

Factors Affecting the Efficiency of Bookselling Services and Methods for their Determination

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Abstract

The article discusses the factors that affect the efficiency of the bookselling services and how to determine them. The influence of a number of factors on the change in book sales, in particular: the number of employees employed in a bookstore, the number of book buyers per employee, the theoretical and practical ways in which factors related to the average cost of books per buyer act. Based on the results of the analysis, recommendations are also given that must be taken into account when making appropriate management decisions.

Keywords: book, book sales, book sales volume, factors, bookstore, factor identification, chain replacement.

Introduction. Relevance of the research. Shavkat Mirziyoyev, the president of the Republic of Uzbekistan, places a lot of importance on the growth of reading among young people and assigns several tasks in this regard. Our constant focus should be on "the development of reading and a reading culture among young people." in particular. The "**Best Book for Children and Youth**" competition will be held in an effort to boost the number of fiction books written for our children and to support their authors. In this, the winning authors will each receive 100 million soums, 75 million soums, and 50 million soums, respectively.¹ Additionally, on September 13, 2017, the President of the Republic of Uzbekistan issued Decision No. PQ-3271, titled "On the Comprehensive Program of Measures to Develop the System of Publishing and Distribution of Book Products and Increase and Promote Book Reading and Reading Culture," was additionally adopted. Now, the benefits will disappear if the book is not read. Books are essential for completing today's important tasks, including raising one's intellectual potential and fostering innovation in the nation's economy to increase its competitiveness. Because of this, improving the book trade and ensuring the book's accessibility to the general public are two of today's most pressing issues.

Literatur review: Among the scientists of our country, Abdullaev Yo.A., Abdukarimov B.A., Alimova M.T., Boltabaev M.R., Zaynalov D.R., Mirzaev Q.J., Navro'zzoda B.N., Pardaev M.Q., Mukhammedov M.M., Polatov M.E., Soliev A.S., Tuxhliev N.T., Tuxhliev I.S., Pardaev O.M., Babanazarova S.A., Ochilov I., Adilova Z.Dzh. ., Solieva G.A. and others² who researched

¹ Мирзиёев Ш.М. Янги Ўзбекистон Стратегияси. Т.: "O"zbekiston" нашриёти, 2021. – 257 бет.

² Абдуллаев Ё. Бозор иқтисодиёти асослари. Т. Мехнат, 2002; Абдукаримов Б.А. Ички савдо иқтисодиёти. Тошкент 2007; Алимова М.Т. Худудий туризм бозорининг ривожланиш хусусиятлари ва тенденциялари.// Монография. "Иқтисодиёт" нашриёти, - Тошкент, 2015 – 300 б.; Зайналов Д.Р. Услуги сервиса, как экономическая категория. "Сервис" Ж №1, 2009; Мирзаев Қ.Ж. Агросервис хизматлари самарадорлигини оширишнинг методологик масалалари. Т. "Iqtisod-Moliya", 2010 й.; Наврўззода Б.Н. Маркетинг: Бозорни

scientific problems in general and specific directions of services. However, in the works of the authors, there is almost no scientific research on book sales. This situation, in turn, is the basis for concluding that it is very important to conduct research on this topic.

Methodology. In the course of conducting the research, logical, comparative and comparative analysis, analysis and synthesis, induction, and deduction methods were employed. It is also demonstrated that it is possible to calculate the impact of various factors on the outcome using economic analysis' chain substitution methods.

Result and discussion. It should be emphasized that at the present there are no separate accounts for book sales in our country. As a result, it is rather difficult to calculate the impact of all factors in numbers for our country and local locations. In light of this, it makes sense to consider the example of businesses involved in the sale of individual books. Our analysis has shown a number of variables that affect changes in the amount of book sales (Q). These consist of:

- ✓ the number of employees employed in the bookstore (Xs);
- ✓ the number of book buyers per one employee (Kx);
- ✓ the average cost of books per customer (Ўк).

