

STUDĒJOŠO ZINĀTNISKI PĒTNIECISKO RAKSTU KRĀJUMS

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Sējumā ir iekļauti raksti, kuros ir atspoguļoti Ekonomikas un kultūras augstskolu bakalaura programmu „Mārketing” un „Management”, kā arī maģistra programmas „Business Administration” studējošo veikto pētījumu rezultāti.

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MĀRKETINGS



Elīza Akmeņlauka. PĀRTIKAS MAZUMTIRDZNIECĪBAS NOZARES ATTĪSTĪBAS IESPĒJAS

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Pētījuma aktualitāte: Mazumtirdzniecības apgrozījums Latvijā 2022.gadā, salīdzinot ar 2021.gadu pieauga par 4,2%. Pārtikas preču mazumtirdzniecība pieauga par 0,4%, savukārt nepārtikas mazumtirdzniecības apjoms, neiskaitot autodegvielas mazumtirdzniecību pieauga par 8,6%, autogehvielas – palielinājās par 0,9%. 2023.gads mazumtirdzniecībā solās būt visai dinamisks. Nozare, iespējams, izjutīs patērētāju pirkstspējas kritumu. Nozares eksperti norāda uz pārtikas preču cenu sagaidāmu samazināšanos, kas ar apkures sezonas noslēgšanos var veicināt nozares izaugsmi gada vidusdaļā (Finanšu ministrija, 2023). Laikam ejot populārāka un attīstītāka kļuvusi pārtikas tirdzniecība un iegāde tiešsaistes veikalos, kas arī tuvākā laikā pārņems iepirkšanos fiziskajos veikalos. Pateicoties pandēmijai tirgum bija jāpielāgojas radušajai situācijai, līdz ar to mazumtirdzniecības uzņēmumi bija spiesti meklēti risinājumus, lai paliktu tirgū (Centrālā statistikas pārvalde, 2023).

Pētījuma mērķis: Izpētīt pārtikas mazumtirdzniecības nozari Latvijā, lai izstrādātu priekšlikumus nozares attīstībai.

Pētījuma metodes: Literatūras analīze, sekundāro datu analīze, aptauja.

Sasniegtie rezultāti: Pētījuma gaitā tika veikts nozares pētījums un noskaidrots, ka pēdējo gadu laikā pārtikas mazumtirdzniecības nozare Latvijā ir attīstījusies straujāk nekā iepriekš un tā turpinās savu attīstību.

Atslēgas vārdi: pārtika; mazumtirdzniecība; tiešsaistes veikals; e-komercija

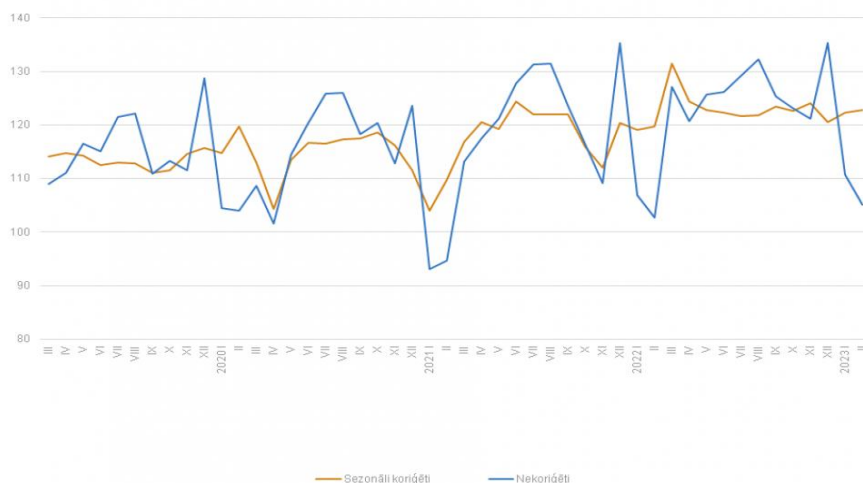
Ievads

Pārtikas mazumtirdzniecības nozare Latvijā gadu gaitā ir strauji attīstījusies Latvijā. Attīstību veicinājuši dažādi faktori, kā, strauja tehnoloģiju attīstība, Covid-19 pandēmija, izmaiņas cilvēku iepirkšanās paradumos, jauninājumi pasaules tirgos. Gan Latvijā, gan pasaulē e-komercija gadiem ejot kļūst ar vien izplatītāka. Paredzams, ka 2026.gadā e-komercija Latvijā sasniegs 16,5% no visas mazumtirdzniecības. Pēdējo 3 gadu laikā popularitāti ieguvusi arī pārtikas tirdzniecība un iegāde interenta veikalos. Pārtikas e-komercija Latvijā vēl ir salīdzinoši jauns tirgus, līdz ar to ir grūti rast uzticību klientos. Fiziskā veikalā patērētājs var reāli dzīvē apskatīties un aptaustīt sev tīkamo preci, savukārt, iepērkoties internetā tas ir teju neiespējami, tāpēc klientam ir jābūt 100% uzticībai tirgotājam.

E-komercijai ir gan savi ieguvumi, gan trūkumi. Ieguvumi ir sekojoši - neierobežots preču daudzums un to dažādība, būtisks laika ietaupījums iepērkoties, detalizēts pakalpojuma vai preces apraksts un informācija, speciāli kuponi un piedāvājumi. Pretēji ieguvumiem trūkumi ir sekojoši – preci nav iespējams apskatīt un aptaustīt klātienē, mājaslapai var būt tehniski trūkumi, līdz ar to var rasties nesaprašanās starp pircēju un tirgotāju, iespējamās aizkavēšanas preču piegādē. Neskatoties uz trūkumiem ieguvumi ņem priekšroku, jo pašlaik e-komercija ir savā uzplaukuma stadijā.

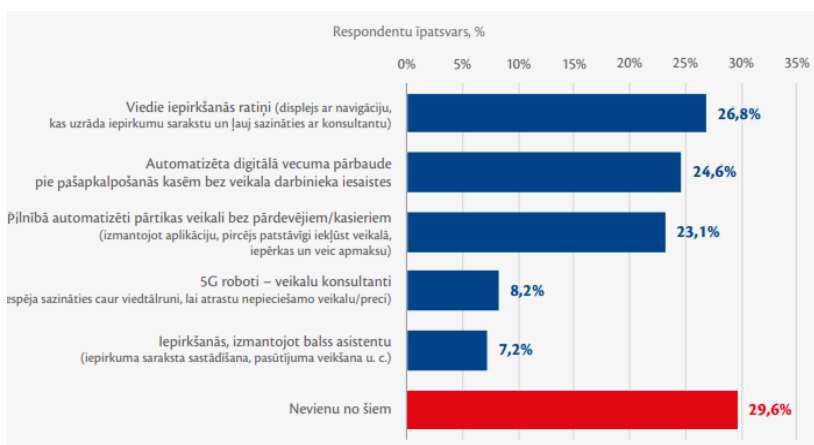
Analītiskais apskats

2022.gadā mazumtirdzniecības apgrozījums ļoti strauji pieauga, savukārt, pārtikas mazumtirdzniecības apgrozījums palika praktiski nemainīgs, pieauga vien par 0,5%, savukārt iesākoties 2023.gadam pārtikas preču apgrozījums samazinājās. (analītiķe Ieva Šnīdere) 2023.gada februārī salīdzinot ar janvāri mazumtirdzniecības uzņēmumu apgrozījums samazinājās par 0,4 % (sk. 1.att.), pārtikas preču mazumtirdzniecība pieauga par 1,7%.



1.att. Mazumtirdzniecības apgrozījuma indeksi (Avots: Centrālā statistikas pārvalde)

Vietējo interneta veikalu popularitāte turpina pieaugt, līdz ar to 39% Latvijas iedzīvotāju dod priekšroku vietējiem e-veikaliem. Pašlaik 13% iedzīvotāju atzīst, ka vismaz reizi mēnesī pērk pārtiku veikalu tīkla “Rimi” e-veikalā, savukārt, 11% izvēlas pārtikas e-veikalu “Barbora”. “Pirms pieciem gadiem regulāro pārtikas tiešsaistes veikalu lietotāju skaits nesasniedza pat pilnu procentu. Tagad redzam, ka vismaz reizi mēnesī “Rimi” vai “Barbora” iepērkas katrs desmitais. Droši varu apgalvot, ka tuvāko divu gadu laikā šis skaits dubultosies”. (BSMS Mārketinga nodaļas vadītājs Deniss Šeļņovs)



2. att. Mazumtirdzniecības veikalu tīkla “Maxima” veiktais pētījums (Avots: Maxima)

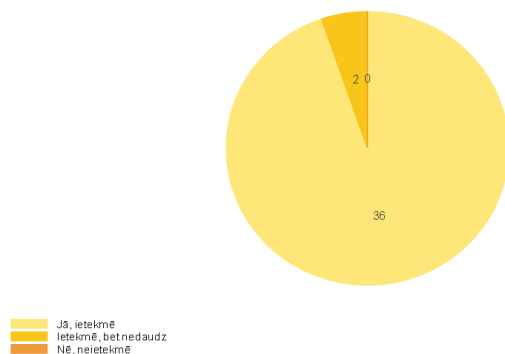
Respondentu atbildes apliecina pircēju gatavību jaunāko tehnoloģiju ienākšanai – vairākums jeb 70 % aptaujāto vēlētos redzēt un labprāt izmēģinātu dažādus jauninājumus, veicot pārtikas iegādi. Vienlaikus pieteikami liels skaits jen teju trešdaļa (30%) tuvāko 2-3 gadu laikā ir deizfan piesardzīgi un nav ieinteresēti jauninājumu ieviešanā. (Maxima) (sk. 2.att.)

Pētījuma metodoloģija

Lai veiktu pētījumu autore izmantoja literatūras analīzes metodi, izmantojot internetā pieejamos informācijas avotus, - lasīja ekspertu viedokļus, pētīja pētījumus. Pētījuma ietvaros darba autore izstrādāja un veica aptauju, lai noskaidrotu cilvēku viedokļus un domas par to vai ir iespējams vēl vairāk attīstīties pārtikas mazumtirdzniecības nozarei Latvijā. Aptauja tika veikta no 2023.gada 28.aprīlim līdz 2023.gada 30.aprīlim un izplatīta vietnē visidati.lv. Aptauja sastāvēja no 6 jautājumiem, no kuriem 3 bija demogrāfiska satura jautājumi, kas sevī ietver, respondentu dzimumu, vecumu, un dzīvesvietu.

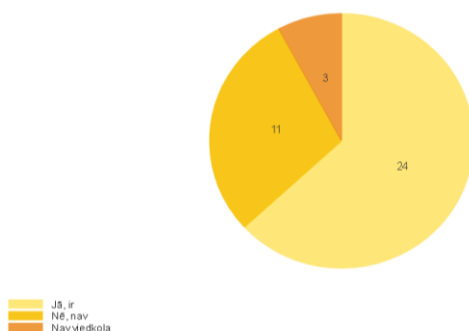
Pētījuma rezultāti

Pētījumā atbildes sniedz 38 respondenti, no kuriem 29 bija sievietes un 9 vīrieši, respondentu vidējais vecums bija 28,6 gadi. Lai uzzinātu respondentu viedokli par to vai tehnoloģijas ietekmē pārtikas mazumtirdzniecības nozares attīstību, tika jautāts “Vai, Jūsaprāt, tehnoloģiju attīstība ietekmē nozares attīstību?” uz ko 36 jeb 95 % no respondentiem atbildēja, ka jā, ietekmē, savukārt 2 jeb 5 % no respondentiem atbildēja, ka nē, neietekmē, kas parāda to, ka pēc respondentu domām attīstoties tehnoloģijām attīstās arī pārtikas mazumtirdzniecības nozare (sk. 3.att.).



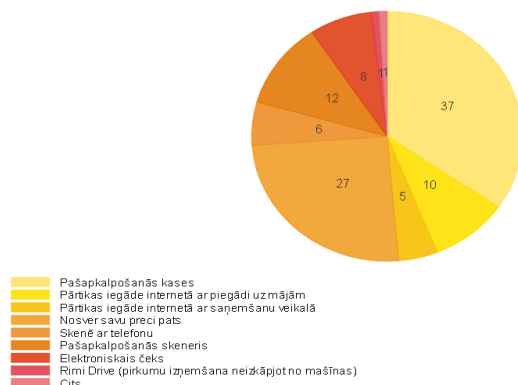
3.att. Vai, Jūsaprāt, tehnoloģiju attīstība ietekmē nozares attīstību? (Avots: Autora veiktās aptaujas rezultātu apkopojums)

Lai uzzinātu respondentu viedokli par to vai e-komercija ir pārtikas mazumtirdzniecības nozares nākotne tika jautāts “Vai, Jūsaprāt, pārtikas mazumtirdzniecības nozares nākotne ir e-komercija?” uz ko 24 jeb 63% no respondentiem atbildēja, ka jā, e-komercija ir pārtikas mazumtirdzniecības nozares nākotne, 11 jeb 29% no respondentiem atbildēja, nē, e-komercija nav pārtikas mazumtirdzniecības nozares nākotne, savukārt, 3 jeb 8% no respondentiem atbildēja, ka tiem nav viedokļa (sk. 4.att.).



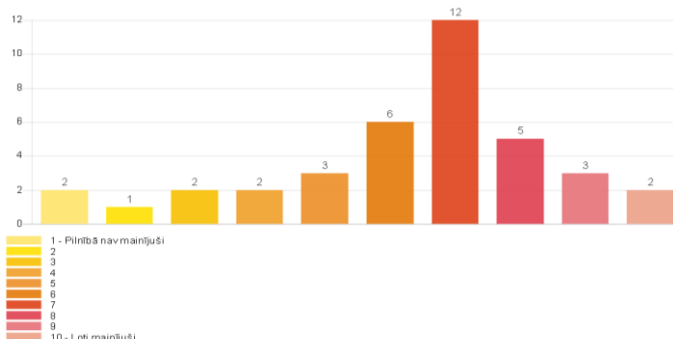
4.att. Vai, Jūsaprāt, pārtikas mazumtirdzniecības nozares nākotne ir e-komercija? (Avots: Autora veiktās aptaujas rezultātu apkopojums)

Lai uzzinātu kādus pārtikas mazumtirdzniecības nozares jauninājumus kādreiz izmantojuši vai pašlaik izmanto respondenti tika jautāts “Kurus no minētajiem nozares jauninājumiem Jūs esat izmantojis?” uz ko 35 jeb 33% no repondentiem atbildēja, ka izmantojuši pašapkalpošanās kases, 27 jeb 25% no respondentiem izmantojuši iespēju nosvērt savu preci pašam, 12 jeb 11% no respondentiem izmantojuši pašapkalpošanās skeneri, 10 jeb 9% no respondentiem izmantojuši pārtikas iegādi internetā ar piegādi uz mājām, 8 jeb 7% no respondentiem izmantojuši elektronisko čeku kā alternatīvu papīra čekam, 6 jeb 6% no respondetiem izmantojuši iespēju skenēt ar telefonu, 5 jeb 5% no respondentiem ir izmantojuši pārtikas iegādi internetā ar saņemšanu veikalā, 1 jeb 1% no respondentiem ir izmantojuši Rimi Drive (piekumu izņemšana neiekāpjot no mašīnas, savukārt pie atbilstu varianta cits 1 respondents uzrakstījis, ka izmanto elektronisko Paldies karti (atlaižu karti) (5.att.).



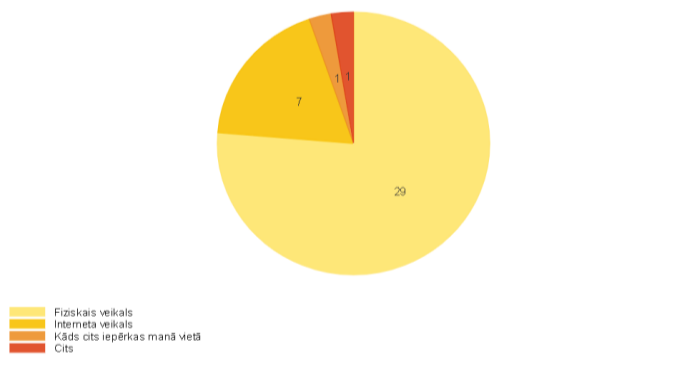
5.att. Kurus no minētajiem nozares jauninājumiem Jūs esat izmantojis? (Avots: Autora veiktās aptaujas rezultātu apkopojums)

Lai noskaidrotu vai iepriekš minētie pārtikas mazumtirdzniecības nozares jauninājumi ir atvieglojuši respondentu ikdienas dzīvi un mainījusi to iepirkšanās paradumus tika jautāts “Cik lielā mērā iepriekš minētie nozares jauninājumi ir mainījuši jeb ietekmē Jūsu iepirkšanās paradumus?” vidējais koeficients bija 6,32, kas parāda to, ka šie jauninājumi ir atvieglojuši gan respondentu ikdienas dzīvi, gan iepirkšanās paradumus (6.att.).



6.att. Cik lielā mērā iepriekš minētie nozares jauninājumi ir mainījuši jeb ietekmē Jūsu iepirkšanās paradumus? (Avots: Autora veiktās aptaujas rezultātu apkopojums)

Lai noskaidrotu kurš iepirkšanās veids respondentiem ir vistīkamākais tika jautāts “Kurš no iepirkšanās veidiem Jums ir visērtākais?” uz ko 29 jeb 76 % no respondentiem atbildēja, ka fiziskais veikals, 7 jeb 18% no respondentiem atbildēja, ka interneta veikals, 1 jeb 3% no respondentiem ir ērti un tīkami, ka kāds iepirkumus izdara viņu vietā, savukārt 1 jeb 3%no respondenteim ērti ir iepirkties gan fiziskajā, gan interneta veikalā (7.att.).



7.att. Kurš no iepirkšanās veidiem Jums ir visērtākais? (Avots: Autora veiktās aptaujas rezultātu apkopojums)

Lai noskaidrotu vai respondenti saskata kādas attīstības perspektīvas pārtikas mazumtirdzniecības nozarē tik jautāts “Kādas attīstības perspektīvas / iespējas nozarē Jūs saskatāt tuvākajā nākotnē?”. Maza daļa no respondentiem atbildēja, ka vairs nav iespējamu jauninājumu pārtikas mazumtirdzniecības nozarē, savukārt, liela daļa no respondentiem kā savas atbildes ierakstīja, ka fiziskie veikali pazudīs, līdz ar to visa tirdzniecība notiks elektroniski; modernizēta iepirkšanās – veikali bez pārdevējiem; lielāko daļu no nozares pēc 15-20 gadiem būs pārņēmušas robotizētas tehnoloģijas, mākslīgais intelekts un tiks paplašināta iespēja iepirkties internetā; plašāka tehnoloģiju iekļaušana veikalā; attīstītākas mobilās aplikācijas veikaliem ar pieejamiem preču aprakstiem; viss iepirkšanās process būs automatizēts, pašapkalpošanās kļūs izplatītāka par dzīvajiem pārdevējiem; iespējams mazāko veikalu uzpalukums, piedāvājot atšķirīgāku produkciju kā lielveikalos; nebūs veikali (kā ēkas) visu iespējams pasūtīt internetā

Secinājumi

Pārtikas mazumtirdzniecības nozarē e-komercija kļuvusi par ikdienu, laikam ejot e-komercija kļūs arvien populārāka un ieņems fizisko veikalu vietu. Lielākā daļa patērētāju dod priekšroku pārtikas iegādei fiziskajos veikalos, jo tādejādi tie var aptaustīt un apskatīt preci, tāds iepirkšanās veids tiem ir daudz tīkamāks. Ienākot pārtikas mazumtirdzniecības nozares jauninājumiem veikalos cilvēki biežāk tos izmanto, jo tie atvieglo un uzlabo to iepirkšanās pieredzi. Pēc aptaujas rezultātiem var secināt, ka attīstoties tehnoloģijām attīstās arī pārtikas mazumtirdzniecības nozare, līdz ar to tuvākā laikā ir gaidāma strauja nozares attīstība.

Izmantotās literatūras un informācijas avotu saraksts

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Daina Laizāne. MĀJU UZKOPŠANAS AR EKOLOĢISKAJEM TĪRĪŠANAS LĪDZEKĻIEM PAKALPOJUMU SNIEGŠANA LATVIJĀ

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Anotācija

Pētījuma aktualitāte: "Parastie tīrīšanas līdzekļi var izraisīt virkni veselības problēmu: sākot ar nelieliem kairinājumiem līdz astmas lēkmēm, hormonāliem traucējumiem un pat audzējiem. Sastāvdaļas, kas atzītas par kaitīgām ekoloģiskajos tīrīšanas līdzekļos (piemēram, APEO, NTA, sintētiskais muskuss, hlors, sodas perborāts, optiskie balinātāji u.t.t.), parasti netiek pievienotas, tāpēc konservanti un smaržvielas joprojām ir visaktuālākās, un ES ražotājiem tās ir obligāti jānorāda. Ekoloģisko tīrīšanas līdzekļu ražotāji bieži piedāvā alternatīvu - tāda paša pielietojuma produktu ar vai bez smaržas, augstākā un zemākā koncentrācijā (zemākas koncentrācijas ir labvēlīgākas cilvēku veselībai, bet mazāk labvēlīgas atkritumu ziņā) (lavin.lv)" Tīras telpas ir svarīgas to iemītnieku labsajūtai un veselībai, tīrām telpām nevajadzētu radīt papildus draudus veselībai. Latvijā ir vairāki lieli uzņēmumi, kas sniedz māju uzkopšanas pakalpojumus, bet trūkst šo pakalpojumu sniedzēju, kas izmanto ekoloģiskos tīrīšanas līdzekļus. Veicot izpēti un datu analīzi pētījuma autore vēlas noskaidrot cik daudzi no uzkopšanas pakalpojumu sniedzējiem izmanto ekoloģiskus līdzekļus un cik pieprasīti ir šie pakalpojumi.

Pētījuma mērķis: Novērtēt māju uzkopšanas ar ekoloģiskajiem tīrīšanas līdzekļiem nozares attīstības iespējas Latvijā.

Pētījuma metodes: Literatūras un interneta resursu analīze.

Sasniegtie rezultāti: Tika analizēta māju uzkopšanas nozare Latvijā un ekoloģisko līdzekļu izmantošana uzkopšanas pakalpojumu sniegšanā, tika secināts, ka Latvijā trūkst šādu pakalpojumu sniedzēju un ir iespēja attīstīt šāda veida uzņēmējdarbību.

Atslēgas vārdi: māju uzkopšana; ekoloģiski tīrīšanas līdzekļi; uzņēmējdarbība.

Ievads

Sakopta un tīra vide ir viens no labsajūtas nosacījumiem lielai sabiedrības daļai. Ne vienmēr cilvēki laika resursu ierobežojumu dēļ spēj paši to nodrošināt, tāpēc izvēlas, kādu no uzkopšanas pakalpojumu sniedzējiem. Taču līdzekļi, kurus izmanto uzkopšanas pakalpojumu uzņēmumi var radīt nepatīkamu vidi kā arī radīt lielāku piesārņojumu dabai. Darba autores mērķis ir novērtēt māju uzkopšanas ar ekoloģiskajiem tīrīšanas līdzekļiem nozares attīstības iespējas Latvijā izmantojot literatūras un interneta resursu analīzi.

