions
- Lower cost compared to traditional advertising (e.g., TV, radio, websites)
- Ease of content sharing
- Targeted advertising capabilities

However, the anonymity on Telegram can also result in fake channels and accounts falsely presenting themselves as businesses. Due to Telegram's end-to-end encryption, it can be challenging to verify the real owners of these channels. The rise in ads and purchasing activity on Telegram channels suggests a shift in the online business landscape, with predictions that these channels may soon overtake traditional advertising methods.

In addition, local delivery services have grown to meet the demand from online purchases, with many goods now delivered by independent taxi drivers who offer faster and cheaper options than some registered logistics firms.

One feature that Telegram lacks is an integrated payment system. Applications like WeChat in China and KakaoTalk in Korea offer secure, app-based transactions by linking bank accounts. This feature could enhance business activity on Telegram, though it would also necessitate strict security policies to prevent financial fraud. Currently, payments on Telegram are only possible through external bots rather than a native system.

Conclusion: As smart device usage grows, they enable a wide array of services, with apps like Telegram increasingly favored for online business transactions. Our analysis of leading Telegram channels demonstrates that ad pricing correlates closely with follower counts, and individual entrepreneurs remain the primary advertisers. However, the potential for fraud persists, given the ease of creating anonymous channels. Furthermore, while in-app payment systems could bolster sales, these would require robust security measures. In sum, online business and marketing on Telegram continue to grow, positioning the platform as a future leader in digital advertising.

REFERENCES

1. A Comprehensive Overview of Telegram Services - A Case Study Laiby Thomas & Subramanya Bhat Research Scholar, Institute of Computer Science and Information Science
2. Online Marketing: Benefits and Difficulties to online Business Sellers Kim Edward S. Santos, International Journal of Advanced Engineering Research and Science (<https://dx.doi.org/10.22161/ijaers.73.27> Page | 159
3. [https://en.wikipedia.org/wiki/Telegram_\(software\)#cite_note-11](https://en.wikipedia.org/wiki/Telegram_(software)#cite_note-11)
4. The Influence of Social Networks on Consumer Behavior, Veronija Nolcheska, Balkan and Near Eastern Journal of Social Sciences 2017