The interrelationship between these factors can be expressed by the formula based on the following multiplicative model:

$$Q = Xc * Kx * \checkmark_k ;$$

Using this formula, it is possible to determine the effect of the three factors presented in the formula on the change in the volume of book sales, which is a result indicator. To do this, the difference of the result indicator (ΔQ) is determined first. It is calculated as follows:

$$\Delta Q = Q^x - Q^p = (Xc^x * Kx^x * \checkmark_k^x) - (Xc^p * Kx^p * \checkmark_k^p) ;$$

Энди натижа кўрсаткичининг ўзгаришига биринчи омилнинг таъсирини (ΔQ_{Xc}) аниқлаш мумкин. Бунинг учун натижа кўрсаткичи биринчи омилнинг ўзгариши билан қайта ҳисобланиб олинади ($Xc^x * Kx^p * \checkmark_k^p$) ва ундан натижа кўрсаткичининг ўтган йилдаги (режадаги) қиймати ($Xc^p * Kx^p * \checkmark_k^p$) айрилади: Бу қуйидаги формула орқали ҳисобланади. Now the influence of the first factor (ΔQ_{Xc}) on the change of the result indicator can be determined. For this, the result indicator is recalculated with the change of the first factor ($Xc^x * Kx^p * \checkmark_k^p$) and the value of the result indicator in the previous year (planned) ($Xc^p * Kx^p * \checkmark_k^p$) is subtracted from it: It is calculated by the following formula:

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$$\Delta Q_{xc} = Q^{kxxx} - Q^p = (Xc^x * Kx^p * \check{Y}_{k^p}) - (Xc^p * Kx^p * \check{Y}_{k^p}) ;$$

To determine the effect of the second factor (ΔQ_{kx}) on the change of the result indicator, the result indicator is recalculated with the change of the second factors ($Xc^x * Kx^x * \check{Y}_{k^p}$) and the recalculated value of the result indicator with the change of the first factor ($Xc^x * Kx^p * \check{Y}_{k^p}$) is subtracted from it: is calculated by the following formula:

$$\Delta Q_{kx} = Q^{xkxxx} - Q^{pkxxx} = (Xc^x * Kx^x * \check{Y}_{k^p}) - (Xc^x * Kx^p * \check{Y}_{k^p}) ;$$

Натижа кўрсаткичининг ўзгаришига учинчи омилнинг таъсирини ($\Delta Q_{\check{y}k}$) аниқлаш учун натижа кўрсаткичи биринчи, иккинчи ва учинчи омилларнинг ўзгариши билан қайта ҳисобланиб олинади ($Xc^x * Kx^x * \check{Y}_{k^x}$) ва ундан натижа кўрсаткичининг биринчи ва иккинчи омил ўзгариши билан қайта ҳисобланган қиймати ($Xc^x * Kx^x * \check{Y}_{k^p}$) айрилади: Бу қуйидаги формула орқали ҳисобланади To determine the effect of the third factor ($\Delta Q_{\check{y}k}$) on the change of the result indicator, the result indicator is recalculated with the change of the first, second and third factors ($Xc^x * Kx^x * \check{Y}_{k^x}$) and from it the recalculated value of the result indicator with the change of the first and second factor ($Xc^x * Kx^x * \check{Y}_{k^p}$) is divided by: This is calculated by the following formula:

$$\Delta Q_{\check{y}k} = Q^x - Q^{xkxxx} = (Xc^x * Kx^x * \check{Y}_{k^x}) - (Xc^x * Kx^x * \check{Y}_{k^p}) ;$$

The total change of the result is equal to the total difference of the result indicator. The following formula is used for this.

$$\Delta Q = \Delta Q_{xc} \pm \Delta Q_{kx} \pm \Delta Q_{\check{y}k} ;$$

We determined that it was permissible to evaluate the influence of factors affecting the overall volume of sold books based on the data provided by "Kitob Olami" in Samarkand City. The following table displays this (Table 4).