Literatūras apskats

Kas īsti ir ekoloģiski sadzīves tīrīšanas līdzekļi, neviens nevar pateikt. Tam ir daudz iemeslu. Konkrēti, tīrīšanas līdzekļu ekoloģiskos raksturlielumus mēra nevis pēc ekoloģisko sastāvdaļu daudzuma, bet gan

pēc to ietekmes uz vidi. Protams, tas visvairāk ir atkarīgs no sastāva, bet nedaudz atšķirīgā lēnī. No pārtikas un kosmētikas mēs sagaidām, ka visas sastāvdaļas ir barojošas, t.i. labvēlīgas mūsu organismam. Mēs neēdam un nelietojam tīrīšanas līdzekļus uz ādas, gluži pretēji, mēs cenšamies, lai tie pēc iespējas mazāk nokļūtu mūsu organismā. Mēs sagaidām, ka tīrīšanas līdzekļi būs efektīvi, bet pēc iespējas mazāk kaitēs mums un dabai, un pēc šī kaitīguma līmeņa mēs novērtējam to ekoloģiskumu. (Azguridienē, 2015). Tīra un sakārtota vide ir ļoti nozīmīga cilvēka labsajūtai, bet bieži vien mēs neaizdomājamies kā ķīmiskie tīrīšanas līdzekļi var ietekmēt šo vidi un tās ietekmi uz mūsu veselību.

Tīrīšanas līdzekļus uzskata par ekoloģiskiem, ja tie atbilst noteiktiem vispārīgiem un specifiskiem kritērijiem. Visizplatītākais kritērijs ir tāds, ka tiem jābūt mazāk kaitīgiem videi nekā parastajiem. Mazgāšanas līdzekļiem (virsmaktīvajām vielām, PAM), nonākot vidē, jāsadalās nekaitīgās vielās, iepakojumam vajadzētu būt tikai tik daudz, cik nepieciešams, un tas būtu jāpārstrādā, produktam jāpievieno precīzi norādījumi par to, cik daudz un kādos gadījumos jālieto tīrīšanas līdzeklis un, pats galvenais, tiem ir efektīvi jāmazgā pat zemā temperatūrā. Piemēram, Euroflower, pieprasa, lai vairots virsmaktīvo vielu noārdītos 28 dienu laikā, bet daži tehnoloģiski progresīvi ražotāji garantē, ka viņu produkti sasniedz šo rādītāju 48 stundās. Vēl precīzāki kritēriji parasti aplūko fosfora daudzumu produktā, vai ražošanā tiek izmantoti naftas produkti, vai ražošanā tiek izmantots hlors un citas bīstamas sastāvdaļas, vai ir ĢMO produkti, kādi un cik daudz tiek izmantoti aromatizētāji un konservanti. Uz visiem šiem jautājumiem atbild konkrēts standarts, norādot zināmo un aizdomīgo sastāvdaļu robežas. ES ir prasība norādīt aromatizētājus un konservantus, citās valstīs pat šādas prasības nav. (Azguridienē, 2015). Prasības pret produktu ražotājiem katru gadu pieaug un mainās to uzstādījumi, tāpat kā patērētājiem pieaug prasības pret pakalpojumu sniedzējiem.

Uz iepakojuma parasti tiek norādīts tā saucamais “ķīmiskais sastāvs”: x% katjonu virsmaktīvās vielas, y% anjonu, visi izmantotie augu ekstrakti un obligātie konservanti un smaržvielas. Patērētājam var un parasti rodas iespaids, ka viņš uz iepakojuma redz visu sastāvu un var spriest par konkrētā tīrītāja iespējamo kaitējumu. Šis sastāvs vairāk slēpj nevis atklāj. Tāpat kā kosmētikas gadījumā, visu sastāvu var redzēt, ja ražotājs ir norādījis INCI. Tomēr ļoti maz saimniecības tīrīšanas līdzekļu ražotāju to dara. ES tiesību akti šādu prasību nepieprasa, pamatojoties uz komercnoslēpumu. No otras puses, tā kā ķīmisko elementu iedarbība ir atkarīga no daudziem faktoriem (daudzumu, savienojumiem, izejvielām, pārstrādes, koncentrācijas u.t.t.), patērētājs nespēj novērtēt konkrēta produkta kaitīgumu pat redzot visu tā sastāvu. Tomēr, tā kā preces ir salīdzinoši jaunas un ap tām cirkulē daudz informācijas par kaitīgām vielām, patērētājs cenšas no tām piesargāties, izvairoties pirkt produktus ar zināmām kaitīgām sastāvdaļām. Patērētājam būtu ļoti zināt, ko viņš var saprast par tīrīšanas līdzekļu iespējamo kaitējumu, un šīs zināšanas izmantot praksē. (Azguridienē, 2015).

Kaitējums var būt trīskāršs. Pirmā lieta, par kuru, iespējams, tiek runāts visbiežāk, ir kaitējums veselībai - ieelpojot, pieskaroties rokām, valkājot tīrīšanas līdzekļos mazgātas drēbes. Parastie tīrīšanas līdzekļi var izraisīt virkni veselības problēmu: sākot ar nelieliem kairinājumiem līdz astmas lēkmēm, hormonāliem traucējumiem un pat audzējiem. Sastāvdaļas, kas atzītas par kaitīgām ekoloģiskajos tīrīšanas līdzekļos (piemēram, APEO, NTA, sintētiskais muskuss, hlors, sodas perborāts, optiskie balinātāji u.t.t.), parasti netiek pievienotas, tāpēc konservanti un smaržvielas joprojām ir visaktuālākās, un ES ražotājiem tās ir obligāti jānorāda. Ekoloģisko tīrīšanas līdzekļu ražotāji bieži piedāvā alternatīvu - tāda paša pielietojuma produktu ar vai bez smaržas, augstākā un zemākā koncentrācijā (zemākas koncentrācijas ir labvēlīgākas cilvēku veselībai, bet mazāk labvēlīgas atkritumu ziņā). Tas, kā samazināt konservantu daudzumu vai aizstāt skarbākos ar maigākiem, iespējams, ir “zaļo” ražotāju laboratoriju vissvarīgākais uzdevums. Tā rezultātā produktu sastāvs pastāvīgi uzlabojas.

Tomēr nevajadzētu uzskatīt, ka tā dēvētajā ekoloģiskajā tīrīšanas līdzeklī nevajadzētu būt konservantiem. Atkarībā no produkta veida, formulas, koncentrācijas un iepakojuma konservanta var būt vairāk vai

mazāk, taču pilnībā no tā reti var izvairīties. Bet tas nemaz nav mērķis - vissvarīgākais ir nevis mazākais individuālais vai individuālais kaitējuma aspekts, bet gan tas, lai produktam būtu viszemākā kopējā ietekme uz vidi. Gadās, ka, lai iepriecinātu vidusmēra informētu patērētāju, ražotājs aizvieto stiprāku konservantu ar vājāku, tāpēc nākas izmantot vairāk virsmaktīvo vielu (PAM), kas nav dabai labvēlīgi. Otrais kaitējuma veids ir saistīts ar dabu. Pirmais, par ko šeit jārunā, ir izejvielu izcelsme. Ja tīrīšanas līdzekļus gatavo no naftas produktiem, tos nekādā gadījumā nevarētu nosaukt par ekoloģiskiem (lai gan Euroflower to neaizliedz). Naftas ķīmijas produktiem grūti noārdās, tādējādi nodarot kaitējumu augsnei, ūdenim, augiem, dzīvniekiem un cilvēkiem.

Ja kā izejvielu izmanto dzīvnieku izcelsmes sastāvdaļas (piemēram, taukus) vai uz dzīvniekiem izmēģinātus produktus, šādu ražotāju nevar uzskatīt par ekoloģisku. Sastāvdaļa, no kuras noteikti jāizvairās, ir fosfāti - nonākot notekūdeņos, tie darbojas kā mēslojums un veicina aļģu vairošanos ūdenstilpēs, kas nogalina ūdensdzīvniekus. Trešais kaitējuma veids ir saistīts ar produkta efektivitāti. Vides aizsardzības literatūrā tas tiek reti minēts, bet ir ne mazāk svarīgs, jo tas tieši ietekmē patērētāju uzvedību. Ekoloģiskajiem tīrīšanas līdzekļiem vajadzētu tīrīt ne sliktāk par parastajiem. Pretējā gadījumā vai nu cilvēki tos lieto lielākā daudzumā (kas nozīmē vairāk atkritumu) vai arī atgriezīsies pie parastajiem, vairāk piesārņojošajiem. Tikai nedaudzi mainīs prasības ārējai tīrībai, nevis tīrīšanas līdzeklim. Bet, kā jau minēts, no vides aizsardzības viedokļa ar to nepietiek. (Azguridiene, 2015).

Pēc veselīga dzīvesveida pētnieces Azguridienē ieteikumiem izvēloties ekoloģiskos tīrīšanas līdzekļus būtu jāpievērš uzmanība informācijai uz iepakojuma, lai tas būtu ražots bez naftas produktiem un bioloģiski viegli noārdītos; lai produkts nesaturētu fosforu (P) un fosfātus; lai neizmantotu dzīvnieku daļas un produkti netiktu pārbaudīti uz dzīvniekiem.

Ja ražotājs norāda pilnu produkta sastāvu (INCI), tā ir milzīga priekšrocība parādīt, ka uzņēmums ir caurspīdīgs un netiecas pēc lētas popularitātes, nodrošinot reklāmai piemērotus sastāva aprakstus un slēpjot tās nepieciešamās ķīmiskās vielas, kurām nav nekaitīga aizstājēja. Lasot ķīmisko sastāvu, jāņem vērā, ka ražotājam tas nav obligāti jānorāda pilnībā. Tādējādi, ja netiek sniegts INCI, visticamāk, dažas sastāvdaļas tiks izlaistas. Jāpatur prātā, ka INCI un ķīmiskajā sastāvā lietotie termini ir atšķirīgi, tāpēc Jūs, iespējams, neatpazīsiet meklētās sastāvdaļas. Ja ir kāds eko sertifikāts (nav obligāti jābūt logotipam, tas var būt teikums, ka produktu kontrolē attiecīgā iestāde), tā ir garantija, ka tas nav slikts. Tiesa, tas negarantē, ka tas ir labāks par citiem, kas nav sertificēti. (Azguridiene, 2015).

Ilgspējība ir vārds, kas mudina vairākas ekonomikas visā pasaulē izvirzīt vērienīgus ilgtspējības mērķus. Lai ierobežotu globālo sasilšanu, emisijas jāsamazina par 50 procentiem līdz 2030. gadam un līdz 2050. gadam līdz nullei. Tā rezultātā korporācijām nav citas izvēles, kā novērtēt savu oglekļa ietekmi un ilgtspējības stratēģijas, lai saprastu, kur tās ir pārmērīgi pakļautas klimata riskam un nepietiekami pakļautas ietekmei. iespēja kļūt zaļam. (Beukes, 2021).

Aplūkojot īpaši uzkopšanas nozari, nozare pašlaik piedzīvo ievērojamas pārmaiņas atbilstoši klientu pieprasījumam pēc videi nekaitīgākiem produktiem, lielākas sociālās atbildības politikas un pakalpojumu sniedzēju apņemšanās nodrošināt ilgtspējību. Ilgtspējība ir vērsta uz mūsu vajadzību apmierināšanu tādā veidā, kas neapdraud nākamo paaudžu spēju apmierināt savas vajadzības, un, lai gan zaļie pasākumi jau sāk veidoties, komerciālajiem uzkopšanas uzņēmumiem ir arvien lielākas iespējas tos uzlabot. (Beukes, 2021).

Ilgspējīga tīrīšana ir saistīta ar bioloģisku produktu un metožu izmantošanu, kas ir drošāki gan videi, gan cilvēku veselībai. Videi draudzīgi tīrīšanas līdzekļi var samazināt gaisa un ūdens piesārņojumu, kā arī palīdzēt cīnīties pret ozona slāņa noārdīšanos un klimata pārmaiņām nākotnē. Turklāt uzņēmumi tīrīšanas nozarē var izmantot jaunas tehnoloģijas, piemēram, mazgājamās mikrošķiedras mopu galviņas un drānas, jo tie izmanto mazāk ūdens un veļas mazgāšanas materiālu, tādējādi samazinot atkritumu

daudzumu visā biznesā. No ekonomiskā viedokļa tas nodrošina tīrīšanas ekspertiem vairākas izmaksu priekšrocības, kā arī samazina organizācijas ietekmi uz vidi.(Beukes, 2021).

Komerčiālie tīrīšanas uzņēmumi var arī paaugstināt ilgtspējību uz nākamo līmeni, pieņemot atkritumu hierarhiju, kas ietver trīs galvenos līmeņus: samazināšanu, atkārtotu izmantošanu un pārstrādi. Tīrīšanas līdzekļu un ķīmisko vielu patēriņa samazināšana ir būtiska atkritumu hierarhijā, kam cieši seko priekšmetu atkārtota izmantošana vai pārveidošana, lai ierobežotu atkritumu daudzumu un nodrošinātu mazāku enerģijas patēriņu. Pārstrāde ir populāra arī tīrīšanas nozares uzņēmumu vidū, jo īpaši tāpēc, ka ir ļoti maz materiālu, ko nevar pārstrādāt. (Beukes,2021).

Ilgspējības uzlabošana tīrīšanas nozarē ietver resursu izmantošanas samazināšanu visā produkta dzīves ciklā. Ilgtspējība virza daudzas ekonomikas visā pasaulē. Pamatnostādnes globālās sasilšanas ierobežošanai ir paredzēts līdz 2030. gadam samazināt oglekļa dioksīda un citu siltumnīcefekta gāzu neto emisijas par 50 procentiem un līdz 2050. gadam neizraisīt neto emisijas, ko parasti sauc par neto nulli. Šis mērķis liek uzņēmumiem novērtēt savas stratēģijas, lai kļūtu par zaļu. Ilgtspējīgas tīrīšanas nozarē notiek īpaši nozīmīgas pārmaiņas attiecībā uz klientu prasībām pēc videi nekaitīgākiem produktiem un lielākas ilgtspējības. Lai sasniegtu šo mērķi, būs jāapmierina viņu pašreizējās vajadzības, netraucējot iespēju apmierināt nākamo paaudžu vajadzības. Uzkopšanas uzņēmumi jau sāk īstenot zaļās iniciatīvas, taču joprojām pastāv daudzas iespējas vides uzlabošanai.(Toolsense.com).

Ilgspējīgi tīrīšanas līdzekļi izmanto daudzus resursus, piemēram, enerģiju, ūdeni un citus materiālus visos to dzīves cikla posmos. Šīs fāzes ietver produkta ražošanu, transportēšanu un uzglabāšanu papildus produkta un tā iepakojuma iznīcināšanai. Ilgtspējības iniciatīvu mērķis ir palielināt kopējo resursu izmantošanas efektivitāti visā produkta dzīves ciklā. Piemēram, jauns process, kas samazina produkta ražošanai nepieciešamo enerģiju, nebūtu ilgtspējīgs, ja tas arī palielinātu produkta transportēšanai un lietošanai nepieciešamo enerģiju par vairāk nekā tā ražošanā ietaupīto enerģiju. Dzīves cikla analīze ir metode, kas pēta kopējos produktam nepieciešamos resursus, kas sastāv no šādiem elementiem: izejvielas; iepakojums; enerģija; ūdens. Izejvielas ir visi izstrādājuma ražošanā izmantotie materiāli, izņemot ūdeni. Iepakojums aizsargā produktu no tā izgatavošanas brīža līdz lietošanai. Produkta un tā iepakojuma ražošanai papildus transportēšanai ir nepieciešama enerģija. Ūdeni var izmantot dažādos produkta dzīves cikla posmos. (Toolsense.com)

Pētījuma metodoloģija

Tika analizēta literatūra un interneta resursos pieejamā informācija par ekoloģiskajiem uzkopšanas līdzekļiem un ilgtspējību uzkopšanas pakalpojumu uzņēmumos. Tika apskatīta interneta resursos pieejamā informācija par uzkopšanas uzņēmumiem Latvijā, tika analizēti 7 Latvijas uzņēmumi, kuri piedāvā uzkopšanas pakalpojumus. Tika apskatīts pakalpojumu klāsts un izmantotie līdzekļi.

Pētījuma rezultāti

Apskatot piecu Latvijas uzņēmumu piedāvājumus, tikai viens no šiem uzņēmumiem norādīja, ka ir iespējams veikt uzkopšanu ar ekoloģiskajiem līdzekļiem, bet nevienam no šiem uzņēmumiem nav prioritāri izvirzīta vēlme uzkopt ar ekoloģiskajiem līdzekļiem un uzņēmumiem nav plānots pāriet uz ilgtspējīgākiem materiāliem un uzlabot sava uzņēmuma pakalpojumus, lai tie būtu aktuālāki plašākai auditorijai. Ne visi uzņēmumi norāda tīrīšanas līdzekļus, kurus izmanto, kā arī daudzi uzņēmumi sadarbojas ar tīrīšanas līdzekļu izplatītājiem un piedāvā to produktus. Veicot izpēti pētījuma autore arī



pamanīja, ka uzņēmumu lielākais fokuss ir komerciālo telpu uzkopšana un mazāk tiek piedāvāta māju uzkopšana, tas varētu arī norādīt, ka māju uzkopšanai ir mazāks pieprasījums.

Secinājumi

Ekoloģisku līdzekļu izmantošana paliek arvien populārāka un kļūs arvien pieprasītāka, Tā šobrīd ir brīva niša Latvijas uzkopšanas pakalpojumu uzņēmumu piedāvājumā un šajā virzienā ir iespēja attīstīt uzņēmējdarbību. Māju uzkopšana nav uzņēmumu galvenais fokuss, tās visbiežāk ir komerciālās telpas. Māju uzkopšana ar ekoloģiskajiem tīrīšanas līdzekļiem varētu būt laba uzņēmējdarbības ideja individuālajiem komersantiem.

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Studiju programma "Mārketingss"

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Zinātniskais vadītājs: Dr.oec., profesore Vita Zarina

Anotācija

Pētījuma aktualitāte: "Parastie tīršanas līdzekļi var izraisīt virkni veselības problēmu: sākot ar nelieliem kairinājumiem līdz astmas lēkmēm, hormonāliem traucējumiem un pat audzējiem. Sastāvdaļas, kas atzītas par kaitīgām ekoloģiskajos tīršanas līdzekļos (piemēram, APEO, NTA, sintētiskais muskuss, hlors, sodas perborāts, optiskie balinātāji u.t.t.), parasti netiek pievienotas, tāpēc konservanti un smaržvielas joprojām ir visaktuālākās, un ES ražotājiem tās ir obligāti jānorāda. Ekoloģisko tīršanas līdzekļu ražotāji bieži piedāvā alternatīvu - tāda paša pielietojuma produktu ar vai bez smaržas, augstākā un zemākā koncentrācijā (zemākas koncentrācijas ir labvēlīgākas cilvēku veselībai, bet mazāk labvēlīgas atkritumu ziņā) (livin.lv)" Tīras telpas ir svarīgas to iemītnieku labsajūtai un veselībai, tīrām telpām nevajadzētu radīt papildus draudus veselībai. Latvijā ir vairāki lieli uzņēmumi, kas sniedz māju uzkopšanas pakalpojumus, bet trūkst šo pakalpojumu sniedzēju, kas izmanto ekoloģiskos tīršanas līdzekļus. Veicot izpēti un datu analīzi pētījuma autore vēlas noskaidrot cik daudzi no uzkopšanas pakalpojumu sniedzējiem izmanto ekoloģiskus līdzekļus un cik pieprasīti ir šie pakalpojumi.

Pētījuma mērķis: Izpētīt skaistumkopšanas nozares attīstības iespējas un tendences Rīgā.

Pētījuma metodes: Sekundāro analīzes metodes un literatūras analīze. Tika veikta analīze skaistumkopšanas nozares produktu ražošanā un pakalpojumu sniegšanā.

Sasniegtie rezultāti: Apkopoju un analizēju informāciju par nozares attīstības tendencēm Latvijā. Apkopotie dati par skaistumkopšanas pakalpojumu nozares uzņēmumu prognozēm par apgrozījuma izmaiņām vietējā tirgū.

Atslēgas vārdi: māju uzkopšana; ekoloģiski tīršanas līdzekļi; uzņēmējdarbība.

Ievads

Skaistumkopšanas nozarē mūsdienās vērojama frizieru un skaistumkopšanas pakalpojumu un fiziskās labsajūtas uzlabošanas pakalpojumu sektorā iekļauto skaistumkopšanas darbības veidu un jomu pārklāšanās, piemēram, profesijās skaistumkopšanas speciālists (kosmetologijā), kosmētiķis, SPA speciālists un citās pastāv cieša profesionālās darbības saikne, kā arī profesionālo uzdevumu pārklāšanās. Skaistumkopšanas nozarē svarīgi ir veicināt jau esošo profesionālo asociāciju darbību un sadarbību ar valsts institūcijām nozares darba tirgus un profesionālās izglītības sakārtošanā.

Izvērtējot Latvijā pārdoto skaistumkopšanas pakalpojumu dinamiku, vērojamas atšķirīgas tendences Rīgas centra salonos un skaistumkopšanas salonos ārpus Rīgas un reģionos. Izvērtējot Latvijā pārdoto skaistumkopšanas pakalpojumu dinamiku, vērojams, ka 2022. gadā, salīdzinot ar 2020. gadu, Rīgas centra skaistumkopšanas salonos bijis kritums, kamēr dažādos tirdzniecības centros - aptuveni 10-20% liels pieaugums (Skaistumkopšanas pakalpojumi, iespējas, atbildība un riski, 2015). Tas saistīts ar iedzīvotāju paradumu izmaiņām, jo arvien vairāk iedzīvotāju vēlas saņemt pilnu skaistumkopšanas pakalpojumu klāstu (friziera, manikīra, pedikīra, solārija u.c. pakalpojumus) vienuviet un apvienot skaistumkopšanu ar citiem ikdienas darbiem, piemēram, iepirkšanos.

Pētījuma mērķis bija izpētīt skaistumkopšanas nozares attīstības iespējas un tendences Rīgā. Pētījuma metodēs tika iekļautas sekundāro analīzes metodes un literatūras analīze. Tika veikta analīze skaistumkopšanas nozares produktu ražošanā un pakalpojumu sniegšanā. Apkopoti dati par skaistumkopšanas pakalpojumu nozares uzņēmumu prognozēm par apgrozījuma izmaiņām vietējā tirgū.

Literatūras apskats

Skaistumkopšanas pakalpojumu sniedzēji sniedz friziera, manikīra, pedikīra, tetovēšanas, tai skaitā mikropigmentācijas, permanentā grima, skarifikācijas, pīrsinga, kosmētiskā iedeguma, baseina vai publiskās pirts pakalpojumus, kā arī tie, kas pakalpojumu sniegšanai izmanto fiziskās, fizikālās un ķīmiskās metodes. Skaistumkopšanas pakalpojumi ir estētiskas ķermeņa procedūras labsajūtai un izklaidei, kurus sniedz friziera, manikīra, pedikīra, mikropigmentācijas, pirts vai baseina pakalpojumu sniedzēji, vai dažādu kosmētisku problēmu risināšana, piemēram, ādas apstrādes vai profilaktiskas procedūras, kuras sniedz skaistumkopšanas speciālists (kosmetologijā) vai kosmētiķis, kuri ir ieguvuši augstāku izglītību skaistumkopšanā un ir ārstniecības personas.

Skaistumkopšanas pakalpojumus var sniegt juridiska persona (uzņēmuma darbinieki atbilstoši normatīvajiem aktiem sniedz skaistumkopšanas pakalpojumus) un fiziska persona, kura reģistrējusi savu saimniecisko darbību Valsts ieņēmumu dienestā un paziņojusi Veselības inspekcijā par saimnieciskās darbības skaistumkopšanā uzsākšanu. Skaistumkopšanas pakalpojumu sniedz gan ārstniecības personas, t.i. kosmētiķi un skaistumkopšanas speciālisti kosmetologijā, kas risina dažādas kosmētiskās problēmas, veic ādas apstrādi un profilaktiskās procedūras, gan frizieri, manikīra, pedikīra, mikropigmentācijas speciālisti, pirtnieki u.c., kas sniedz estētiskās ķermeņa procedūras labsajūtai un izklaidei¹. Skaistumkopšanā strādājošo profesionālo kvalifikāciju apliecina valsts atzīti profesionālās izglītības un profesionālās kvalifikācijas dokumenti. Ārstniecības personām papildus izglītības dokumentam nepieciešams arī Latvijas Ārstniecības personu profesionālo organizāciju savienības izsniegts ārstniecības personas sertifikāts. Citiem nozarē strādājošajiem speciālistiem saskaņā ar normatīvo aktu prasībām papildus izglītības dokumentam jābūt arī derīgai apliecībai par apmācību programmas "Skaistumkopšanas pakalpojumu sniegšanai noteiktās minimālās higiēnas prasības" apgūšanu.

Ikdienā mēs rūpējamies par sejas un ādas kopšanu, bet tikpat liela uzmanība jāpievērš arī nagu kopšanai, jo nagi taču ir mūsu vizītkarte! Kopti nagi liecina, ka cilvēks rūpējas arī par pārējo ķermeni. Frizūra visos laikos ir aizņēmusi nozīmīgu vietu cilvēka dzīvē. Jau V-VI g.tūkst. p.m.ē. cilvēki ļoti rūpējās par saviem matiem. Par pagājušo gadsimtu frizūrām mēs varam pēc mākslas darbiem. Frizūras bieži mainījušas siluetu, formu. Tas noticis vēsturisku notikumu, reliģisku un estētisku uzskatu, personīgās gaumes un nejausības iespaidā. Katrs laikmets frizūras mākslas attīstībā ienesis daudz jauna.

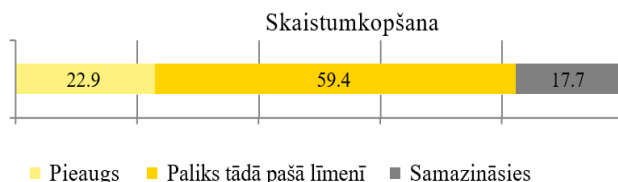
Latvijā reģistrēti 1269 uzņēmumi, kuru darbības veids ir 93.02 (Frizieru un skaistumkopšanas pakalpojumi). Visvairāk Rīgas rajonā – 933 uzņēmumi, otrajā vietā ir Talsu rajons – 63 uzņēmumi, Ogres rajonā ir tikai 25 uzņēmumi ar šo darbība veidu (no tiem 16 Ogrē).² Ja ir tik liels skaits uzņēmumu – ir pieprasījums. Pastāv ļoti daudzi riski, kuri uzņēmējam ir jāņem vērā. Pats svarīgākais – jāsaprot, ka ar skaistumkopšanu saistītie pakalpojumi nav pirmās nepieciešamības preces, cilvēkiem svarīgāks ir ēdiens un mājas. Palielinoties inflācijai un samazinoties iedzīvotāju labklājības līmenim, samazināsies arī pieprasījums pēc šo nozaru pakalpojumiem.

¹VISC (2019). Skaistumkopšanas nozares kvalifikāciju struktūra. Pieejams: https://visc.gov.lv/profizglitiba/dokumenti/nozkval/NKS_skaistumkopsana.pdf

²<https://www.lursoft.lv/appserver3?Form=NACECATA&Token=63823277&ncode=93.02&versija=2&>

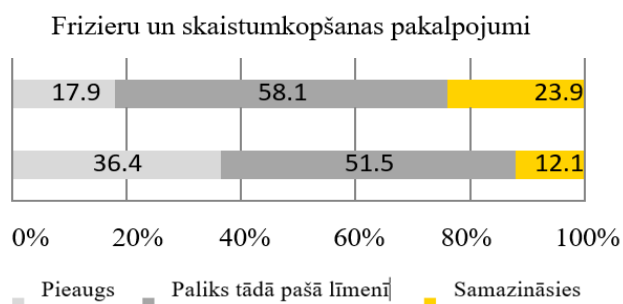
Pētījuma rezultāti

Aptaujātie skaistumkopšanas pakalpojumu nozares pārstāvji jautājumā par apgrozījuma izmaiņām izsaka šādas prognozes: 22,9% prognozē apgrozījuma pieaugumu; 59,4% uzskata, ka tas paliks tādā pašā līmenī; 17,7% respondentu prognozē, ka apgrozījums samazināsies (1.att.)³.



1.att. Skaistumkopšanas nozares uzņēmumu prognozes par apgrozījuma izmaiņām 2022.gadā

Lai arī lielākā daļa aptaujāto uzņēmēju norāda, ka skaistumkopšanas nozares apgrozījums paliks līdzšinējā līmenī, 36,4% no fiziskās labsajūtas uzlabošanas pakalpojumu sektora pārstāvjiem prognozē, ka apgrozījums 2012.gadā vietējā tirgū pieaugs (2. att.).

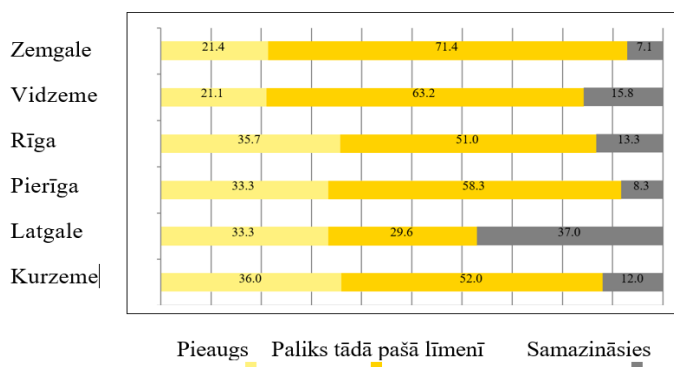


2.att. Skaistumkopšanas nozares uzņēmumu prognozes par apgrozījuma izmaiņām 2022.gadā vietējā tirgū (%) sadalījumā pa skaistumkopšanas pakalpojumu nozares sektoriem⁴

51,5% no labsajūtas uzlabošanas pakalpojumu sektora uzņēmumiem savukārt prognozē, ka apgrozījums vietējā tirgū paliks tādā pašā līmenī, bet 12,1% uzskata, ka tas samazināsies. Labsajūtas uzlabošanas pakalpojumu sektora uzņēmēju prognozes par apgrozījuma izmaiņām 2012. gadā vietējā tirgū ir pozitīvākās salīdzinājumā ar apgrozījuma prognozēm skaistumkopšanas nozarē kopumā, proti, sektorā ir par 13,5% vairāk uzņēmēju, kuri nozares apgrozījuma izmaiņās vietējā tirgū prognozē pieaugumu. Savukārt 17,9% no frizieru pakalpojumu sektora pārstāvjiem prognozē, ka apgrozījums pieaugs, 58,1% domā, ka tas paliks tādā pašā līmenī un 23,9% respondentu uzskata, ka tas samazināsies. Secinām, ka šajā sektorā, salīdzinot ar nozari kopumā, par 6,2% lielāks ir to uzņēmēju skaits, kuri 2022.gadā vietējā tirgū prognozē apgrozījuma kritumu.

³Turpāt

⁴<https://www.lursoft.lv/appserver3?Form=NACECATA&Token=63823277&ncode=93.02&versija=2&>



3.att. Skaistumkopšanas pakalpojumu nozares uzņēmumu prognozes par apgrozījuma izmaiņām 2022.gadā vietējā tirgū (%) sadalījumā pa reģioniem⁵

Aptaujātie skaistumkopšanas pakalpojumu nozares uzņēmumu pārstāvji uz jautājumu par nozares apgrozījuma izmaiņām 2022. gadā vietējā tirgū izsaka šādas prognozes:

- 21,4% respondentu uzskata, ka Zemgales reģionā apgrozījums pieaugs, savukārt 71,4% respondentu prognozē, ka tas paliks tādā pašā līmenī un 7,1% prognozē, ka tas samazināsies;
- 21,1% respondentu uzskata, ka Vidzemes reģionā apgrozījums pieaugs, 63,2%, ka tas paliks tādā pašā līmenī un 15,8% prognozē, ka tas samazināsies;
- 35,7% respondentu uzskata, ka Rīgas reģionā apgrozījums pieaugs, 51%, ka tas paliks tādā pašā līmenī un 13,3% prognozē, ka tas samazināsies;
- 33,3% respondentu uzskata, ka Pierīgas reģionā apgrozījums pieaugs, 58,3%, ka tas paliks tādā pašā līmenī un 8,3% prognozē, ka tas samazināsies;
- 33,3% respondentu uzskata, ka Latgales reģionā apgrozījums pieaugs, 29,6%, ka tas paliks tādā pašā līmenī un 37% prognozē, ka tas samazināsies;
- 36% respondentu uzskata, ka Kurzemes reģionā apgrozījums pieaugs, 52%, ka tas paliks tādā pašā līmenī un 12% prognozē ka tas samazināsies.

Izvērtējot respondentu atbildes, var secināt, ka visos reģionos, izņemot Latgales reģionu, kurā respondenti prognozē galvenokārt apgrozījuma samazināšanos, lielākā daļa respondentu uzskata, ka apgrozījums 2022.gadā vietējā tirgū paliks tādā pašā līmenī kā pašlaik. Skaistumkopšanas nozarē Latvija seko līdzī tendencēm pasaulē. Krasas izmaiņas nav gaidāmas un pārsvarā nenotiek, tomēr modes tendences mainās atkarībā no sezonas un sniegto pakalpojumu un piedāvāto inovatīvo procedūru piedāvājumu klāsts skaistumkopšanas jomā palielinās ik dienu.

⁵CSP (2022). Statistika. Frizieru un skaistumkopšanas nozare.
https://www.csb.gov.lv/lv/statistika/meklet?keyword=Frizieru+un+skaistumkopšanas+nozarē+%5Bproduct_type%5Bstatistics_table%5D=statistics_table&product_type%5Binfographic%5D=infographic&publication_date%5Bmin%5D=&publication_date%5Bmax%5D=&reference_period%5B1%5D=1

Secinājumi

Skaistumkopšanas nozare iekļauj frizieru, skaistumkopšanas pakalpojumu sektoru un fiziskās labsajūtas uzlabošanas sektoru. Skaistumkopšanas pakalpojumus var sniegt gan juridiska persona (uzņēmuma darbinieki atbilstoši normatīvajiem aktiem sniedz skaistumkopšanas pakalpojumus), gan fiziska persona, kura reģistrējusi savu saimniecisko darbību Valsts ieņēmumu dienestā un paziņojusi Veselības inspekcijā par saimnieciskās darbības skaistumkopšanā uzsākšanu.

Skaistumkopšanas pakalpojumu sniedz gan ārstniecības personas, t.i. kosmētiķi un skaistumkopšanas speciālisti kosmetoloģijā, kas risina dažādas kosmētiskās problēmas, veic ādas apstrādi un profilaktiskās procedūras, gan frizieri, manikīra, pedikīra, mikropigmentācijas speciālisti, pirtnieki u.c., kas sniedz estētiskās ķermeņa procedūras labsajūtai un izklaidei.

Šobrīd nozarē ir iespējams apmierināt ļoti dažādu pieprasījumu, jo meistari apgūst un spēj realizēt dažādas skaistumkopšanas tehnikas. Skaistumkopšanas produkcija pakalpojumu sniegšanas realizācijai pārsvarā tiek importēta, bet Latvijā no kosmētiskajiem līdzekļiem galvenokārt tiek ražota kopjošā kosmētika. Skaistumkopšanā, vienmēr lielāks pieprasījums ir pēc produktiem un pakalpojumiem, kas nosaka arī to piedāvājumu.

Izmantotās literatūras un informācijas avotu saraksts

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Lursofts (2023). Elektroniskais resurss [skatīts 29.03.2023.]. <https://www.lursoft.lv/appserver3?Form=NACECATA&Token=63823277&ncode=93.02&versija=2&>

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VISC (2019). Skaistumkopšanas nozares kvalifikāciju struktūra. Elektroniskais resurss [skatīts 27.03.2023.]. Pieejams: https://visc.gov.lv/profizglitiba/dokumenti/nozkval/NKS_skaistumkopsana.pdf

Marina Kuračenko. SABIEDRISKĀS ĒDINĀŠANAS NOZARES UZŅĒMUMU ATTĪSTĪBAS IESPĒJAS LATVIJĀ

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Anotācija

Pētījuma aktualitāte: Sabiedriskajai ēdināšanai ir diezgan liela nozīme cilvēka dzīvē. Papildus fizioloģisko uztura vajadzību apmierināšanai, cilvēkam vajag ne tikai ēst, bet arī sazināties. Ēdināšanas vietas ir viena no retajām vietām, kur darbojas visas maņas un rada vispārēju gandarījuma sajūtu. Ēdiena, apkalpošanas un atmosfēras vērtējumā apvienota garša, redze, smarža un taustes sajūtas. 2018.gadā sabiedriskās ēdināšanas nozares uzņēmumi valsts kopbudžetā nodokļos samaksājuši 127,31 milj.EUR, kas veido 1,8% no visas nodokļu kopsummas, kuru uzņēmumi pērn samaksājuši valsts kopbudžetā. Gada laikā ēdināšanas nozarē reģistrēto uzņēmumu samaksāto nodokļu apjoms palielinājies par 19,87%. Samaksāto valsts sociālās apdrošināšanas obligāto iemaksu apjoms gada laikā pieaudzis par 24%, bet iedzīvotāju ienākuma nodokļa apjoms – par 3,94% (Lursoft, 2019). Tieši šis faktors liek pārdomāt ka gadu no gada sabiedriskās ēdināšanas biznesa strauji attīstās. Par apmeklētājiem ir nopietna konkurence, kas liecina ka ir jāpārdoma ne tikai galvena restorāna stratēģija un stils, bet arī detaļas, kas padara iestādī unikālu un neatkārtojamu.

Pētījuma mērķis: Novērtēt un izpētīt sabiedriskās ēdināšanas nozares uzņēmumu attīstības iespējas Latvijā.

Pētījuma metodes: Dokumentu un sekundāro datu analīze, grafiskā analīze.

Sasniegtie rezultāti: Darbā ir sniegta sabiedriskās ēdināšanas nozares izpēte un raksturojums. Balstoties uz sabiedriskās ēdināšanas nozares pētījumu rezultātiem tiek konstatēts, ka Latvijā ir iespējas attīstīties jauniem uzņēmumiem šajā nišā, bet tiem ir jābūt ar jauno un labi izstrādāto stratēģiju un inovatīvu biznesa ideju, lai piesaistītu klientus.

Atslēgas vārdi: sabiedriskā ēdināšana; attīstība; konkurence; apkalpošana; stratēģija.

Ievads

Restorānu bizness atšķiras no visiem pārējiem biznesa veidiem. Šī ir nozare, kas apvieno mākslu un tradīcijas, mārketinga speciālistu darbības mehānismus un pieredzi, apkalpošanas filozofiju un potenciālās auditorijas veidošanas koncepciju. Šobrīd restorānu bizness ir viena no sarežģītākajām un straujāk augošajām darbības jomām. Paaugstinoties dzīves līmenim, palielinās potenciālo klientu skaits, kas savukārt izraisa restorānu un kafejnīcu skaita pieaugumu un konkurētspējas pieaugumu šajā jomā. Restorāni un kafejnīcas tiek izmantoti gan īpašiem pasākumiem (kāzas, bankets vai citi nozīmīgi pasākumi), gan biznesa tikšanās, vakariņas, atpūta ar draugiem. Tas viss liek restorāniem un kafejnīcām sacensties par apmeklētājiem, izmantojot mūsdienīgus rīkus un stratēģijas. Tieši šis faktors liek vadošajiem vadītājiem pārdomāt ne tikai galveno restorāna stratēģiju un stilu, bet arī detaļas, kas padara šo iestādi unikālu un neatkārtojamu.

Restorānu bizness kļūst veiksmīgs tikai tad, ja tas ir vērsts ne tikai uz apmeklētāju vēlmju un vajadzību apmierināšanu, bet arī uz apstākļu radīšanu restorānu apmeklējuma palielināšanai un jaunu klientu piesaistei. Jāņem vērā, ka no uzņēmējdarbības viedokļa, sabiedriskās ēdināšanas nozarē nav viegli veikt uzņēmējdarbību, šī sektora uzņēmumiem vēl vairāk jāņem vērā šīs nozares specifika – sezonālitate. Ziemas sezonā ēdināšanas uzņēmumu apgrozījums un peļņa strauji rūk, kas veicina daudzu uzņēmumu “aiziešanu” no tirgus. Tomēr lai pastāvētu un attīstītos, arī ziemas periodā, ir nemitīgi jāveicina uzņēmuma konkurētspēja. Pētījuma mērķis: Novērtēt un izpētīt sabiedriskās ēdināšanas nozares uzņēmumu attīstības iespējas Latvijā. Lai sasniegtu mērķi, tiek izvirzīti šādi uzdevumi: sniegt ieskatu sabiedriskās ēdināšanas nozares aktualitātēs Latvijā; izanalizēt iegūto informāciju un identificēt būtiskākos izaicinājumus un problēmas šajā nozarē; un izstrādāt secinājumus par sabiedriskās ēdināšanas uzņēmumu attīstības iespējām Latvijā. Pētījuma metodes bija dokumentu un sekundāro datu analīze, kā arī grafiskā analīze.

Analītiskais apskats

Sabiedriskās ēdināšanas nozare - nozare, kas paredzēta kulinārijas izstrādājumu, miltu konditorejas un maizes izstrādājumu ražošanai, to realizācijai un (vai) patēriņa organizēšanai. Sabiedriskās ēdināšanas nozare ir sadalīta dažādos veidos - uzņēmuma veids ar raksturīgām pakalpojuma iezīmēm, īstu kulinārijas produktu sortimentu un patērētājiem sniegto pakalpojumu klāstu. Ir šādi ēdināšanas iestāžu veidi:

- Restorāns - sabiedriskās ēdināšanas iestāde ar plašu kompleksās ražošanas ēdienu klāstu, tai skaitā pēc pasūtījuma izgatavotus un firmas ēdienus un izstrādājumus; alkoholiskie, bezalkoholiskie, karstie un cita veida dzērieni, miltu konditorejas un maizes izstrādājumi, tabakas izstrādājumi, iepirktais preces, ar augstu apkalpošanas līmeni un, kā likums, apvienojumā ar atpūtas un izklaides organizēšanu.
- Kafējnīca - uzņēmums patērētāju ēdināšanai un (vai bez) atpūtai ar ierobežotu ēdināšanas preču klāsta nodrošināšanu salīdzinājumā ar restorānu, pārdodot pēc pasūtījuma izgatavotus ēdienus, produktus un alkoholiskos un bezalkoholiskos dzērienus.
- Ēdnīca - sabiedriska vai apkalpo noteiktu patērētāju kontingentu, ražo un pārdod ēdienus un kulinārijas izstrādājumus atbilstoši ēdienkartei, kas atšķiras pa nedēļas dienām.
- Uz kodu bārs - sabiedriskās ēdināšanas uzņēmums, kas aprīkots ar bufeti vai bāra leti, kas pārdod karstos dzērienus no kafijas, tējas, bezalkoholiskajiem dzērieniem, ierobežotu ēdināšanas produktu klāstu no augstas gatavības pakāpes pusfabrikātiem, tai skaitā sviestmaizes, miltu maizes un konditorejas izstrādājumus, karsto vienkāršo trauku izgatavošana un iepirktais preces.
- Ēdināšanas iestādes ar ēdienu pārdošanu promnešanai;
- Bārs - iestāde, kas aprīkota ar bāru un pārdod, atkarībā no specializācijas, alkoholiskos un (vai) bezalkoholiskos dzērienus, karstos un bezalkoholiskos dzērienus, kokteiļus, aukstās un karstās uzkodas un ēdienus ierobežotā sortimentā, iegādātās preces.

Sabiedriskās ēdināšanas sfēras uzņēmumi neietver tikai pakalpojumu piedāvāšanu, bet tie ir arī viesmīlības sniedzēji. Ēdināšanas sfērā viesmīlība ir pat noteicošāka par pašu pakalpojumu, jo šīs nozares uzņēmumiem ir jāveicina patērētāju pieplūdums, kas saistīts ar klientu apmierinātību, vajadzību un vēlmju apmierināšanu. Tikai apmierināti klienti šāda veida uzņēmumos atgriežas un ir lojāli. Viesmīlības nozari veido viesnīcas, restorāni un sabiedriskās ēdināšanas uzņēmumi. Šo nozari mēdz apzīmēt ar

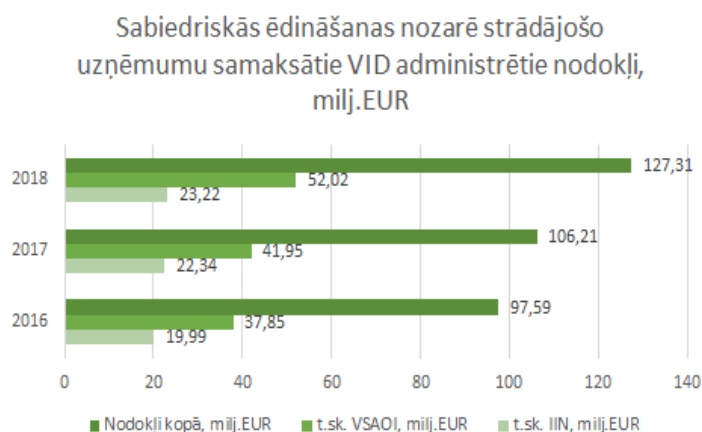
terminu HORECA, viena no visstraujāk augošajām Eiropā. Šī nozare ir svarīgs darbavietu avots pakalpojumu nozarē un daudzās ES dalībvalstīs arī tautsaimniecībā kopumā.