Table 4. Correlation of factors affecting the total volume of books sold in Samarkand based on "Book World" data in 2021-2022

No	Indicators	2021	2022	Difference (+,-)	The rate of change, %
1.	The number of employees (Xc) employed in the bookstore, person	24	26	+2	108,3
2.	The number of people who entered the store and bought books during this period, people	12578	16452	+2874	131,6
3.	Number of book buyers per employee (Kx), people (2q /1q)	524,09	632,77	+98,68	120,7
4.	Average purchase value of each customer (Ŷk), thousand soums.	51,2	58,5	+7,3	114,3
5.	Total volume of sold books, thousand soums. (1k*3k*4k)	645259,6	962443,2	+317183,6	149,2

Based on data from "Book World" in Samarkand, the total volume of books sold in 2022 increased by 149.2% (317,183,600 soums) from 2021. This entity added 2 new employees during that time, or 8.3%, to its workforce (108.3 - 100.0). Additionally, 2874 more people, or 31.6% more, bought

books (131.6 - 100.0). During this time, there were also more book purchasers per employee. Their population increased from 524.1 in 2021 to 632.8 in 2022. This indicates an increase of 98.7 persons, or 20.7%, over the previous year (120.7 - 100.0). By 2022, each customer's average book purchase will be worth 58,500 soums. Last year, there were 51.2 thousand soums. This indicator's growth rate in the current reporting year is 14.3%. (114.3 – 100.0). These analytical results demonstrate that, when all factors were taken into account, the total number of books sold grew by 317,183.6 thousand soums, or 49.2%. It is appropriate to compute the impact of each variable influencing this favorable outcome. For this, we propose creating the subsequent table.

Table 5. 2021-2022 calculation of factors affecting the total volume of books sold by "Kitob Olami" in Samarkand

No	Indicators	2021	2022	Recalculated result		
				1-factor	2- factor	3- factor
1.	The number of employees (Xc) employed in the bookstore, person	24	26	26	26	26
2.	Number of book buyers per employee (Kx), people (2q /1q)	524,09	632,77	524,09	632,77	632,77
3.	Average purchase value of each customer (Ÿк), thousand soums.	51,2	58,5	51,2	51,2	58,5
4.	Total volume of sold books, thousand soums. (1к*2к*3к)	645259,6	962443,2	710980,6	843988,6	962443,2

The analytical table shows that the total volume of sold books has increased by 317,183.6 thousand soums. This is calculated as follows:

$$962443,2 - 645259,6 = +317183,6 \text{ thousand soums}$$

Due to the increase of the first factor, i.e. the number of employees employed in the bookstore by 2 people, the result indicator increased by 65721.0 thousand soums:

$$710980,6 - 645259,6 = + 65721,0 \text{ thousand soums}$$

The second factor is the number of book buyers per employee, which also increased by 98.7 people during the same analysis period. Due to this factor, the total volume of sold books increased by 133,008.0 thousand soums:

$$843988,6 - 710980,6 = +133008,0 \text{ thousand soums}$$

The third factor affecting the result indicator is the value of the book purchased by each customer on average. Due to the increase of this factor, the result indicator increased by 118454.6 thousand soums:

$$962443,2 - 843988,6 = +118454,6 \text{ thousand soums}$$

The effect of all factors, as mentioned above, will be equal to the total difference of the result:

$$65721,0 + 133008,0 + 118454,6 = +317183,6 \text{ thousand soums}$$

It can be seen that in this case all factors had a positive effect on the change of the result indicator. It is necessary to draw an appropriate conclusion from this situation and take measures to maintain this situation.

Conclusion and recommendation. In conclusion, it is clear from these analytical calculations that all of the elements during this time had a favorable impact. As a result, action must be taken to ensure that this result is achieved in the future and that it is continually improved.

First and foremost, the number of employees working in the bookshop in the future needs to be increased in order to maintain the effectiveness of the job output. In addition to helping the bookshop, this will also greatly improve the neighborhood by addressing the job issue.

Second, it would be ideal to boost the proportion of book buyers per employee. To do this, a variety of books must be offered in this specific store, and the outcome must be widely publicized in the media and on social media.

Thirdly, we think it's essential to create the selling of educational material to students in secondary special education and further education. Considering that readers and students must get these works. Establishing a strong connection between educational institutions, bookstores, and publishers is therefore desirable.

Fourth, it would be ideal to raise each customer's average purchase value as much as possible. since raising the overall number of sold goods depends greatly on this indicator. We think it's important to work with various groups and agencies, plan the distribution of books as gifts to employees on special occasions, and start the promotion practice.

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