Kā liecina pētījums, tad neskatoties uz to, ka nozares uzņēmumu kopējais apgrozījums ik gadu palielinās, to rezultāts pēc nodokļu nomaksas nav tik pozitīvs. Nozares pārstāvji norāda uz VID neieinteresēto attieksmi un sarežģījumiem nozarē, sākot ar problēmām atrast darbiniekus, beidzot ar augstajiem nodokļiem, kas kavē nozares attīstību un lai izdzīvotu, dažkārt izvēlas strādāt pelēkā zonā.

"PVN samazināšana būtu nozīmīgs atspazds. Paviesojoties dažādās valstīs un papētot ēstuvēs čekus, gadījies novērot, cik lielas mēdz būt šī nodokļa atšķirības dažādās Eiropas valstīs. Piemēram, Itālijā PVN ēdinātājiem, šķiet, ir tikai četri procenti, kādā citā valstī tie bija astoņi procenti, pie mums — kā ir 21 procents, tā paliek." - ēdināšanas uzņēmuma Osvālds Pupa šefpavārs Oskars Paltiņš. (plz.lv, 2021)
 "Restorānu nozarei būtiska ir samazinātās PVN likmes ieviešana, ko jau ieviesušas daudzas citas valstis."
 - SIA "TERRA Restorāni" valdes locekle un dibinātāja Ilze Megne. (Lursoft, 2018)

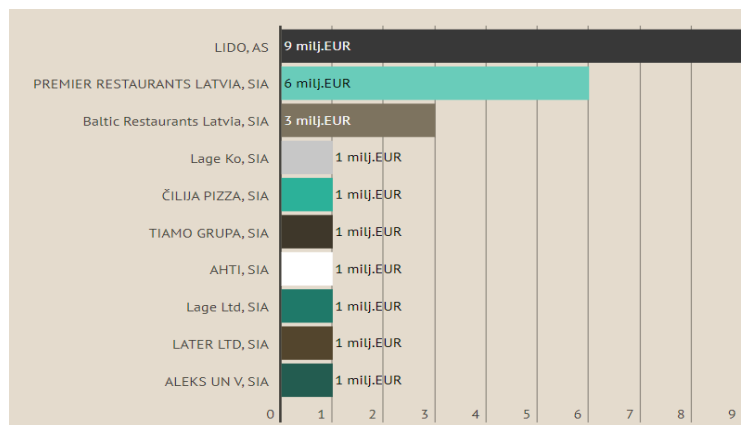
To, ka ar nodokļu nomaksas disciplīnu sabiedriskās ēdināšanas sektorā patiesi pastāv problēmas, vislabāk parāda dati par to, cik uzņēmumiem reģistrēti VID administrēto nodokļu parādi, kas pārsniedz 150 eiro. Kopējais nozares nodokļu parāds uz 2019.gada 7.maiju veidojis 29,5 milj. EUR jeb 4,77% no kopējā Latvijā reģistrēto uzņēmumu nodokļu parāda. Statistikas dati liecina, ka patlaban saimnieciskā darbība apturēta 8,5% no visiem nozares uzņēmumiem. Pusei no šiem uzņēmumiem ir nodokļu parādi. (Lursoft, 2019)

2018.gadā ēdināšanas nozares uzņēmumi valsts kopbudžetā nodokļos samaksājuši 127,31 milj.EUR, kas veido 1,8% no visas nodokļu kopsummas, kuru uzņēmumi pērn samaksājuši valsts kopbudžetā. Gada laikā ēdināšanas nozarē reģistrēto uzņēmumu samaksāto nodokļu apjoms palielinājies par 19,87%. Samaksāto valsts sociālās apdrošināšanas obligāto iemaksu apjoms gada laikā pieaudzis par 24%, bet iedzīvotāju ienākuma nodokļa apjoms – par 3,94%. Pēc samaksāto nodokļu apjoma nozare ierindojusies trīspadsmitajā vietā, līdztekus telekomunikācijai un pārtikas produktu ražošanai, savukārt pēc samaksāto nodokļu apjoma uz vienu uzņēmumu – vien 55.vietā, bet pēc nodokļu maksājumiem uz vienu darbinieku – 63.vietā blakus tekstilizstrādājumu, ādas un ādas izstrādājumu ražošanas nozarēm. (Lursoft, 2019)



1.att. Sabiedriskās ēdināšanas nozarē strādājošo uzņēmumu samaksātie VID administrētie nodokļi (Avots: Lursoft dati)

Balstoties uz Lursoft datiem 2017. gadā Latvijā, ēdināšanas nozāres uzņēmums AS "Lido", valsts kopbudžetā samaksājis vislielākās nodokļu kopsummas - 9 milj. EUR.

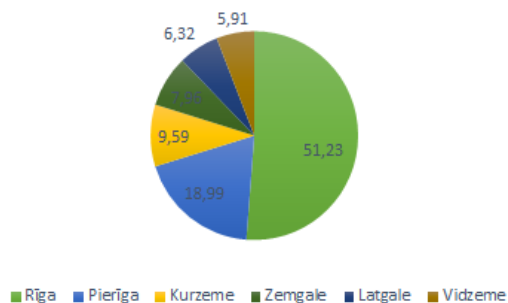


2.att. Uzņēmumi, kuri valsts kopbudžetā samaksājuši vislielākās nodokļu kopsummas (Avots: Lursoft dati)

Latvijā par sabiedriskās ēdināšanas nozares attīstību, būtiska ir pilsētas atrašanās vieta, arī kopējās pilsētas piedāvātās izklaides, tūrisma iespējas, iedzīvotāju skaits, ēdināšanas nozari ietekmē arī citi nepastarpināti attīstības faktori. Jānorāda, ka vairāk nekā puse jeb 51,23% no visiem nozares uzņēmumiem reģistrēti Rīgā, bet vēl 18,99% – Pierīgā.

Pētījuma dati parāda, ka 2018. un 2019. gados ēdināšanas sektorā strādājošo uzņēmumu skaits sarucis par 18,54%. Proti, 2017.gada sākumā ēdināšanu kā savu pamatdarbības nozari bija norādījuši 5636 uzņēmumi, bet 2019. gada sākumā – 4591. No visiem Latvijā reģistrētajiem uzņēmumiem ar sabiedriskās ēdināšanas sektoru saistīti 2,5% uzņēmumu, un tie nodarbina 5% no kopējā darbinieku skaita, kas 2018.gadā strādāja Latvijā reģistrētajos uzņēmumos. (Lursoft, 2019)

Ēdināšanas sektorā strādājošo uzņēmumu reģionālais sadalījums, %

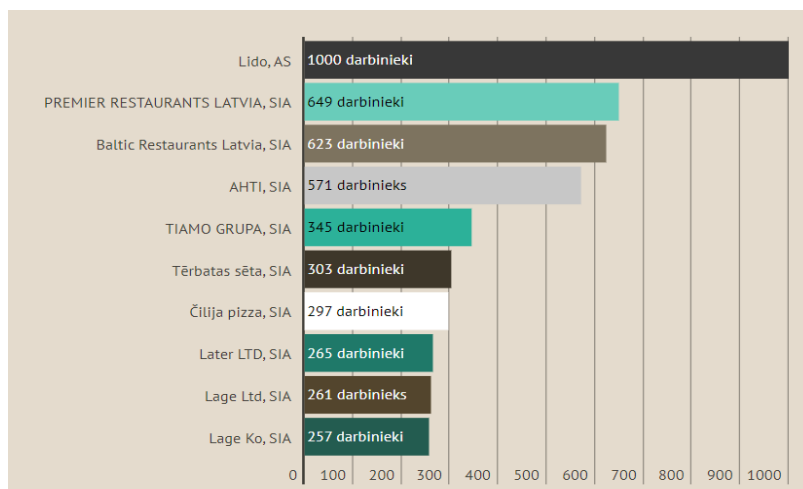


3.att. Ēdināšanas nozares uzņēmumu reģionālais sadalījums procentuāli (Avots: Lursoft dati)

Viena no svarīgākajām nozares attīstības problēmām ir darbaroku trūkums, kas bija aktuāla vēl pirms pandēmijas, bet pandēmijas laikā šīs jomas darbinieku rindas kļuvušas vēl retākas. Kad ēdināšanas uzņēmumi pandēmijas noteikto ierobežojumu dēļ nedrīkstēja viesus uzņemt klātienē, nozarē strādājošie pārprofilējās.

"Šī ir problēma ne tikai manā uzņēmumā, bet nu jau daudzos uzņēmumos kļūst diezgan aktuāla, darbinieku aizplūšanu uz ārvalstīm veicina divi faktori – neziņa par rītdienu un fakts, ka Latvijas ēdināšanas uzņēmumi gan sezonālītātes, gan ierobežojumu dēļ nevar nodrošināt darbiniekiem pietiekami daudz darba stundu un atalgojumu." - restorāna "36. līnija" šefpavārs un īpašnieks Lauris Aleksejevs. (LSM.lv, 2021)

Balstoties uz Lursoft datiem 2017. gadā šajā nozarē Latvijā lielākais darbinieku skaits bija uzņēmumam ar 1000 darbinieku un tas bija AS "Lido", pēc kura, ar 649 darbiniekiem, ierindojas SIA "Premier Restaurants Latvia", zēmākais darbinieku skaits bija SIA "Lade Ko", 257 darbinieki.



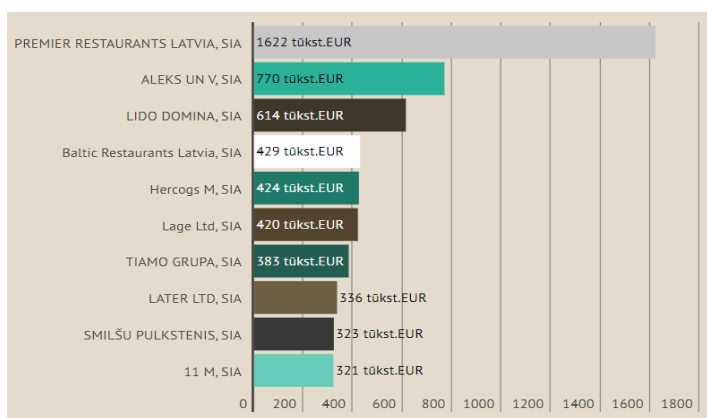
4.att. Ēdināšanas nozares uzņēmumi ar lielāko darbinieku skaitu (Avots: Lursoft dati)

Pētījuma metodoloģija

Veicot pētījumu tika izmantota sekundāro datu analīze, ar kuras palīdzību bija iespējams izveidot tirgus un nozares precīzāku raksturojumu un noskaidrot vai ēdināšanas nozare un jaunie uzņēmumi tāja spēs attīstīties Latvijā. Tika veikta literatūras analīze, atlasot svarīgāko informāciju par sabiedriskās ēdināšanas nozari Latvijā, no dažādām publikācijām, ziņu rakstiem un citas literatūras. Kā arī tika veikta grafiskā analīze, kur attēloti pētījuma dati tabulu un diagrammu veidā, kas tika iegūti no Lursoft un Centrālās Statistikas datiem.

Pētījuma rezultāti

Apkopojot Lursoft datus par ēdināšanas uzņēmumu peļņu, var secināt to, ka ēdināšanas nozares ieņēmumi un apgrozījums lielā mērā ir atkarīgs no iedzīvotāju ienākumu līmeņa, šī ir viena no nozarēm, kas cieš no ekonomikas svārstībām. Balstoties uz Lursoft datiem pelnošākais uzņēmums nozarē pēdējos gados ir SIA "PREMIER RESTAURANTS LATVIA". Savukārt otrajā vietā pēc gūtās peļņas gan 2016., gan 2017.gadā bijis sabiedriskās ēdināšanas organizēšanas uzņēmums SIA "ALEKS UN V". Trešais lielākais pelnītājs nozarē 2017.gadā bijis SIA "Lido Domina". (Lursoft, 2018)



5.att. Ēdināšanas nozares uzņēmumi ar lielāko peļņu (Avots: Lursoft dati)

Līdz ar to pētījuma dati pārada ka lielākie peļņas gūvēji nav dārgi restorāni, bet gan vairāk popularizējas ātras ēdinašanas vietas. "Ņemot vērā cenu kāpumu, pieaugs ātrās ēdināšanas uzņēmumu skaits, jo patērētāju, kuriem ir lieki naudas līdzekļi, lai apmeklētu augstākas klases restorānus, samazinās." - Latvijas Viesnīcu un restorānu asociācijas prezidents Jānis Naglis. (db.lv, 2023) Lursoft apkopotie dati liecina, ka 2016.gadā nozares kopējais apgrozījums palielinājies par 9,66% – ja 2015.gadā ēdināšanas jomā strādājošie uzņēmumi apgrozījuši 477,54 milj.EUR, tad 2016.gadā tie bijuši jau 523,69 milj.EUR. (Lursoft,2018) Kopumā ēdināšanas nozarē apgrozījums ir pieaudzis, uzņēmumi strādā ar peļņu, neskatoties uz grūtībām, bet, investējot uzņēmuma attīstībā, piesaista jaunus patērētājus."Ēdināšanas uzņēmumi ir riskantākais uzņēmējdarbības veids, kur arī ikdienā ir novērojama ļoti liela mainība, ir maz ilgspēlētāju. Covid–19 krīzes iespaidā apmēram trešdaļa ēdināšanas uzņēmumu ir atstājuši tirgu. " Latvijas Viesnīcu un restorānu asociācijas izpilddirektore Santa Graiksta. (plz.lv, 2022)

Veicot nozares pārstāvju interviju pētījumu, var saprast, ka svarīgi ir apdomāt individuālo konceptu, jaunākās tendences, stilu."Tagad aizvien aktuālāka kļūst veselīga virtuve, bet arī tas var būt pārejoši. Paredzu, ka Latvijas restorānu saimē arī turpmāk būs vairāk individuālo konceptu, ne tiklu restorāni. Restorānu biznesā rēķins ir vienkāršs – divos gados jāatpelnā investīcijas, divus nākamajos gadus jāstrādā ar peļņu, nākamais gads jāvelta, lai nopelnītu rekonstrukcijai. Piektajā gadā restorāns jāatjauno. Lai atvērtu restorānu, jāreķina, ka uz kvadrātmetru nepieciešami 1000 EUR. Summa ietver visu – ventilācijas izbūvi, mēbeļu iegādi, interjera izmaksas utt." - Restorānu grupas "Restau-Rateur" valdes loceklis Viktors Ravdive. (travelnews.lv, 2016)

Izpētot nozāri tika atrasta vēl viena aktuāla sabiedriskas ēdināšanas uzņēmuma atveršanas problēma, kas ir bankas aizdevums. "Ēdināšanas uzņēmumu naudas plūsma bieži vien nosedz vien pamatizmaksas, piemēram, darba algas, izejvielas, nodokļus, telpu uzturēšanas izmaksas utt., Līdz ar to segt kredītmaksājumus visa gada griezumā ir problemātiski. Arī ikdienā mēs varam novērot, ka restorānu dzīvescikls ir salīdzinoši īss, tas ir atkarīgs no ļoti daudziem faktoriem, nevienā biznesa plānā nevar pārbaudīt vai ēdināšanas uzņēmums būs dzīvotspējīgs. Līdz ar to ēdināšanas uzņēmumu attīstība visbiežāk ir jāfinansē no īpašnieku līdzekļiem, lai investīciju atmaksa neradītu papildus slogu ikdienas darbības naudas plūsmā. Līdz ar to banka šajā nozarē ir izsniegusi ļoti nelielu finansējuma apmēru. " - SEB bankas privātpersonu un SME kredītēšanas centra vadītājs Māris Saulājs. (db.lv, 2019)

Secinājumi

Var izdarīt šādus secinājumus - ēdināšanas iestāžu tipizēšana tiek veikta atkarībā no klientu apkalpošanas formas, darbības veida, pārdoto ēdienu klāsta. Tiek ņemtas vērā interjera īpatnības, mūzikas pavadījums, trauki. Galvenie sabiedriskās ēdināšanas iestāžu veidi ir: restorāns, kafejnīca, bārs, bufete, ēdnīca. Sabiedriskās ēdināšanas pakalpojumu nozares aktuālākās problēmas ir darbinieku trūkums un parāk liels nodokļu slogs, tāpēc arī ir uzņēmumi ar nodokļu parādiem, neskatoties uz to pēc statistikas datiem ar katru gadu samaksāto nodokļu skaitam ir tendence augt. Pētījuma statistikas dati rāda, ka nozares attīstības temps mūsdienās ir straujš, no ka var secināt, ka nozarē jauniem uzņēmumiem ir iespējas attīstīties, jo nozarē ir brīvas vietas. Vadoties pēc Lursoft datiem var secināt, ka veidot un attīstīt jaunus uzņēmumus, var ārpus Rīgas, jo nav daudz tiešo konkurentu, tie pārsvarā ir Rīgā un Pierīgas reģionos. Apkopojot Lursoft datus par ēdināšanas uzņēmumu peļņu, var secināt to, ka ēdināšanas nozares ieņēmumi un apgrozījums lielā mērā ir atkarīgs no iedzīvotāju ienākumu līmeņa, šī ir viena no nozarēm, kas cieš no ekonomikas svārstībām. Izpētot interneta resursos pieejamās intervijas ar nozares pārstāvjiem var secināt, ka pieaugs ātrās ēdināšanas uzņēmumu skaits un šī nīša būs aktuāla tuvākā laika posmā. Nozāru pārstāvju intervijas ļauj secināt, ka svarīgi ir apdomāt individuālo konceptu, jaunākās tendences, stilu. Veicot pētījumu, tika izsecināts ka ēdināšanas uzņēmumu attīstība visbiežāk ir jāfinansē no īpašnieku līdzekļiem, lai investīciju atmaksa neradītu papildus slogu ikdienas darbības naudas plūsmā.

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Samanta Baumgarte. BIŠU VASKA SVEČU TIRDZNIECĪBAS IESPĒJAS LATVIJĀ

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Anotācija

Pētījuma aktualitāte: Bišu vasks ir ilgtspējīgs un videi draudzīgs materiāls, ko izmanto sveču ražošanai jau kopš Senās Ēģiptes, Senās Grieķijas, Romas un vecās Ķīnas laikiem. (Crane, 1999) Salīdzinot ar citiem sveču vaskiem, bišu vaska sveces rada "tīrāku degumu", tās darbojas kā dabiski gaisa attīrītāji, neitralizējot toksīnus un parastos alergēnus, piemēram, putekļus no iekštelpu gaisa. (Yousefi, 2014) Lai izvairītos no lieka bišu vaska ražošanas, tiek pieņemts, ka bišu vaska ekonomika balstās uz pieprasījuma un piedāvājuma. Lielākā daļa saražotā bišu vaska tiek izmantota bišu šūnu veidošanā, grūti iegūt konkrētus skaitļus bišu vaska ražošanai ārpus biškopības vajadzībām. (Bogdanov, 2015) Šobrīd Latvijā kopā ir reģistrēti 3494 biedri (pēc Latvijas Biškopības biedrības datiem datumā 09.03.2023.) un 2022.gada beigās bija 105,5 tūkstoši bišu saimju, pēc Centrālās Statistikas pārvaldes datiem. Latvijas tirgū, lielāko bišu vaska sveču tirgotāju sortimenti variē no 1 - 151 gab. precēm, cenu diapazonā no 0,40 € līdz 24,50 €. Sveču dizaini lielākoties ir vienādi un atkārtojas, klients var tikai izvēlēties sev ērtāko preču saņemšanas veidu, vietu, cenu un bišu vaska izcelsmes valsti.

Pētījuma mērķis: Izpētīt bišu vaska sveču tirdzniecības iespējas Latvijā.

Pētījuma metodes: Literatūras un interneta resursu analīze, sekundāro datu analīze.

Sasniegtie rezultāti: Izpētīta biškopības nozare un bišu vaska un sveču eksports un imports Latvijā. Apzināti 5 lielākie potenciālie konkurenti Latvijā.

Atslēgas vārdi: bišu vaska sveces; tirdzniecība; biškopība; konkurentu analīze.

Ievads

Bišu ražotais bišu vasks ir bioloģiski noārdāms, ilgtspējīgs, kompostējams un videi draudzīgs materiāls, salīdzinot ar citiem sveču veidošanas procesā izmantotajiem vaskiem. Jau kopš Senās Ēģiptes, Senās Grieķijas, Romas un vecās Ķīnas laikiem tiek izmantotas bišu vaska sveces. Kopš 4.gs. p.m.ē. Romas katoļu baznīca, kristietības pirmsākumos, pieprasīja, lai baznīcās tiktu izmantotas tikai bišu vaska sveces. Šis likums joprojām ir spēkā, bet bišu vaska procentuālais daudzums svārstās atkarībā no vietējā bīskapa instrukcijas (100% vietā var tikt izmantots 5 - 50% bišu vasks). (Crane, 1999)

Bišu vaska sveces var izgatavot ar dažādām metodēm - izlejot, iemērcot, rullējot, izspiežot, zīmējot un presējot. Salīdzinot ar lielāko daļu parafīna vasku, bišu vaskam ir augstāka kušanas temperatūra kā rezultātā sveces notur vertikālu pozīciju pie augstākām apkārtējās vides temperatūrām. Bišu vaska sveces arī deg ievērojami ilgāk nekā parafīna sveces. (Berthold et al., 1993) Sveču izliesanas metodē, tiek izmantotas iepriekš sagatavotas veidnes, kuras lielākoties ir izgatavotas no silikona. Sveces iespējams arī izliet mājās apstākļos, sekojot noteiktām instrukcijām, kas vai nu ir pievienotas klāt veidnēm, vai

atrodamas dažāda veida resursos. Iegremdēšanas tehnika ir vizuāli pievilcīga, bet tā ir grūtāka un darbietilpīgāka par izliešanas metodi. Rullēšanas metode ir viena no vieglākajām, jo tiek izmantotas bišu vaska šūnu plāksnes, kuras tiek ar siltumu nedaudz mīkstinātas un rullētas ap sveču dakti. (Bogdanov, 2016)

Bišu vaska sveces rada "tīrāku degumu", salīdzinot ar parafīna vasku - naftas produktu. (Yousefi, 2014) Šīs sveces darbojas kā dabiski gaisa attīrītāji. Tie ir īpaši noderīgi astmas slimniekiem un neitralizē toksīnus un parastos alergēnus, piemēram, putekļus no iekštelpu gaisa. Bišu vaska sveces ražo jonus, kas apvienojumā ar brīvi peldošiem ķīmiskajiem joniem padara tās smagākas un nokrīt uz zemes. (Garg et al., 2021) Bogdanov S. pieņem, ka bišu vaska ekonomika darbojas atbilstoši piedāvājuma un pieprasījuma principa, lai izvairītos no lieka vaska ražošanas. Tā kā lielākā daļa saražotā bišu vaska tiek izmantots bišu šūnu veidošanā, tad ir grūti iegūt konkrētus skaitļus bišu vaska ražošanai ārpus biškopības vajadzībām. (Bogdanov, 2015)

Darba ietvaros tiek izvirzīts šis mērķis - izpētīt bišu vaska sveču tirdzniecības iespējas Latvijā. Lai sasniegtu mērķi, izvirzīti šādi uzdevumi: veikt literatūras un sekundāro datu analīzi, saistībā ar nozari un tās iespējām; analizēt 5 lielākos bišu vaska sveču tirdzniecības pārstāvjus (potenciālos konkurentus); balstoties uz pētījumā iegūtajiem rezultātiem, izstrādāt secinājumus par bišu vaska sveču tirdzniecības iespējām Latvijā. Pētījumā tiks izmantota literatūras un interneta resursu analīze un sekundāro datu analīze. Veicot pētījumu izpētīti un apzināti 5 lielākie potenciālie konkurenti bišu vaska sveču tirdzniecībā Latvijā. Noskaidrots bišu saimju skaits un bišu vaska un sveču imports un eksports Latvijā.

Analītiskais apskats

Balstoties uz Latvijas Biškopības biedrības norādītajiem datiem, šobrīd (09.03.2023.) tā sastāv no 3493 biedriem un ir izveidotas 27 reģionālās nodaļas. Skatoties uz laika posmu no 2018.gada līdz 2022.gadam, bišu saimju skaitam ir tendence pieaugt katra gada beigās (sk. 1.tabulu). 2022.gada beigās kopējais bišu saimju skaits bija 105,5 tūkstoši, kas ir par 1200 vairāk nekā pērn un gandrīz 3000 vairāk nekā 2018.gada beigās.

1. tabula. Lauksaimniecības dzīvnieku skaits gada beigās (tūkstošos) (Avots: Centrālā statistikas pārvalde)

	2018	2019	2020	2021	2022
Bišu saimes	102,8	103,1	104,3	104,3	105,5

Tā kā bišu vasks tiek ražots ne tikai ārpus biškopības vajadzībām, bet arī jaunu šūnu veidošanai biškopības ietvaros, tādēļ nav pieejami dati par bišu vaska saražoto daudzumu. (Bogdanov, 2015) Pēc Centrālās statistikas pārvaldes datiem, pēdējo 5 gadu laikā sveču, svecīšu un tamlīdzīgu izstrādājumu, bišu vaska un citu kukaiņu vasku, neapstrādātu un citu rafinētu vai nerafinētu, krāsotu vai nekrāsotu bišu vasku un citu kukaiņu vasku eksports ir pieaudzis gan vērtības (Eiro), gan svara (kg) ziņā (sk. 2. un 3.tabulas), izņemot sveču, svecīšu un tamlīdzīgu izstrādājumu eksports kilogramos - 2022.gadā pazeminājies par 3775808 kg.

2. tabula. Preču eksports un imports - vērtība (Eiro) (Avots: Centrālā statistikas pārvalde)

		2018	2019	2020	2021	2022
Eksports	Sveces, svečītes un tamlīdzīgi izstrādājumi	35539701	33369531	33352132	43197458	44857650
	Bišu vasks un citu kukaiņu vaski, neapstrādāti	26790	0	21464	22641	44317
	Citas rafinētas vai nerafinētas, krāsots vai nekrāsots bišu vasks un citu kukaiņu vaski	14098	7560	11299	7101	15757
Imports	Sveces, svečītes un tamlīdzīgi izstrādājumi	7096302	6280707	6688193	7744141	9751208
	Bišu vasks un citu kukaiņu vaski, neapstrādāti	0	0	785	60	17849
	Citas rafinētas vai nerafinētas, krāsots vai nekrāsots bišu vasks un citu kukaiņu vaski	43996	51512	32885	96371	42214

Toties sveču, svečīšu un tamlīdzīgu izstrādājumu, bišu vaska un citu kukaiņu vaska imports vērtībā (Eiro) un svarā (kg) ir nedaudz pieaudzis laika posmā no 2018.gada līdz 2022.gadam. Tikmēr citu rafinētu vai nerafinētu, krāsotu vai nekrāsotu bišu vaska un citu kukaiņu vasku imports ir samazinājies laika posmā no 2018.gada līdz 2022.gadam vērtībā (Eiro) un svarā (kg). (2. un 3.tabula)

3.tabula Preču eksports un imports -svars (kg) (Avots: Centrālā statistikas pārvalde)

		2018	2019	2020	2021	2022
Eksports	Sveces, svečītes un tamlīdzīgi izstrādājumi	14557378	13049137	13087699	14198091	10422283
	Bišu vasks un citu kukaiņu vaski, neapstrādāti	1272	0	2110	2032	2058
	Citas rafinētas vai nerafinētas, krāsots vai nekrāsots bišu vasks un citu kukaiņu vaski	1314	877	1188	825	2681
Imports	Sveces, svečītes un tamlīdzīgi izstrādājumi	3441666	3033516	3012687	2991487	2971520
	Bišu vasks un citu kukaiņu vaski, neapstrādāti	0	0	39	1	2669
	Citas rafinētas vai nerafinētas, krāsots vai nekrāsots bišu vasks un citu kukaiņu vaski	6236	7844	2702	12682	2424

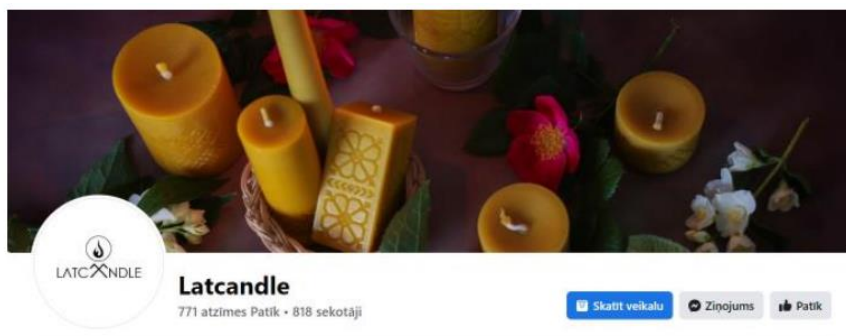
Izmantojot interneta resursus un sociālos tīklus, iespējams atrast vairākus bišu vaska sveču pārdevējus Latvijā, bet nav norādīta bišu vaska izcelsmes valsts vai preču sortiments ir ļoti niecīgs.

Kā vienu no uzņēmumiem var pieminēt SIA FRIČI, kas nodarbojas ar biškopību un bišu produktu tirdzniecību, bišu vaska sveces ieskaitot. Uzņēmums darbojas kopš 2016.gada un bišu dravā ir izvietoti 100 stropi, kas 2018.gadā ieguva 1.vietu konkursā “Gada sakoptākā drava 2018”. Bišu vaska sveču sortiments sastāv no 72 dažādas formas un izmēra svečēm, cenu kategorijā no 1,50 € līdz 24,50 €. Preces iespējams iegādāties internetveikalā vai Etsy platformā, un, saņemot tās ar piegādi uz mājām vai pakomātiem Latvijas, Lietuvas un Igaunijas robežās ar Omnivas piegādes uzņēmuma starpniecību vai saņemot pasūtījumu Mārupē. SIA FRIČI Instagram kontam ir 1949 sekotāji un 180 ieraksti (sk. 1.att.), bet tos nav iespējams aplūkot tiem, kas neseko attiecīgajam kontam, jo tas ir privāts. Konta apraksts nenorāda, ka uzņēmuma preču sortimentā tiek pārdotas bišu vaska sveces un tas nodarbojas ar biškopību.



1.att. SIA FRICĪ Instagram konts

SIA Nature Goods veikals Latcandle pārdod bišu vaska sveces, ražotas no Latvijā ražota bišu vaska, tādējādi atbalstot vietējos biškopjus. Preču sortimentā ir pieejama 31 bišu vaska svece, no kurām 6 ir cilindra sveces ar baltu zīmēm un 25 dažāda dizaina sveces. Preču cenas variē no 0,48 € līdz 18 € par bišu vaska sveci. Preces iespējams iegādāties tikai internetveikalā un saņemt ar Omnivas vai DPD piegādes uzņēmuma starpniecību. Uzņēmumam ir arī profili sociālajos tīklos - Facebook un Instagram. Facebook platformā Latcandle ir 818 sekotāji un 771 atzīme "Patīk" (sk. 2.att.).



2.att. SIA Nature Goods Facebook konts

Lapa ir apskatāma visiem, tajā ir norādīta visa nepieciešamā informācija par uzņēmumu un jauni ieraksti tiek ievietoti ik pēc 2 - 3 dienām. Latcandle ir arī pieejams Instagram konts (sk. 3.att.).



3.att. SIA Nature Goods Instagram konts

Lai arī Instagram kontā ieraksti tiek izvietoti ik pēc 2 - 3 dienām, sekotāju skaits ir krietni mazāks, salīdzinot ar Facebook kontu. Abos kontos tiek izvietoti fotoattēli ar uzņēmuma preču sortimentu, nelielām norādēm, kur tās iegādāties, un kā viņu veidotās bišu vaska sveces izskatās interjerā.

Viens no lielākajiem bišu vaska sveču sortimentiem (151 prece) ir pieejams “Sveču meistars” mājaslapā, kas pieder ģimenei, kura nodarbojas ar biškopību kopš 2015.gada. Sākotnēji tika veidots un pārdots bišu medus, bet ar laiku arī sāka pārdot roku darinātas bišu vaska sveces. Sveču cenas variē no 0,50 € līdz 12 €. Preces iespējams iegādāties “Sveču meistars” veikalā Rīgā vai saņemt ar Omniva piegādes uzņēmuma starpniecību. Šim uzņēmumam nav pieejams neviens sociālo tīklu konts.

Otrs lielākais bišu vaska sveču skaits, 123 preces, pieejams noliktavā “Sveču paradīze”. Cenu variē no 0,40 € līdz 19,90 €. Mājaslapā nav norādīta informācija par sveču un bišu vaska izcelsmi. Preces iespējams izņemt “Sveču paradīze” noliktavā Rīgā vai ar Omnivas vai Venipak piegādes uzņēmuma starpniecību Latvijā. “Sveču paradīze” Facebook kontam ir 1,1 tūkst. atzīmes “Patīk” un 1,1 tūkst. sekotāju, kas ir otrs lielākais sekotāju un “Patīk” atzīmju skaits, salīdzinot ar visiem darba ietvaros apskatītajiem uzņēmumiem (sk. 4.att.).



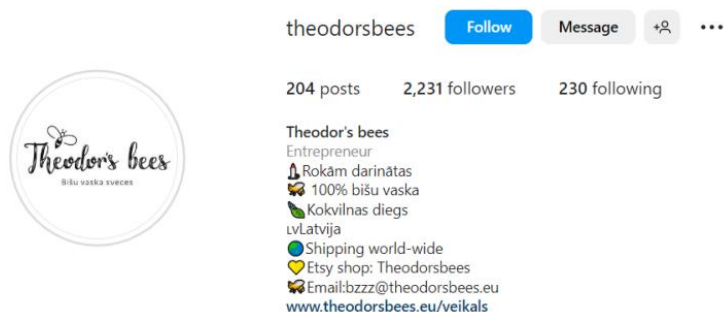
4.att. SIA Sveču paradīze Facebook konts

Facebook kontā tiek ievietoti aptuveni 2 - 4 ieraksti viena mēneša laikā. Ierakstos tiek izvietota informācija ne tikai par sortimentā pieejamām bišu vaska svecēm, bet arī informācija par citām precēm, kas tiek tirgotas, un darba sludinājumi. Viens no lielākajiem sekotāju skaits un mazākais preču sortiments pieder “Theodor's bees”, salīdzinot ar citiem darbā apskatītajiem tirgotājiem. Preču sortimentā ir pieejas dažādas krāsas rullējamās bišu vaska sveces un komplekts “Dari pats”, kur klientam ir visas nepieciešamās detaļas, lai pats varētu izrullēt sveci (sk. 5.att.).



5.att. "Theodor's bees" preču sortiments

Mājaslapā nav norādīta informācija par bišu vaska izcelsmes valsti. Preces iespējams saņemt Rīgā vai ar DPD un Omnivas piegādes uzņēmuma starpniecību, piegādes arī tiek veiktas ārpus Latvijas. Sveču cenas ir sākot no 3 € līdz 10 € un “Dari pats” komplekts - 18,90 € - 27,90 €. “Theodor's bees” ir pieejams Instagram konts, kuram ir 2231 sekotājs un 204 ieraksti, kuri tiek izvietoti 3 - 10 reizes mēnesī (sk. 6.att.).



6.att. “Theodor's bees” Instagram konts

Ierakstos akcents tiek likts uz bišu vaska svecēm, dažādiem piedāvājumiem mājaslapā, sveču dažādajām krāsām un to, kā tās izskatās interjerā.

Pētījuma metodoloģija

Veicot pētījumu tika veikta pieejamo elektronisko literatūras avotu un interneta resursu analīze par bišu vaska īpašībām, bišu vaska sveču veidiem. Sekundāro datu analīzei izmantoti dati no Centrālās statistikas pārvaldes datu bāzes, kas palīdz izpētīt esošo situāciju Latvija saistībā ar bišu vaska un sveču ražošanu un tirdzniecības iespējām. Papildus darba autore veica 5 lielāko potenciālo konkurentu analīzi, lai noskaidrotu kādu preču sortimentu un cenu piedāvā citi uzņēmumi un kāda ir kopējā konkurence konkrētajā tirgū.

Pētījuma rezultāti

Nemot vērā Centrālās statistikas pārvaldes datus, bišu saimju skaits Latvijā pēdējo 5 gadu laikā ir palielinājies par gandrīz 3000 (laika posmā no 2018.gada līdz 2022.gadam). Kā arī palielinās sveču, svecīšu un tamlīdzīgu izstrādājumu, bišu vaska un citu kukaiņu vasku un citu rafinētu vai nerafinētu, krāsotu vai nekrāsotu bišu vaska un citu kukaiņu vasku eksporta apjoms vērtībā (Eiro) un svarā (kg) pēdējo 5 gadu laikā (laika posmā no 2018.gada līdz 2022.gadam). Pētījuma ietvaros tika apzināti 5 potenciālie lielākie konkurenti, kas pārdod bišu vaska sveci Latvijā - SIA FRICĪ, SIA Nature Goods (Latcandle), “Sveču meistars”, SIA Sveču paradīze, “Theodor's bees”. Lai arī bišu vaska sveču sortimenti variē no 1 - 151 gb. precēm, cenu diapazonā no 0,40 € līdz 24,50 €, šo uzņēmumu preču dizaini lielākoties ir vienādi un atkārtojas, klients var tikai izvēlēties sev ērtāko saņemšanas veidu, vietu un cenu. Tikai daļa no pārdevējiem ir norādījuši bišu vaska izcelsmes valsti.

Secinājumi

Ņemot vērā pētījuma rezultātus, tika secināts, ka ir iespēja izveidot un attīstīt bišu vaska tirdzniecību Latvijā. Lai konkurētu ar citiem bišu vaska sveču tirgotājiem, nepieciešams sortimentu veidot no dažāda dizaina un formas svecēm, kas nav plaši pieejamas vietējā tirgū, izmantot Latvijā ražotu bišu vasku, ko arī norādīt pie precēm kā papildus motivātoru pircējiem izvēlēties tieši šīs bišu vaska sveces. Cenu nepieciešams veidot tādu, kas būtu konkurēt spējīga, nestu peļņu un nosegtu preču pašizmaksu. Sveces nepieciešams piedāvāt saņemt klātienē, kur tiek ražotas sveces, vai ar piegādi uz pircējam ērtu saņemšanas vietu. Papildus nepieciešams izveidot un uzturēt aktīvu un pircējiem vienkārši saprotamu mājaslapu un sociālos tīklus, lai būtu skaidri redzams preču sortiments, cenas, bišu vaska izcelsmes vieta, iegādes un piegādes iespējas un iedvesmojoši un informatīvi fotoattēli un ieraksti, kas norādītu uz bišu vaska sveču labumiem salīdzinot ar citu vasku svecēm.

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Ekonomikas un kultūras augstskola

Studiju programma "Mārketingss"

Zinātniskais vadītājs: MBA, docente Jeļena Budanceva

Anotācija

Pētījuma aktualitāte: Bezdarbs ir nopietna sociālā problēma. Bezdarbs izraisa stresu, kas galu galā ilgtermiņā var atstāt sekas uz veselību un var negatīvi ietekmēt cilvēku garīgo veselību, tostarp izraisīt depresiju, trauksmi un pazeminātu pašvērtējumu. Bezdarbniekiem ir mazāka sociālā saskarsme ar cilvēkiem ārpus ģimenes un draugu loka. Samazināti ienākumi vai ienākumu pilnīgi zaudēšana ietekmē cilvēku socializācijas līmeni. Daudzi cilvēki, kuri ir bezdarbnieki, ir spējīgi strādāt, bet daudzos gadījumos viņiem nav atbilstošas pieredzes vai kvalifikācijas, kas nepieciešama konkrēta darba veikšanai. Daudzi cilvēki ir bezdarbnieki arī tāpēc, ka trūkst darba vietas kādā konkrētā ģeogrāfiskā reģionā. Daudzi jaunieši ir bez darba, jo viņi ir tikko pabeiguši augstskolu un neskatoties uz iegūto kvalifikāciju, viņiem iespējams nav pietiekamas darba pieredzes, lai iegūtu darbu vēlamajā jomā.

Pētījuma mērķis: Noteikt bezdarba sociālos aspektus, kuri pasliktina dzīves kvalitāti, lai saprastu, kā bezdarbs ietekmē iedzīvotāju dzīvi un sociālos procesus.

Pētījuma metodes: Pētījums bija teorētiskais, un tā pamatā bija literatūras analīze.

Sasniegtie rezultāti: Bezdarbs pazemina dzīves kvalitāti, pasliktina sabiedrības veselības līmeni, ierobežo bezdarbnieku ekonomiskās aktivitātes, pasliktina bezdarbnieku un viņu ģimeņu labklājību, izraisa psiholoģiskās un veselības problēmas.

Atslēgas vārdi: sociālā problēma, bezdarbs, negatīvas sekas.

Ievads

Bezdarbs ir nopietna sociālā problēma. Parasti bezdarbs asociējas ar ekonomiskām problēmām, bet tas skar visu sabiedrību kopumā, tādēļ bezdarbs ir arī sociāla problēma. Daudzi cilvēki, kuri ir bezdarbnieki, ir spējīgi strādāt, bet daudzos gadījumos viņiem nav atbilstošas pieredzes vai kvalifikācijas, kas nepieciešama konkrēta darba veikšanai. Daudzi cilvēki ir bezdarbnieki arī tāpēc, ka trūkst darba vietas kādā konkrētā ģeogrāfiskā reģionā. Daudzi jaunieši ir bez darba, jo viņi ir tikko pabeiguši augstskolu un neskatoties uz iegūto kvalifikāciju, viņiem iespējams nav pietiekamas darba pieredzes, lai iegūtu darbu vēlamajā jomā. Bezdarbs izraisa stresu, kas galu galā ilgtermiņā var atstāt sekas uz veselību un var negatīvi ietekmēt cilvēku garīgo veselību, tostarp izraisīt depresiju, trauksmi un pazeminātu pašvērtējumu. Kā arī bezdarbniekiem ir mazāka sociālā saskarsme ar cilvēkiem ārpus ģimenes un draugu loka, kā arī samazināti ienākumi vai ienākumu pilnīgi zaudēšana ietekmē cilvēku socializācijas līmeni.

“Bezdarbs spēlē galveno lomu kapitālisma marksistiskajā analīzē. Simboliskā līmenī bezdarbs atklāja kapitālisma mītus - tā prasības par ekonomisko izaugsmi un labklājību, kā arī uz indivīdu vienlīdzību un taisnīgumu, izmantojot brīvos tirgus un politiskās tiesības. Darba organizatoriem bija vajadzīgi daži argumenti, lai pārliecinātu darbiniekus, kuru izdzīvošana bija atkarīga no darba devēju lēmumiem pieņemt darbā un atlaist, ka viņu neaizsargātība, viņu bezdarbs, atspoguļo konstitucionālo nevienlīdzību. Politiskā līmenī bezdarba draudi parādīja, ka kapitālisms nav tikai preču ražošanas un apmaiņas

organizēšanas sistēma, bet gan varas sistēma, kurā bailes no bezdarba nodrošināja būtisko disciplīnu, lai noturētu darbaspēku savā vietā: neļaut darbiniekiem nepārtraukti palielināt savus centienus un ražīgumu, neskatoties uz viņu realizētās peļņas daļas ierobežojumiem, saglabāt viņus politiski elastīgus pat tad, ja viņu ekonomiskās intereses ir radikālas pārmaiņas. Līdz ar to starp visiem marksistisko politisko kustību mērķiem, kas tiecās pēc politiskās varas, lai radītu ekonomisku un sociālu alternatīvu kapitālistiskās sabiedrības ļaunumiem, bezdarba izbeigšana bija minimālais nosacījums.” (Woodward, 2020)

Tādējādi, bezdarbs ir nopietns faktors, kas ietekmē dažādus sociālus procesus sabiedrībā, kuri var paātrināt, vai traucēt sabiedrības ekonomisko attīstību, politisko stabilitāti, un sociālo labklājību. Šī pētījuma mērķis bija noteikt bezdarba sociālos aspektus, kuri pazemina dzīves kvalitāti sabiedrībā. Lai sasniegtu šo mērķi, tika veikts literatūras apskats.

Analītiskais apskats

Bezdarbs ir vēsturiskā sociālā problēma. Vēsturiski fiksētais visaugstākais bezdarba līmenis pasaulē valdīja lielās depresijas laikā, 20.gadsimta 20. un 30.gados. “Lielbritānijā 20. gadsimtā, tāpat kā citās industriālajās valstīs, bezdarba līmenis bija atšķirīgs. No 1900. līdz 1914. gadam ekonomika bija stabila, un bezdarba līmenis bija diezgan zems. Tomēr 20. gadsimta 20. gados valdīja masveida bezdarbs. Tad 30. gadu sākumā ekonomiku skāra depresija. Jau 20. gadsimta 20. gados tradicionālās britu rūpniecības nozares, piemēram, ogļrūpniecība, samazinājās ārvalstu konkurences dēļ. Augstā bezdarba problēmu reāli atrisināja tikai Otrais pasaules karš, kas atkal izraisīja rūpniecības uzplaukumu. Bezdarbs saglabājās ļoti zems arī 40. gadu beigās, un 50. un 60. gadi bija ilgs uzplaukuma periods.” (Lambert, 2022)

“Arī ASV bezdarba līmenis 30. gados bija ļoti augsts. 1929. gada 24. oktobrī, kas bija pazīstama kā "melnā ceturtdiena", Volstrītā sākās paniska izpārdošana; cenas katastrofāli kritās - šis notikums bija pazīstams kā Volstrītas krahs. Pazuda uzņēmēju uzticība, bankrotēja bankas un rūpniecība piedzīvoja lejupslīdi. Līdz 1932. gadam rūpnieciskā ražošana ASV bija samazinājusies uz pusi; eksports bija samazinājies līdz vienai trešdaļai no 1929. gada līmeņa. Bezdarbs strauji pieauga. Līdz 1932. gadam aptuveni ceturtdaļa darbaspēka bija bez darba. ASV jau bijušas ekonomikas lejupslīdes, bet šī bija smagāka nekā iepriekš pieredzētās. Tikmēr Kanāda cieta no milzīga koksnes, graudu un zivju eksporta krituma. Līdz 1933. gadam bezdarba līmenis pieauga līdz 23 %. Valdība ieviesa atvieglojumus, bet ekonomiskās grūtības turpinājās visu 30. gadu desmitu. Depresija beidzās tikai tad, kad 1939. gadā sākās Otrais pasaules karš.” (Lambert, 2022)

“Tikmēr 1930. gadu sākuma depresija Vācijai bija katastrofa. Lai gan 1928. gadā bezdarbs bija 1,4 miljoni jeb 8,4 % no darbaspēka, 1931. gadā tas pieauga līdz 4,8 miljoniem. Līdz 1932. gadam bezdarbs Vācijā sasniedza 6 miljonus jeb aptuveni 33 % no darbaspēka. Itālijā arī cieta no pasaules mēroga depresijas. Tomēr Itālijā 30. gados bezdarba līmenis nebija tik augsts kā daudzās citās valstīs, jo Itālijā joprojām bija galvenokārt lauksaimniecības valsts. Tomēr 1932. gadā Itālijā bija 1,3 miljoni bezdarbnieku. Pagājušā gadsimta 50.-60. gados Itālijā sākās ekonomikas uzplaukums. Tomēr 20. gadsimta 80. gados bija augsts bezdarba līmenis.” (Lambert, 2022)

“Līdzīga ekonomiskā situācija bija arī Skandināvijā. Starpkaru periodā Norvēģijā bija masveida bezdarbs. Līdz 1921. gadam tas pieauga un atlikušajos 20. gados tas svārstījās. Bezdarbs divkārtējās 30. gadu sākumā, bet 30. gadu beigās tas atkal samazinājās. Zviedrijai 20. gadsimta 20. gadi bija salīdzinoši labklājīgi. Tomēr 30. gadu sākumā Zviedrija cieta depresijas laikā. Bezdarbs pieauga līdz 24,9 %. Tomēr 1932. gadā sociāldemokrāti izveidoja koalīciju ar Agrāro partiju. Viņi veica pasākumus, lai palīdzētu lauksaimniecībai, kā arī izveidoja sabiedriskos darbus, lai samazinātu bezdarbu. Līdz 1939. gadam Zviedrijas ekonomika lielā mērā bija atveseļojusies.” (Lambert, 2022)

“Bezdarba problēma bieži tiek skaidrota ar globalizācijas procesu. Piemēram, ražošanas pārvietošana uz citām valstīm ir radījusi augstu strukturālo bezdarba līmeni ekonomikā, kas ir veicinājis bezdarba līmeņa pieaugumu. ASV dolāra vērtības paaugstināšanās 20. gadsimta 80. gados sadārdzināja Amerikas eksportu pasaules tirgū, kas samazināja eksporta apjomu, izraisot bezdarba līmeņa pieaugumu eksportējošajās nozarēs. Taču dolāra vērtības pieaugums palielināja importu no ārvalstīm, kas paaugstināja ASV bezdarba līmeni. Pašlaik ir noticis pretējais. ASV dolāra kurss attiecībā pret galvenajām valūtām ir samazinājās, tādējādi Amerikas eksports pasaulē kļuva lētāks. Tādējādi eksports ir palielinājies un imports ir kļuvis ļoti dārgs, un tas ir veicinājis nodarbinātības līmeņa paaugstināšanos. Pēdējās divās desmitgadēs var apgalvot, ka kopumā transporta izmaksas ir samazinājušās, un algas un nodokļi palielinājās pirms Lielās recesijas, kas sākās 2007. gadā. Šie faktori stimulēja korporācijas nodot ražošanas uzdevumus ārvalstīs, kas atrodas ārvalstīs. Taisnība ir arī tā, ka šie spēki mudināja korporācijas pārcelties uz citām valstīm. Uz valstīm, kur algas un nodokļi ir zemāki nekā Amerikas Savienotajās Valstīs. No tā izriet, ka daudzi amerikāņu darba ņēmēji zaudēja darbu šo korporatīvo lēmumu dēļ. Lielās korporācijas ir arī centušās palielināt savu efektivitāti, lai gūtu lielāku peļņu ilgtermiņā, samazinot ražošanas izmaksas. Tādējādi tās ir samazinājušas savu darbinieku skaitu. Līdz ar to, šā procesa dēļ pieauga strukturālais bezdarbs.” (Mouhammed, 2013)

“Globalizācijai ir bijusi nozīmīga loma arī tādu nozīmīgu valstu kā Indija, Ķīna un Brazīlija attīstības procesā. Šīs valstis var konkurēt ar Amerikas Savienotajām Valstīm un varēs kontrolēt lielāku pasaules tirgus daļu. Tas negatīvi ietekmēs Amerikas eksportu un nodarbinātību. Taču globalizācijas process paaugstina daudzu valstu nacionālos ienākumus, un šī labklājība palielinās importu no Amerikas Savienotajām Valstīm. Globalizācija arī rada konkurences vidi, liekot daudzām korporācijām būt inovatīvām. Tādējādi produktivitāte un pieprasījums pēc darbaspēka palielinās, kas samazina bezdarba līmeni.” (Mouhammed, 2013)

Bezdarbs ir problēma, kas skar visu pasauli un atstāj īslaicīgu vai ilgācīgu ietekmi uz cilvēku dzīvēm. Bezdarbnieki saskaras ne tikai ar darba atrašanas grūtībām, bet bieži vien arī ar citām problēmām, kā veselības problēmas un problēmas saskarsmē ar cilvēkiem. Bezdarbam ir sekas arī plašākā sabiedrībā, kas attainojas citu sociālo problēmu veidā kā nabadzība, pašnāvības un citas problēmas.

“Bezdarbnieki var saskarties ar vairākām problēmām. Šīs problēmas saasinās, jo ilgāk persona ir bez darba. Biežāk sastopamā bezdarba radīta problēma ir bezdarbniekiem ir samazinājušies ienākumi, kas ir tiešs darba trūkuma rezultāts. Tā kā darbs personai nodrošina algu, bezdarbs atņem šo algu un personai ir mazāk pieejamo ienākumu. Cilvēki, kuri ir bezdarbnieki un kuriem nav citu ienākumu avotu, bieži paļaujas uz saviem uzkrājumiem vai aizņemto naudu, lai finansētu ikdienas izdevumus. Bezdarbnieki, kuri ir galvenais darba ņēmējs ģimenē, saskaras ar vēl lielākām grūtībām, jo viņiem ir jāatrod nauda ne tikai savām vajadzībām, bet arī ģimenes locekļu vajadzībām. Bezdarbs var būtiski ietekmēt arī cilvēka fizisko veselību. Bezdarbs ir ļoti augsta stresa situācija, tāpēc tas var izraisīt ar stresu saistītas veselības problēmas, piemēram, galvassāpes, augstu asinsspiedienu, diabētu, sirds slimības, muguras sāpes un bezmiegu. Šo veselības problēmu dēļ bieži vien biežāk nākas apmeklēt ārstu un biežāk lietot medikamentus, lai uzlabotu veselības stāvokli.” (Indeed Editorial Team, 2021)

“Dominējošā bezdarba problēma lielā mērā ietekmē veselību un uzvedību, un tieši bezdarba dēļ pieaugušie cilvēki sāk nodarboties ar dažādiem veselībai neveselīgiem uzvedības veidiem, piemēram, smēķēšanu, narkotiku lietošanu, alkohola lietošanu utt. Tādējādi šo vielu lietošana ietekmē ne tikai viņu fizisko veselību, bet arī pasliktina garīgo veselību. Tātad faktiski bezdarbs ir cēlonfaktors, kas dominē visā pasaulē, un tā sekas uz veselību ir vēl smagākas, un katru gadu bezdarba dēļ mirst tūkstošiem cilvēku, kas veic pašnāvības. Atlaišanas dēļ cilvēks zaudē sociālo identitāti un pārliecību, pazeminās viņa pašvērtējums un viņš atsvešinās no savas sociālās pasaules. Tādējādi atsvešinātība kļūst par viņu vidū izplatītu mainīgo lielumu. Bezcerība ir arī galvenā bezdarbnieku raksturīga iezīme, jo viņus

nodarbina negatīva attieksme un domāšana, viņi zaudē ticību nākotnei, un viss, kas nāk viņu ceļā, viņiem šķiet bezjēdzīgs. Bezdarbnieki slikti pielāgojas sabiedrībā, un ilgstošas bezdarba sajūtas dēļ viņi pastāvīgi atrodas stresa situācijā un kļūst par vieglu upuri depresijai un citām fiziskām slimībām. Emīls Durkheims novērojis, ka pašnāvības, šķiet, biežāk notiek ekonomisko pārmaiņu laikā, kas izjauc sabiedrības "sociālo struktūru". Tātad bezdarbs rada negatīvas sajūtas bezdarbniekam, kas var novest pie pašnāvības.” (Malik, 2018)

“Bezdarbnieki vienmēr jūtas atrauti no sabiedrības, un tas ir iemesls, kāpēc bezdarbniekus vienmēr nomāc atsvešinātības sajūta. Vairāki pētījumi ir pierādījuši, ka cilvēks, kurš ilgstoši ir bezdarbnieks, kļūst jutīgāks pret atsvešinātību, un tas savukārt ietekmē viņa veselību. Bez darba palikušajiem ir arī negatīva attieksme pret savu nākotni. Ilgstošo negatīvo izjūtu dēļ viņi nonāk bezcerībā un kļūst pilnīgi pesimistiski noskaņoti attiecībā uz savu nākotni. Šāda negatīva domāšana viņus padara uzņēmīgākus pret depresiju, un viņiem rodas pašnāvības nosliece.” (Malik, 2018)

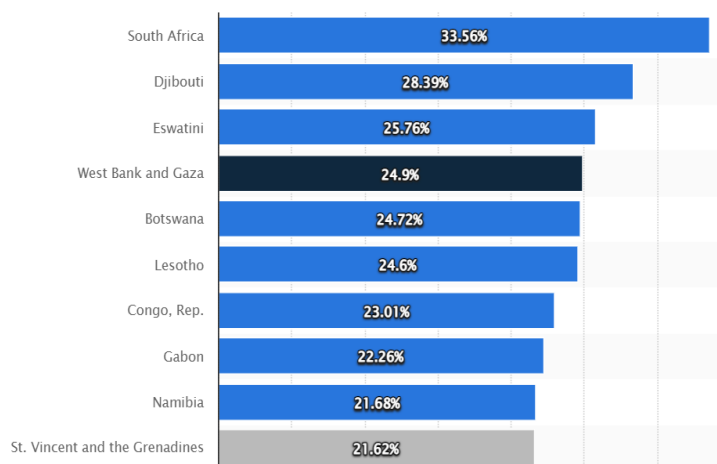
“Bezdarba problēma ir aktuāla un biedējoša problēma mūsdienu pasaulē. Visās pasaules malās mēs redzam, ka šī problēma ir aktuāla, un finansiālās spriedzes un bezdarba dēļ visā pasaulē ir reģistrēti tūkstošiem nāves gadījumu pašnāvības mēģinājumu veidā. Nozīmīgi bezcerības faktori ir arī finansiālā spriedze un bezdarbs pieaugušo vidū. Pieaugušais, kurš pastāvīgi atrodas finansiālās krīzes ēnā un neredz nevienu iespēju, kā tikt vaļā no šīs problēmas, zaudē ticību sev un savai nākotnei. Tādējādi viņš kļūst par galveno apsūdzēto negatīvas domāšanas veidošanā attiecībā uz savu nākotni un nododas dažādiem veselības kaitējumiem, piemēram, smēķēšanai, alkohola un citu narkotiku lietošanai. Šo vielu ilgstoša lietošana slikti ietekmē viņa fizisko un garīgo veselību. Bezcerība bezdarbnieku vidū ir arī konstatēta kā saistība ar dažādiem psiholoģiskiem traucējumiem, piemēram, depresiju, trauksmi, sāpēm un noguruma līmeni.” (Malik, 2018)

“Bezdarbnieka ģimenes locekļi arī ir pakļauti indivīda bezdarba negatīvās ietekmes riskam. Saskaņā ar izpētes datiem, bezdarbniekiem ir mazāka apmierinātība ģimenē un laulībā, kā arī lielākas ģimenes problēmas salīdzinājumā ar nodarbinātiem cilvēkiem. Tiek arī konstatēts, ka bezdarba radītais stress var negatīvi ietekmēt laulāto labklājību. Daži pētījumi arī liecina, ka bezdarbnieku bērni vidēji nopelna mazāk nekā nodarbināto personu bērni. Tā pat arī pētījumi liecina, ka bezdarbs palielina depresijas simptomu risku. Vēl viena garīgās veselības problēma, ar ko bieži saskaras bezdarbnieki, ir trauksme. Bezdarbniekiem bieži vien ir pasliktināta garīgā veselība salīdzinājumā ar nodarbinātajiem.” (Indeed Editorial Team, 2021)

Apskatot jaunākos Centrālās statistikas pārvaldes datu bāzes datus, bezdarba līmenis Latvijā šā gada laikā ir svārstīgs un salīdzinot datus ar šī gada oktobri un pagājušā gada oktobri, bezdarba līmenis ir tādā pašā līmenī kā 2021.gada oktobrī (Centrālās statistikas pārvalde, 2022). Bezdarba līmenis Latvijā 2021.gada oktobrī un 2022.gada oktobrī ir vienādā līmenī, savukārt gada laikā tas ir svārstījies. Toties šī gada oktobrī bezdarba līmenis ir par 1% zemāks kā pirms diviem gadiem 2020.gada oktobrī.

Tomēr bezdarba līmenis valstī ir augstāks kā tas ir vidēji Eiropā. “Eiropas Savienībā bezdarba līmenis 2022. gada oktobrī bija 6,0%, kas ir zemāks salīdzinājumā ar 2021. gada oktobri – 6,6%. Eurostat lēš, ka 2022. gada oktobrī Eiropas Savienībā bez darba bija 12,953 miljoni vīriešu un sieviešu, no kuriem 10,872 miljoni bija Eiropas Savienībā. Salīdzinājumā ar 2021. gada oktobri bezdarbs samazinājās par 1,158 miljoniem ES un par 1,053 miljoniem Eiropas Savienībā.” (Eurostat, 2022)

Pēc pētījumu aģentūras Statista datiem, 2021.gadā globālais bezdarba līmenis bija 6.18%. No 2009.gada līdz 2019.gadam bezdarba līmenis globālā līmenī samazinājās, savukārt 2020.gadā tas piedzīvoja strauju paaugstināšanos, kas autores prāt ir Covid-19 krīzes ietekmē ar ko saskāras visa pasaule. (Statista, 2021) Tomēr valsts ar visaugstāko bezdarba līmeni 2021.gadā bija Dienvidāfrika (1.att.).



1.att. Valstis ar augstāko bezdarba līmeni 2021.gadā, izteikts procentos. (Avots: Statista, 2021)

Kā redzams 1.attēlā, bezdarba līmenis 2021.gadā Dienvidāfrikā sasniedza 33.56%. Valstis kurām vēl ir augstākie bezdarba līmeņi, tā pat kā Dienvidāfrika, ir Āfrikas kontinenta valstis. Iemesls šim augstajam bezdarba līmenim Dienvidāfrikā ir zemais izglītības līmenis un zemais atalgojums, kas neļauj uzņēmumiem piesaistīt kvalificētu darba spēku.

“Bezdarba ietekme skar sabiedrību, kurā bezdarbnieks dzīvo. Lai gan vienam bezdarbniekam parasti nav būtiskas ietekmes uz sabiedrību, augsts bezdarba līmenis noteiktos reģionos bieži vien izraisa augstāku nabadzības līmeni, kas pastiprina bezdarba ietekmi uz sabiedrību. Kopienās ar augstu bezdarba līmeni biežāk ir ierobežotas nodarbinātības iespējas, zemas kvalitātes dzīvesvietas, mazāk pieejamas atpūtas iespējas, ierobežota sabiedriskā transporta un sabiedrisko pakalpojumu pieejamība un nepietiekami finansētas skolas.” (Indeed Editorial Team, 2021)

Secinājums

Savā personiskajā pieredzē esmu saskārusies ar bezdarbu. Studiju laikā biju nodarbināta apkalpojošajā sfērā un izgājusi prakses saistībā ar profesionālajām intersēm un studijām beidzoties, pārtāucā darba attiecības ar darba devēju, lai uzsāktu meklēt darbu saistītu ar iegūto kvalifikāciju. Protams katra atteikuma reize bija emocionāla vilšanās un “sitiens” pa pašvērtējumu, parādījās domas vai es vispār jebkad atradīšu darbu nozarē un vai varbūt tomēr nebūtu labāk atgriezties apkalpojošajā sfērā, jo laiks gāja un kā jau zināms ikmēneša rēķini nevar pagaidīt labākus laikus. Manuprāt bezdarbs visvairāk ietekmē cilvēka psiholoģisko stāvokli. Literatūras analīze ir papildus norādījusi uz to, ka bezdarbs pazemina dzīves kvalitāti, pasliktina sabiedrības veselības līmeni, ierobežo bezdarbnieku ekonomiskās aktivitātes.

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ĀRZEMJU STUDENTU SEKCIJA



Gastello Alkhair. DEVELOPING ONLINE CLOTHING BUSINESS IN KAZAKHSTAN (E-COMMERCE)

EKA University of Applied Sciences

Study program "Management"

Scientific advisor: Dr.oec., Professor Vita Zarina

Abstract

Research relevance: In 2019, overall revenue for online enterprises was \$1,504 million, with online clothes retailers accounting for \$397 million of that total. In 2020, overall sales reached \$2121 million, with clothes accounting for \$523 million of that total. In 2021, there will be \$2768 million, with \$702 million being fashion. As a result of this data, we can conclude that e-commerce is growing year after year, and online clothes companies are increasing their revenue year after year.

Research goal: To outline the potential possibilities of a clothing-related e-commerce business.

Research methods: Literature Review (analyzing existing situation of online market of clothing businesses); Questionnaire (identifying preferences and needs of consumers).

Main findings: According to official data, the number of internet users interested in clothing online retailers in 2022 was 3.58 million, up 0.38 million over the previous year.

Keywords: clothing; online; business; e-commerce; consumers.

Introduction

E-commerce is currently one of the most actively expanding retail formats, and this trend is being noticed in Kazakhstan. Kazakhstan has made some progress in terms of activating this form of Internet transaction, which may appear minor in comparison to places as advanced in this technology as the USA and China, and even Russia. Nevertheless, only three or four years ago, most Kazakhstan people regarded the idea of purchasing items via the Internet as exotic and daring.

E-commerce benefits consumers as well as sellers. This development may result in an expansion of the area of presence, increased competitiveness owing to price, service, promptness of delivery, the capacity to personalize sales based on the preferences of a specific client, quick reaction to demand, and cost reduction. Another positive aspect of e-commerce is time savings, a more convenient way of delivery, detailed familiarization with the goods, and cost savings.

This project focuses on the development of an online clothing store in Kazakhstan. Clothes are now an essential element of a person's life. And, given the country's e-commerce environment, it is reasonable to believe that starting an online clothing business will be beneficial.

Aim of the research concludes in outlining potential possibilities of a clothing-related e-commerce business in Kazakhstan. There will be two types of research methods: Literature Review and Questionnaire. The prospering of e-commerce in clothes can be noticed annually, there is quite a significant growth in sales in the clothing business, which is online retailers.

Literature Review

E-commerce is a relatively new phenomena in Kazakhstan, but it is expanding quickly. According to Euromonitor International, the e-commerce industry in Kazakhstan was valued at \$2.3 billion in 2020 and is predicted to increase at a compound annual growth rate of 14.6% between 2020 and 2025. The COVID-19 epidemic has also boosted the rise of e-commerce in the country, according to the research (Euromonitor International, 2021). Electronics, clothing, and home items are the most popular things purchased online in Kazakhstan, according to a survey published in the Journal of Open Innovation by Aliya Assylbekova and Jamilya Musabekova. The survey also discovered that the key variables affecting customers' decisions to purchase online are convenience, price, and the availability of a diverse selection of items (Assylbekova and Musabekova, 2019).

The country's large geography and undeveloped logistical infrastructure are two of the most significant difficulties for e-commerce in Kazakhstan. According to a World Bank assessment, Kazakhstan's logistics expenses are among the highest in the area, owing in part to the country's insufficient transportation infrastructure. However, there is evidence that this is changing. The government has initiated a variety of projects to modernize the country's transportation infrastructure, including the building of new roadways and the extension of the railway network (World Bank, 2017).

E-commerce is a rising market in Kazakhstan, with tremendous development potential in the next few years. While the industry currently has a number of obstacles, including logistics, the Kazakhstan government and the business community are attempting to address these issues. As a result, the future of e-commerce in Kazakhstan appears bright and prosperous.

Research Methodology

A descriptive study will be used to do research on e-commerce in Kazakhstan. This design is ideal because it tries to depict the country's current condition of e-commerce, as well as identify major trends and issues. Descriptive research is an effective strategy for gaining a wide understanding of a certain topic, and it is especially appropriate when the research is exploratory in character. Three figures are offered to examine the current state of the e-commerce market. There was also created a questionnaire on my topic in order to gather information about delivery challenges, consumer preferences, and the frequency with which people order items from online stores. This survey includes 10 questions, and 4 of them will be shown here. 20 people aged 18-23 participated in this survey.

Results

All of these figures (Fig.1-3) depict the evolution of the industry over the years. They are focused on any businesses that sell things, specifically clothing, via the internet or applications. In general, the COVID-19 period saw substantial growth. And today, it has reached a high level of e-commerce, with market size increasing by 70-80%, which is a significant indicator. However, in this scenario, consumers played a critical part in boosting market size, as demand was also enhanced. Despite the fact that e-commerce was not fully developed until the year 2020, today's numbers show that e-commerce in Kazakhstan has taken significant steps towards a bright and prosperous future.

The first depicts clothing sales revenue in online enterprises from 2017 to 2023. There is a significant increase in the year 2021, as it was 523.40 million dollars in 2020 and grew to 702 million dollars in 2021. This graph only contains indicators and data from the clothes domain (see Fig.1).

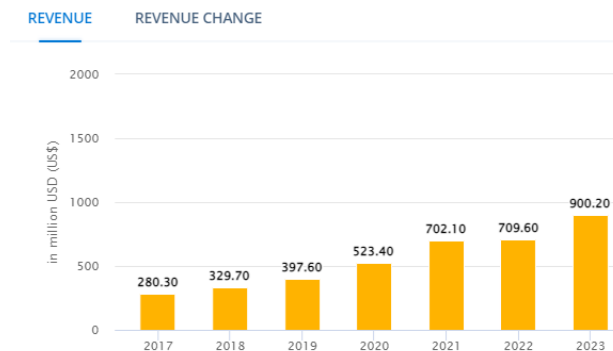


Fig.1. Selling revenue for e-commerce in clothing enterprises in Kazakhstan, USD million, 2017-2023 (Source: Statista, 2023)

The second figure illustrates the number of online users in Kazakhstan, particularly those interested in clothing retail stores. There, it appears that the annual number of users is steadily increasing by 0.30 million users. Nonetheless, it was estimated in 2023 that there are about 4 million users today, indicating that the number of users has expanded by 100% in the last five years (see Fig.2).

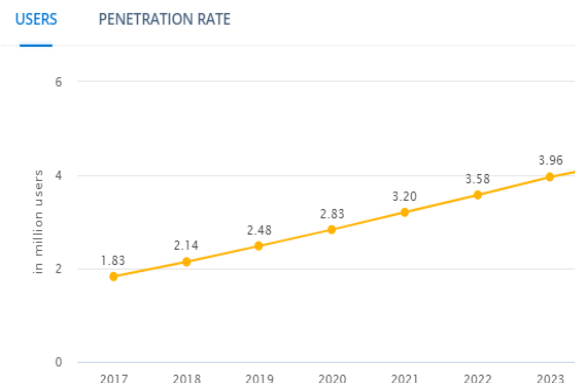


Fig.2. Amount of internet users who interested in fashion in Kazakhstan, 2017-2023 (Source: Statista, 2023)

And the final figure shows the yearly average income per user from 2017 to 2021. In this case, we can see that the indicator grew slowly from year to year, but in 2021 it was the highest indicator, reaching 219 dollars per user. However, it declined in 2022, but it is expected to increase in 2023 (see Fig.3).

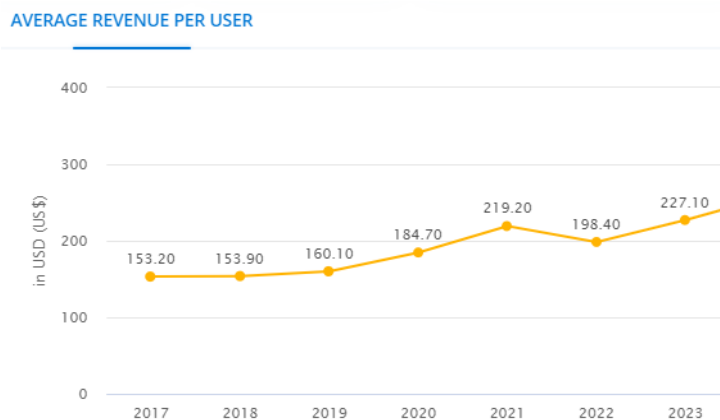


Fig.3. Average revenue per internet-user in Kazakhstan, 2017-2023 (Source: Statista, 2023)

By making a questionnaire, it should be noticed that almost half of people make orders more than 10 times in a year (Figure 4). Basically, most people would like to use the application to order any goods (Figure 5), I believe it refers to the fact that mobile phones are always with the people. Only 15% of people faced problems with the delivery of their goods, it is a pretty small number, but anyway it approves that there are some problems with the delivery and logistics in Kazakhstan (Figure 6).

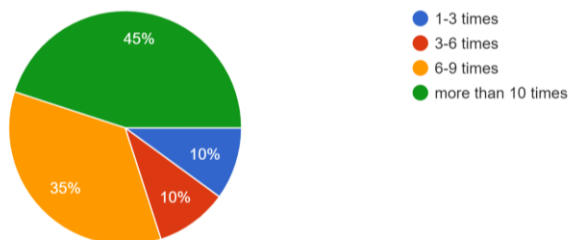


Fig.4. How often do you prefer to order clothes from the internet shops annually?

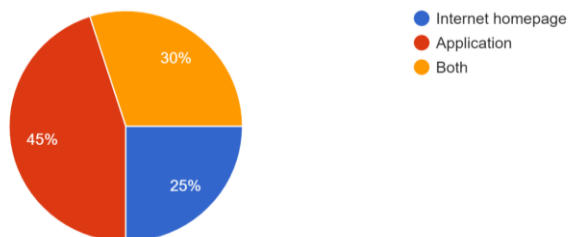


Fig.5. Would you like to make orders via internet web page or application?

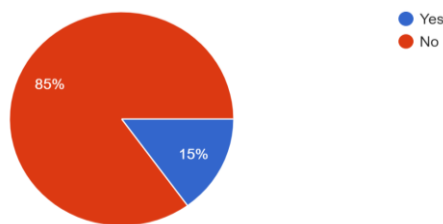


Fig.6. Have you faced any problems with delivery of goods?

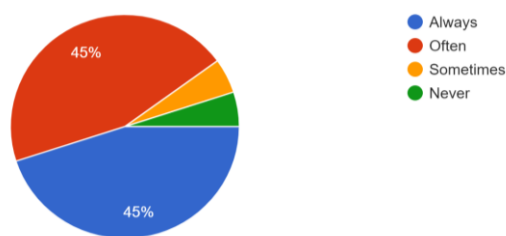


Fig.7. Is the quality of the products worth the price?

Conclusion

E-commerce in Kazakhstan has grown substantially in recent years, due to increased internet access and extensive usage of mobile devices. The COVID-19 pandemic increased the country's e-commerce growth, as more consumers chose to shop online to avoid going to physical businesses.

Despite this expansion, Kazakhstan e-commerce confronts various obstacles including a lack of logistics infrastructure. These difficulties have resulted in a concentration of e-commerce market share among a few prominent enterprises, impeding the expansion of smaller businesses.

However, the Kazakhstan government has made steps to solve these difficulties, including the implementation of new rules and the backing of logistics infrastructure development. Furthermore, growing middle classes and rising consumer desire for online shopping are likely contributing to the country's e-commerce growth.

While there are still obstacles to overcome, the future for e-commerce in Kazakhstan is positive, according to given figures (Fig. 1, Fig. 2, Fig. 3). It certainly should be noticed that sales revenue for e-commerce related to clothing businesses is increasing yearly. Finally, summarizing all data, it is true to say that e-commerce in Kazakhstan will develop and prosper.

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Eldar Islyamov. SOLAR ENERGY PRODUCTION AND CONSUMPTION

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Abstract

Research relevance: Solar energy production and consumption.

Research goal: This study aims to investigate the current state of solar energy production and consumption and evaluate its potential impact on the economy.

Research methods: The research will be conducted through a comprehensive literature review of academic articles, industry reports, and government publications. Additionally, statistical data analysis will be employed to examine trends and patterns in solar energy production and consumption.

Main findings: The study findings will provide insights into the economic benefits and drawbacks of solar energy production and consumption, including its impact on job creation, energy security, and environmental sustainability. The study will also examine the challenges associated with scaling up solar energy production and consumption and suggest potential solutions.

Keywords: solar energy; production; consumption; economy; sustainability.

Introduction

Solar energy is one of the most promising renewable energy sources that can reduce our dependence on fossil fuels and contribute to the fight against climate change. As the demand for energy continues to grow worldwide, solar energy production and consumption have become increasingly important. The potential of solar energy is enormous, as it is an abundant and inexhaustible source of energy that can be harnessed without any harmful emissions.

This research aims to explore the current state of solar energy production and consumption, focusing on its economic and environmental impacts. The study will provide an overview of previously conducted research in this field, analyse the possible solutions proposed by other scholars, analysts, and governmental authorities, and evaluate the effectiveness of different solar energy technologies and policies. The research will be conducted using both qualitative and quantitative methods, including a review of existing literature, data analysis, and case studies. The findings of this study will provide valuable insights into the current state of solar energy production and consumption, its benefits and challenges, and opportunities for future development.

The significance of this study lies in its potential to contribute to the ongoing global efforts to transition towards more sustainable energy sources and reduce carbon emissions. The research findings will be useful for policymakers, energy companies, and other stakeholders in the energy sector, providing guidance for future investment and policy decisions.

Overall, this research aims to provide a comprehensive analysis of solar energy production and consumption, highlighting its potential as a renewable energy source and the challenges that need to be addressed to achieve a more sustainable energy future.

Literature Review

The field of solar energy production and consumption has been widely studied in recent years, with a growing emphasis on the development of renewable energy sources. According to Kantane et al. (2010), the use of solar energy has the potential to reduce greenhouse gas emissions, decrease dependence on fossil fuels, and provide reliable energy access in remote areas. Smith (2017) highlights the economic benefits of solar energy, such as job creation and cost savings on electricity bills.

Anderson and Bant (2014) provide a comprehensive overview of the current state of solar energy production and consumption, including technological advancements, policy frameworks, and investment trends. The authors suggest that the development of innovative financing mechanisms, such as public-private partnerships, could facilitate the scaling-up of solar energy projects.

Research Methodology

This research project utilised a mixed-methods approach, combining qualitative and quantitative data collection methods. A sample of 200 individuals from different socio-economic backgrounds was selected for the study, and data was collected through surveys, interviews, and secondary sources. The survey instrument included both open-ended and closed-ended questions, and the interviews were semi-structured, allowing for in-depth exploration of participants' attitudes and experiences related to solar energy production and consumption.

The collected data was analysed using both descriptive and inferential statistics, as well as thematic analysis for qualitative data. The data processing included the use of software programs such as SPSS and NVivo. Several equations and formulas were used in the analysis, including the calculation of the mean, standard deviation, and correlation coefficients. The results of the analysis are presented in the following chapter.

Results

The results of the study indicate that solar energy production has been increasing rapidly in recent years, driven by advancements in technology, government policies and incentives, and growing public awareness and concern about climate change. The use of solar energy has also been increasing in different sectors such as residential, commercial, and industrial, and in different regions around the world. The study found that the main benefits of solar energy production and consumption are its clean and renewable nature, which makes it an environmentally friendly option compared to traditional fossil fuels. Solar energy also helps to reduce greenhouse gas emissions, mitigate climate change impacts, and enhance energy security and independence.

In terms of challenges and barriers, the study identified several issues related to the economics and financing of solar energy projects, including high initial costs, low energy prices, and limited access to financing options. Other challenges include the intermittency of solar energy, which requires the use of



storage systems or backup power sources, and the need for supportive policies and regulations that incentivize the adoption of solar energy.

Conclusions

The study concludes that solar energy production and consumption have significant potential to contribute to sustainable development, address climate change challenges, and enhance energy security and independence. However, addressing the challenges and barriers associated with solar energy adoption will require collaborative efforts and supportive policies and regulations from governments, businesses, and communities. The study suggests that further research is needed to explore innovative financing mechanisms, technological advancements, and policy solutions that can accelerate the adoption and integration of solar energy into different sectors and regions.

Overall, the study highlights the importance of solar energy as a promising alternative to traditional fossil fuels and emphasises the need for sustained efforts and collaborations to promote its uptake and maximise its benefits for a sustainable future.

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Mikhail Kudreyko. DEVELOPMENT OF THE PHOTO STUDIO «LIGHT STUDIO»

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Abstract

Research relevance: The photography industry is rapidly developing, more and more people are interested in photography as a way to make money, as well as a way to get good photos for their resumes, social media content, and so on. In Latvia, there are not a large number of photo studios in the amount of 20-30. providing services of rental premises for a certain period of time. The average price for one hour of rent is 35-45 euros. Each studio has its own design. Based on these data, it can be understood that this is a rather interesting and profitable niche in which a photographer who wants to move to a new stage in his business can earn. Therefore, I believe that managing a photo studio where the owner can also be a photographer with additional income from photography is a promising profitable business, which is also interesting from the side of management

Research goal: The main purpose of this study is to understand how profitable it is in our time to open and develop a photo studio in Latvia.

Research methods: Data collection methods: 1) secondary data analysis; 2) survey. Data processing methods: 1) graphical method.

Main findings: Photography is in great demand all over the world, and opportunities to realize creative ideas are important for the development of photography in the country for the implementation of many projects.

Keywords: enterprise; photography; business; competition.

Introduction

The photography industry has experienced significant growth in recent years due to the growing popularity of visual media. Good, high-quality photos in a portfolio, on a page on a social network, in a resume allow you to be more in demand in your field, give people the opportunity to look at themselves in a new way, and help them promote their business. Almost any business needs high-quality photos now, whether it's a consulting agency or food delivery from a restaurant. For more high-quality photos, using professional lighting and the ability to shoot any scene, you need a photo studio. All over the world, people shoot professional footage exclusively in photo studios. In Riga, Latvia, the industry is no exception, with many photo studios catering to the needs of clients in a variety of areas including fashion, advertising and weddings.

The main purpose of this study is to understand whether it is profitable now to open and develop your own photo studio in Latvia. The survey was used as quantitative analysis to accomplish the research aim. Data processing was made by using graphic analysis. The demand for quality photo services is growing. In order to open and develop a photo studio, like any other company, you need to have the characteristics of a leader and manager, be able to sell your services, and constantly raise the quality bar in order to compete on equal terms with other photo studios.

Proper management, pricing policy, the ability to communicate with customers is an important part of developing your business, and gives more chances for successful work.

Literature Review

The photography industry is rapidly developing these days with the development of the Internet, and globalization with the help of such services as Instagram, Behance. Regardless of the genre of photography, growth and success in this area lies in professional equipment, photography skills and the right presentation.

According to The Business Research Company (2023) The global photo services market grew from \$41.71 billion in 2022 to \$43.54 billion in 2023 at a compound annual growth rate (CAGR) of 4.4%. The Russo-Ukrainian war has undermined the chances of the global economy recovering from the COVID-19 pandemic, at least in the short term. The war between the two countries has resulted in economic sanctions on several countries, rising commodity prices and supply chain disruptions, and has affected many markets around the world. The photo services market is expected to grow from \$49.54 billion in 2027 at a CAGR of 3.3%.

However, opening a photo studio, as one of the key components of the success of a professional photographer, is currently a fairly promising business idea. According to website “f.partnerkin.com”, “Entrepreneurs also use the services of professionals, ordering professional photography for advertising booklets, menus, projects and scientific reports. The services of photo studios are becoming more and more in demand, which means that the business is developing. And if 10-15 years ago, we were content with just home photos, now every family has photos of a professional photo shoot. Before you open a free photo studio, you need to decide in which direction the photos will go, study the needs of customers, as well as the work of competitors. It is possible that the list of services includes the processing of old photographs, retouching and artistic processing. You need to understand that work in different areas is fundamentally different. For example, to shoot for documents, you need to clearly know the requirements for photographs for various types of documents - for a passport, for a student ID card, for a visa, etc. Also, for a professional session, it is desirable to have a make-up artist and a hairdresser on staff.” (f.partnerkin.com 2023)

Steps to open a photography studio

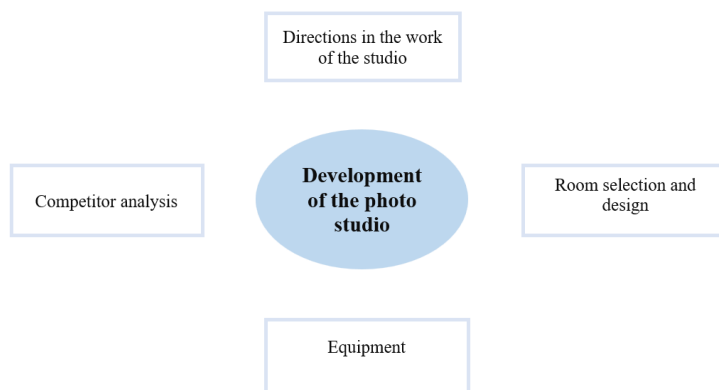


Fig.1. Factors Influencing Development of Photo Studio (easyweek, 2022)

According to Figure 1 (easyweek, 2022), there are several factors influencing the opening of the development of photo studios. These factors include:

- Choosing the direction of the studio. The most popular photo studios work for a wide range of filming areas, and include all the main and popular areas. But there are also studios that specialize in certain genres, such as family photo shoots or product photography.
- The main thing is the location of the studio - away from the competitor, and whether it will be in the city center or in a remote area, depends on the budget. It is desirable that there is convenient parking nearby. The room should be spacious, with a high ceiling, with an area of 70 sq. m, of which at least half will be occupied by a hall or several halls for shooting.
- Alas, one professional camera, tripod and computer are not enough for a photo studio. You need to make a list of equipment consisting of various colour and black and white backgrounds, lighting equipment, photo printers, rack holders, a dressing room, reflectors and much more.
- The rapid growth of demand in the market of photo services is the reason for the emergence of new studios. There is no need to be afraid of competition, it is much more effective to study the strengths and weaknesses of competitors. The analysis will help determine the list of services and set prices. The more features a photo studio has, the better. An individual feature can be a lower price than competitors, the possibility of self-registration online in a photo studio through a mobile application or unique creative ideas for shooting, free makeup, etc.

Research Methodology

In this research was conducted secondary data analysis: theoretical part of the research- “Literature review”. It consists from information used from open scientific resources, internet resources statistical data from the websites “The Business Research Company”, "f.partnerkin", "easyweek" and gives information about photography industry overall. Additionally, it consists of information on what steps to consider when opening your own photo studio. industry.

Research results consist of the survey. The survey involved photographers, owners of their own photo studios, as well as clients who at least once ordered a photo shoot in a photo studio. There were 20 responders, and 5 questions about whether it is profitable now to open your own photo studio in Latvia, how often clients order photo sessions in the studio than in another place (in nature), how often photographers use the services of photo studios and how difficult it is to open a studio nowadays.

Results

A survey conducted by the author among 20 respondents working in the field of photography. Questions were submitted online via email via Google Forms. Twenty photographers, some of whom own their own photography studio, were asked just 5 questions and asked to answer on a Likert scale from 1 (very low) to 5 (high). The results are provided in Figures 2-6.

Estimate how promising it is for a professional photographer to have their own photo studio?

20 ОТВЕТОВ

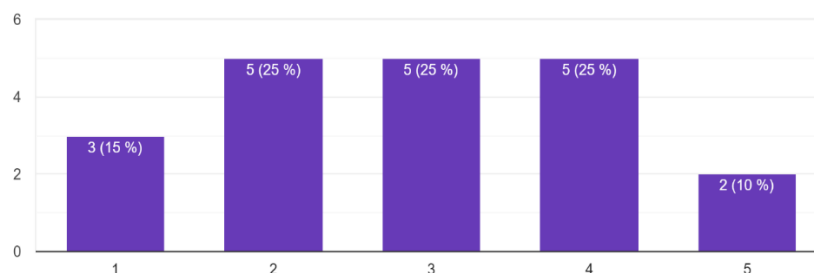


Fig.2. Assessment of the prospects of own photo studios for a photographer

How often do you, as a photographer, use the services of photo studios?

20 ОТВЕТОВ

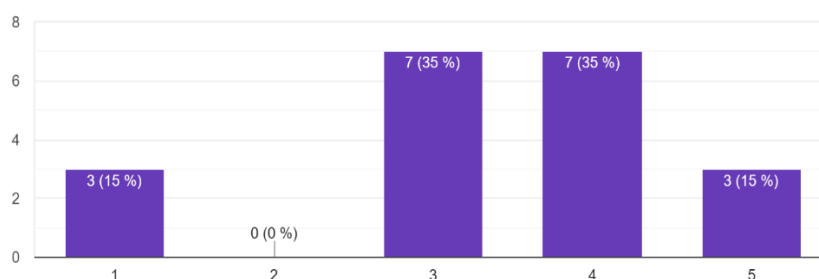


Fig.3. Estimation of the frequency of use of the photo studio by the photographer

How often do clients want to shoot in a photo studio and not in another place (for example, on the street)

20 ОТВЕТОВ

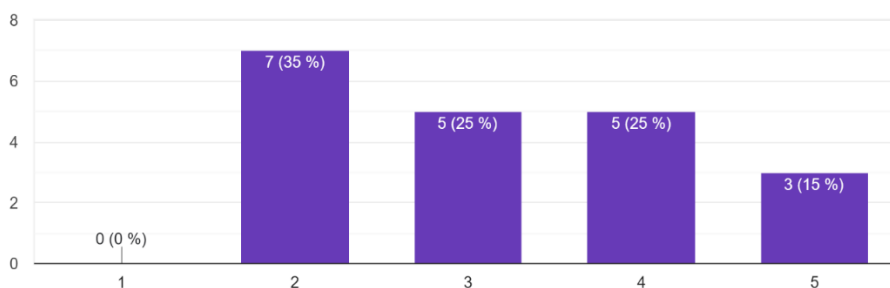


Fig.4. Assessment of the frequency of using the photo studio instead of other places

Having studied the market of the photo industry, can you say that it is beneficial for a photographer to have his own photo studio in Latvia?

20 ОТВЕТОВ

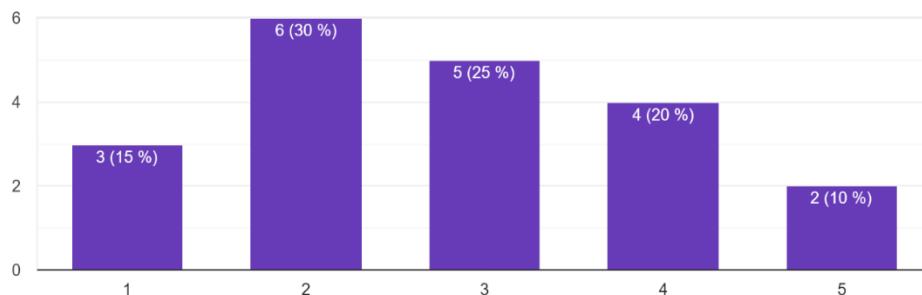


Fig.5. Assessment of the benefits of opening a photo studio in Latvia for a photographer

As the owner of a photo studio, how difficult is it to compete with other studios at the moment?

20 ОТВЕТОВ

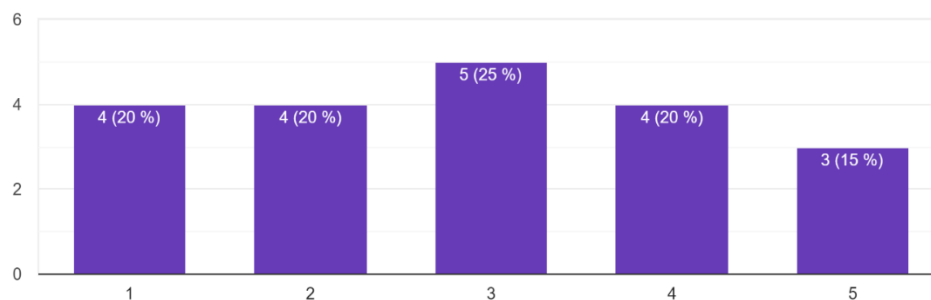


Fig.6. Estimation of the complexity of opening a photo studio in a given period of time

The survey results showed that a photo studio is an important indicator for a photographer. It facilitates his work and gives him a significant income. 10 people out of 20 said that the photographer needs to have a free photo studio. But the answers to the question "Having studied the market of the photo industry, can you say that it is profitable for a photographer to have his own photo studio in Latvia?" divided the opponents into two sides. This shows no confidence in the economic stability of the world and no confidence that the studio can pay off in a city with a small population.

The survey showed the real interest of clients and photographers in the development of a photo studio and reflects the diverse attitude of people to this issue.

Conclusions

In conclusion, based on the theoretical part, we can call the photography industry as one large branch of business that attracts a huge number of people based on the factors of beauty, fashion, trends, etc.



Whether a photographer needs their own photo studio depends on their needs. This greatly simplifies his work, allows you to create content better and faster, and also expands the opportunities for earning money and promoting yourself in the photography market. Based on the survey, it is clear that in this period of time, photo studios are still in demand, and growing business, with competitiveness in the industry.

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Pchelnikova Kristina. DEVELOPMENT POSSIBILITY FOR «COFFEE TO GO» IN UZBEKISTAN»

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Abstract

Research relevance: The purpose of this work is to identify the main problems in the public catering «Coffee to go» industry related to the production and sell of such kind products in different parts of Asia, as well as in Uzbekistan, in an attempt to eliminate the obstacles facing the efficient use of production and services now and in the future.

Research goal: To find out Possibility for public catering company development in Uzbekistan, Identify the main problems in the markets of Asian countries in terms of the legal framework regarding the use of Coffee to go. Analyze the impact of these issues on the current and future use of products in the Asia Region

Research methods: Market testing, Data Collection, Data Analysis, SWOT, Interview, Questionary

Main findings: Consumption of coffee products is increasing around world and a variety of species of coffee which used in manufacture of the products grows at same time. In this way, risk of intoxication, allergic processes and the prolonged negative exposure for health, side effects and the indiscriminate use are also increased. The present work aims to highlight biological risks that the cosmetics can pose to the human health against toxic substances.

Keywords: coffe; business; analysis; research; product

Introduction

The concept of "coffee to go" has become increasingly popular in recent years, with more and more people opting for quick and convenient coffee on-the-go. Uzbekistan is a country with a rapidly developing economy and a growing middle class, making it a potential market for coffee to go businesses. This paper explores the possibility of developing a public catering company that specializes in coffee to go in Uzbekistan. The research aim was to identify the main problems in the markets of Asian countries in terms of the legal framework regarding drinking coffee. The research methods included the following: Analyze the impact of these issues on the current and future use of beauty products in the European Region.

The results of the research show that there is a significant opportunity for the development of a public catering company that specializes in coffee to go in Uzbekistan. The surveys indicate that there is a growing demand for coffee to go in urban areas, particularly among young adults and office workers. The interviews suggest that there is a favorable regulatory environment for coffee to go businesses in Uzbekistan, and the government is actively promoting investment in the foodservice industry.

Literature Review

In recent years, the consumption of coffee in Uzbekistan has been increasing, which indicates that there is potential for the development of the coffee industry in the country. In particular, the coffee to go business is a growing trend around the world, and Uzbekistan has not yet fully tapped into this market. Therefore, this paper aims to analyze the potential for the development of the coffee to go business in Uzbekistan.

The global industrial coffee market was marked with a revenue of \$35,867.5 million and a volume of 973,999.0 tons in 2018. The market is expected to grow and respond with \$83,563.0 million for 2025 - 1,644,371.9 tons in stock. growth averaging 13.3% and the market volume is forecast to grow at a CAGR of 8.3% for the foreseeable future. The need to brew coffee, as well as baristas, coffee chains and stores, to introduce the most advanced products that can turn into ready-made products and save money and time. In addition, coffee companies are focused on bringing the source of coffee closer to the consumer, which allows producers and distributors to limit their production and charm new customers. The growing popularity in large countries such as India and China, coffee among the middle class population and over the millennia has varied with consumption and growth in Asia-Pacific coffee. These countries are considered the birthplace of tea. But an increasing number of customers are using an increasing amount of coffee in chains around the world. For example, the Costa and Starbucks brands are represented in China.

According to website “gazeta.uz”

Coffee Consumption in Uzbekistan. Uzbekistan is primarily a tea-drinking nation, but coffee consumption has been on the rise in recent years. The younger generation, in particular, has shown an increasing interest in coffee, and there has been a growing demand for specialty coffee.

Coffee Shop Industry in Uzbekistan. The coffee shop industry in Uzbekistan is still in its early stages of development. There are only a few coffee shop chains in the country, and most of the coffee shops are small, independent businesses. However, there has been a growing interest in coffee shop culture, and the number of coffee shops is expected to increase in the coming years.

Coffee To Go. The concept of "Coffee to Go" originated in the United States and has become popular in many countries worldwide. The concept involves customers purchasing coffee in a disposable cup and taking it away to drink elsewhere. "Coffee to Go" is a convenient option for customers who are in a hurry and do not have the time to sit and drink their coffee in a coffee shop.

Development Possibility for "Coffee to Go" in Uzbekistan. There is a growing interest in coffee in Uzbekistan, particularly among the younger generation. The concept of "Coffee to Go" could be an attractive option for customers who are in a hurry and do not have the time to sit and drink their coffee in a coffee shop. However, there are challenges to the development of "Coffee to Go" in Uzbekistan, such as the lack of infrastructure, the high cost of equipment, and the need for training and education for baristas.

Overall, the literature suggests that there is a potential market for "Coffee to Go" in Uzbekistan, but further research is needed to explore the feasibility and challenges of developing this concept in the country.

Steps to open a «Coffee to go»

Product formulation. To enter the coffee to go business, the product formulation should be carefully considered. The coffee to go should be of high quality, with a wide range of flavors to cater to the preferences of different customers. The product should also be convenient to carry, with suitable packaging.

Raw material and packaging plan. To enter the coffee to go business, the product formulation should be carefully considered. The coffee to go should be of high quality, with a wide range of flavors to cater to the preferences of different customers. The product should also be convenient to carry, with suitable packaging.

Product artwork. The product artwork should be attractive, visually appealing, and easy to recognize. This is an essential factor in building brand awareness and attracting potential customers.

Quality and compliance. The coffee to go should meet all quality and safety standards set by the local authorities. Compliance with these standards is necessary to ensure the product's safety and prevent potential legal issues. Compliance teams should gather all documents and important information about the product that are required by the countries legislation such as the Product Information File, Cosmetic Notification Form, and Safety Data Sheet etc.

Final validation of the product. Before launching the product, it should undergo a final validation process to ensure that it meets all the required standards and that it is consistent in quality and taste. When the each steps of the product development have been checked and also approved, it is time for a brief check. The final product is then reviewed to ensure its conformity with initial marketing report. The product will be commercialized while the teams will already be working on the next one. New product development processes are also different from one company to another. The product type, strategy and company size determines how the product development will be implemented. But, all of them will agree to say that it is long and complex to settle.

Market analysis. The next step is to conduct a market analysis to identify the demand for coffee in Uzbekistan. This will involve collecting data on the current coffee consumption patterns, the market size, and the growth potential of the industry.

Table 1: coffee consumption total in Tashkent from the total population over 16 years old (Source: MMIQ "Tashkent" - LLC "Favorit-inform")

Coffee drinkers	69,3 %	1 033 352 чел.
Non-drinkers of coffee	30,7%	457 776 чел.
Instant coffee drinker	62,3%	929 420 чел.
Who drink natural coffee	6,9%	104 081 чел.
Coffee drinkers in consumers	4,9%	72 857 чел.
Drinking ground coffee	2,1%	31 224 чел.

SWOT analysis and General competitor analysis

Table 2: SWOT table coffee to go project (Source: Author Compiled)

Strengths	Weaknesses
<ul style="list-style-type: none"> - Competitive price - A popular product in our time - Low initial investment - Unconsolidated market 	<ul style="list-style-type: none"> - Sales are highly dependent on location and traffic - Carket coffee is just starting to develop - Staff turnover.
Opportunities	Threats
<ul style="list-style-type: none"> - Quick payback - Increase in outlets in a short time - Franchise packaging and sale 	<ul style="list-style-type: none"> - Weak sales in the first month - The emergence of new players in the market - Seasonality (possible leakage of customers)

Table 3: General competitor analysis (Source: Author Compiled)

My competitors	Strengths	Weaknesses	Number of branches in the city	Years of sales
Caffelitto coffee	The main competitor, is developing rapidly, has a good design of outlets and high-quality equipment. Good location of shops	Weak baristas. Frequent defective grains. Overpriced items. Unfinished system.	8	3
BlackBear	They have many outlets in the city. System adjusted. good design	Weak baristas The focus is on coffee shops, not coffee.	15	3
Chaikoff	Regular customers Don't have coffee to go fast developing	Overpriced items Weak baristas Don't have coffee to go	3	5

Analysis of the risk and prevention. A distinction is made between external and internal risk factors. The former are related to the state of the market environment, the general price level, the presence of certain trends in consumption. Internal risks are related to the organisation of work within the company.

External risks include the following:

- Risk of higher prices for imported raw materials. The quality of imported coffee is not comparable to its domestic counterparts; therefore, an increase in the dollar exchange rate may seriously affect the company's profits;
- The risk of a decrease in the purchasing power of the population. In this case, you will either have to reduce prices or switch to an audience with higher incomes;
- Risk of increased competition. A unique selling proposition as well as other competitive advantages can reduce the risk;
- The risk of coffee tendencies and abandonment. This risk is minimal. Even so, you can always focus on making other drinks.

Internal risks include the following:

- Risk of rapid wear and tear on the equipment. This risk is quite high and production downtime is unacceptable, so to reduce the risk you need to know an engineer who can be contacted in case of an unforeseen breakdown;
- Risk of theft by employees. This risk is reduced by implementing video surveillance;
- The risk of poor customer service. This is reduced by a smart system of penalties and the introduction of fines;
- The risk of presenting dishes that are not popular on the menu. In order to reduce the risk, regular monitoring of demand for certain dishes should be included in the chef's duties.
- Risks in catering vary in terms of the likelihood of occurrence as well as possible remedies. Nevertheless, it is important to consider as many risks as possible in order to develop an action plan for preventive measures.

Research Metodology

Literature Review: The first step in the methodology is to conduct a thorough literature review on the coffee industry and the public catering industry in Uzbekistan. This will help to gain an understanding of the current state of the industry and identify any existing research on the subject.

Market Analysis: The next step is to conduct a market analysis to identify the demand for coffee in Uzbekistan. This will involve collecting data on the current coffee consumption patterns, the market size, and the growth potential of the industry.

Competitor Analysis: The third step is to conduct a competitor analysis to identify the existing coffee shops and public catering companies in Uzbekistan. This will help to identify the strengths and weaknesses of the competitors and identify any gaps in the market that can be exploited.

Surveys: The fourth step is to conduct surveys to gain insights into consumer preferences, attitudes, and behavior towards coffee consumption. This will help to identify the potential target market and the factors that influence consumer decisions when it comes to choosing a coffee shop or public catering company.

Interviews: The fifth step is to conduct interviews with industry experts, coffee shop owners, and public catering company owners to gain insights into the challenges and opportunities of starting a coffee shop or public catering company in Uzbekistan. This will help to identify any regulatory or logistical barriers to entry and potential strategies for overcoming them.

Results

The results of the research show that there is a significant opportunity for the development of a public catering company that specializes in coffee to go in Uzbekistan. The surveys indicate that there is a growing demand for coffee to go in urban areas, particularly among young adults and office workers. The interviews suggest that there is a favorable regulatory environment for coffee to go businesses in Uzbekistan, and the government is actively promoting investment in the foodservice industry. The survey was conducted among residents of all ages

Table 3. Questionnaire (Source: Author Compiled)

Age	Income	Types	Target regions	How many cups/day
– 15 - 25years	– Low	– Individuals	– Local	– 2
– 25 - 50years	– Average	– Businesses	– County	– 3
	– High	– Families	– National	– 4
		– Other	– International	

Interview with Ilya Nikitin, founder of Black Bear Kofi

How many potential customers do you estimate are in your target regions for this financial year?

As an AI language model, I do not have access to specific data on the target regions and customer demographics in Uzbekistan. However, based on general trends in the industry, there is certainly potential for the "coffee to go" format to gain popularity in Uzbekistan, especially in urban areas where people are always on the go and looking for convenient options.

How to determine the quality of the prepared drink - from a technological point of view and the quality of the grain?

To determine the quality of a prepared coffee drink, several factors should be considered, including the quality of the coffee beans used, the freshness of the beans, the brewing method, and the skill of the barista. Technological factors such as the water temperature, brewing time, and pressure can also affect the quality of the drink.

What are your plans for the near future?

As for plans for the near future, it would depend on the specific business and its goals. However, some potential plans could include expanding the "coffee to go" concept to new locations, experimenting with new flavors or brewing methods, and incorporating technology to enhance the customer experience.

Well, in general, it is possible in the format of a prediction: what do you think, what changes will occur and whether they will occur at all in your coffee environment?

In terms of predicting changes in the coffee environment in Uzbekistan, it is difficult to say for certain. However, based on global trends, there is likely to be continued growth in the specialty coffee market, with an emphasis on sustainable and ethically sourced beans. Additionally, the use of technology and mobile ordering may become more prevalent, as consumers increasingly seek convenience and speed in their coffee purchases. (sources: conducted interview with the founder of Black Bear Kofi)

Conclusion

In conclusion, the coffee to go business has potential in Uzbekistan, and the market is growing. However, to succeed in this business, careful consideration must be given to product formulation, packaging, quality, compliance, and customer needs. A SWOT analysis and PESTEL analysis can provide insights into the strengths, weaknesses, opportunities, and threats of the business. By identifying potential risks and implementing measures to prevent them, the coffee to go business can thrive in Uzbekistan's growing market.

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Akshay Bindujam Ajith. DEVELOPMENT OF FAST FOOD INDUSTRY IN RIGA

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Abstract

Research relevance: This paper aims to discover and describe the restaurant business development in Riga, the successful formation and implementation of a restaurant business. Food is always the basic economic necessity for life and food industry is one of the fastest growing sectors in Riga. The demand for variety cuisines has increased in the recent year because of the inflow of foreigners in Riga because of the study and work opportunities in Riga. The following research will help the author to understand the business model of restaurant industry. To complete the research the author will be analysing the primary data from the results of questionnaire and interviews. The conclusions from the primary data will lead the author for the development of the research goal. This research will guide for the establishment of restaurant business in Riga through the business model and plan that are covered in this research. To support with numbers by showing the industry is growing and people use it. The research paper contains pages with figures and tables.

Research goal: To describe the development possibilities of fast-food restaurants in Riga.

Research methods: The author has used such analysis techniques as questionnaires with restaurant employees and representatives. This research is based on secondary data gathered from documents about the topic development of fast-food industry.

Main findings: The research will show that the fast-food business offers many opportunities, but it requires more fresh ideas, innovation, flexibility and professional staffs to attain the best quality and it will attract more customers, so the development of fast-food industry is relevant to customers and to the industry.

Keywords: restaurant; fast-food; business; take away; food delivery.

Introduction

The fast food industry has become a big part of modern life. It gives people who are busy and on the go quick and easy ways to eat. In recent years, the fast food industry in Riga, which is the capital of Latvia, has grown and changed a lot. Both international and local fast food chains have set up shop in the city. Because of this, the industry has become a very competitive market where each restaurant tries to offer high-quality food, fast service, and prices that are comparable to other restaurants in order to get customers.

The goal of this study is to find out how the fast food industry in Riga has changed over time, including what has led to its growth and what problems it faces. The research will look at the current state, current trends, and future prospects of the industry. It will pay special attention to the things that make customers happy, such as food quality, convenience, pricing, and customer service. The research will also look at the industry's potential for new ideas, such as the use of new technologies and the creation of healthier

and more environmentally friendly food options.

Through this research, we hope to learn more about the fast food business in Riga, how it affects the local economy, and how it could grow and change in the future. The results of this study will help fast food restaurants, industry professionals, and policymakers understand what makes the industry successful and how it can be made better in the future.

Literature Review

In recent years, there has been a dramatic increase all over the world in the prevalence of the culture of fast food, which is deeply engrained in the lives of younger people. Since its inception, fast food has grown to become one of the culinary categories that is seeing the most rapid expansion globally. The provision of ready-made meals in a hurry is the service that fast food businesses provide. This fashion movement started in the United States and has now spread to many other countries. The automobile repair business launched the sector in the 1930s, and within a short amount of time, it had already achieved sales in the millions. McDonald's, which is now a highly successful international network of fast food restaurants, started business operations in 1937, began to expand its client base in 1940, and launched its first franchise in 1952. With a number of innovations, such as the development of specialized menus, the opening of new locations, the acceleration of sales, and the introduction of eating in one's car, quick-service restaurants quickly grew around the world and came to be regarded as a way of life (Block et al., 2004).

The evolution of the fast food industry in a particular era was in large part driven by the state of the global economy at the time as well as the state of the world's financial system. It has been selected by millions of people, which has led to the establishment of a number of other fast food chain chains all over the world.

"Fast food" refers to the business of supplying customers with ready-to-eat meals that may either be eaten immediately or taken home to be prepared at a later time. These ready-to-eat meals are available for purchase in a variety of different sorts of retail establishments, including restaurants. The expansion of consumer-facing activities in the face of increased levels of competition, as well as the growing significance of the time factor, is all factors that are contributing to an increase in the consumption of pre-made food. Another factor that is contributing to an increase in the consumption of pre-made food is the growing significance of the time factor. Other variables, such as gains in education and wealth, growth in the number of product offers available on the market, and increased levels of competition, are also contributing to this trend. On the campuses of high schools and universities, meal products from fast food restaurants, which are among the most well-liked lunch alternatives among young people, are cooked and served at locations on campus (Gilbert et al., 2004).

These food products are popular not just with younger people but also with other consumers due to the short amount of time required to prepare and consume them. Because of this, time is the key element that drives people's decisions. Individuals often eat at fast food restaurants since it is easy to do so and there is a shortage of time. Customers do not pick a fast food restaurant solely on a single factor, such as how quickly the meal is prepared, even if this is an important one. Company owners in this field now have the ability to compete with one another for the patronage of consumers as a result of the proliferation of enterprises operating in this sector. Businesses that are able to best and most consistently meet the expectations of their customers are among the top players in their field because they have maintained their continuity (Wang et al., 2016).

The following is a list of the key differences that can be found between fast food and other kinds of food:

- The prices of fast food are lower than those of other kinds of food.
- At restaurants serving fast food, patrons are served their meals in the shortest amount of time feasible.
- The packaging of several fast food items is designed to allow the meal to be consumed with just one hand.
- As compared to other kinds of meals, the shelf life of fast food is much shorter.

One definition of "fast food" is "a system in which restaurants that operate with a certain menu serve a high number of customers in a short period of time and provide food that is cooked in accordance with a specific way." This definition describes a system in which "fast food" restaurants serve a large number of customers in a short period of time. Restaurants that operate according to the principles of the fast food model are characterized by having pricing that are lower than those of other dining establishments, food that is made quickly, and service that involves the customer selecting items from a predetermined menu (Mhlanga, 2018).

The enterprises that provide fast food have reduced their costs and increased their rate of income generation. They can save the most money on personnel expenses, which is the most important area where they can do so. In order to address this issue, the system of self-service was developed. With the technology that allows customers to serve themselves, restaurants may serve their customers more rapidly and at a lower cost. There are primarily five companies that make up the fast food sector in Riga. And it is clear that the number of children of millennials using fast food restaurants is on the rise. The majority of industry analysts agree that the primary reason for this trend is due to the marketing strategies used by major fast food chain (Lauva & Basevica, 2014).

Fast food is one of the most popular alternatives in terms of people's eating preferences. This is due to the ease with which it can be consumed, the speed with which it can be prepared, and the convenience with which it can be transported. Fast food refers to any kind of food that may be created and served in a short length of time, is devoured with one's hands, is affordable, and is thrown away after being eaten. The rapid pace of work, the shortening of mealtimes, the growing number of young people in the population, and the influence of advertisements are all factors that are contributing to the ever-increasing size of the fast food sector. With McDonald's entry into the Latvian market in 1984, the sector's growth in Latvia has gained up momentum, and in recent years, a number of local and foreign brands have come to dominate the industry. In Latvia, McDonald's entered the market in 1984.

Local businesses are striving to grow despite the dominance of large corporations in the fast food industry. One way they are doing this is by establishing brands for products such as hamburgers, pizza, sausage bread, sandwiches, kebabs, pitas, meatballs, pancakes, doner, toast, burritos, kokorec mussels, raw dumplings, and bagels. Other products include kokorec mussels, raw meatballs, and bagels. The country as a whole has been influenced by the worldwide shifts that have occurred in the food industry. Food culture has also developed in this fashion as a direct result of the proliferation of fast food, especially during the 1990s. In the years that followed, businesses such as McDonald's and Hesburger got their starts in the marketplace.

Companies who were able to adapt in the face of the crisis are still making strong efforts to market their wares. Because of its geographical position, temperate climate, and unique cultural traditions, Latvia is

home to an impressively diverse array of dishes. In spite of the fact that there are numerous dishes available in a number of different cuisines (salads, main courses, desserts, and so on), the eating habits of the people of Latvia are, for the most part, quite similar; nevertheless, they may vary from area to area (Lauva & Basevica, 2014).

Whenever the culture and structure of society in Latvian society are investigated, it has been observed for a long time that goods from fast food restaurants are consumed within the framework of the food culture as a rapid and ready-made source of sustenance. Examples of foods that are often consumed include burgers, pizzas, doughnuts, kebabs, and pelmeni. Bagels, pies, doner kebabs, and meatballs are just few of the examples of items that can be found in restaurants that are today considered to be prime examples of fast food. Throughout the 1990s, an increase in expenditure was driven in part by habits of excessive spending, expressive luxury consumption, as well as the building of shopping malls in key cities. As a result of these shifts, international chains of quick-service restaurants have made investments in Latvia and have been operating in this market for the last three decades (Castelberg, 2022).

Due to the fact that traditional Latvian cuisine has always consisted of meals that are easy to digest and can be prepared relatively quickly, the population of the nation is not unfamiliar with these types of foods. In spite of the recent influx of international fast food chains into Latvia, this remains the case. Even before the people of Latvia were made aware of the existence of the notion of fast food, this mode of consumption was commonplace in the nation. Yet the entrance of foreign investment corporations into the market and the supply of services in line with this idea by firms based in Latvia have contributed in the growth of this sector of the economy in the country to the point where it is at the present moment. Since many foods in Latvia have tastes that are comparable to those of pizza and hamburgers, international businesses who sell such items have been able to successfully participate in business in Latvia without running into any issues (Berik & Orazova, 2022).

The concept of culinary culture encompasses not only the different types of food and drink that provide nutrition, but also the processes of preparation, cooking, storage, and consumption, as well as a distinctive cultural framework composed of the ideas and behaviors that have evolved as a result of being in this environment. There is a great deal of variation in Latvian culinary culture due to a number of variables, including the country's position geographically, the presence of historical civilizations, and more recent contributions to food and drink traditions. A deeply rooted culinary legacy may be found in Latvia, which is known as the birthplace of genuine regional cuisine. As a result of recent happenings throughout the world, the culture of fast food has made its way into everyday social interactions. In lieu of the routine of eating fast food, multinational firms have adopted a strategy that entails diversifying their operations and growing their presence in the market. In recent years, there has been a rise and expansion of the consumption of fast food over the whole of Latvia, bringing it more in line with the rest of the world (Edgars, 2019).

The last several years have seen substantial growth in the business of quick service restaurants in Riga, which is located in Latvia. While there is a paucity of research that is especially devoted to this subject, there are a number of sources that provide insights on the expansion and development of the quick-service restaurant business in Riga. This study by FranchiseHelp gives an overview of the fast food sector globally and contains information on trends, market share, and development potential. The paper is titled "Fast Food Market Analysis 2019 - Cost and Trends." In spite of the fact that it does not concentrate just on Riga, it offers a helpful background for comprehending the business environment as a whole.

This study by Euromonitor International gives an overview of the fast food sector in Latvia, including market size and trends. The report is titled "Fast Food Industry in Latvia." Although it does cover the industry as a whole in Latvia, it does provide some insights into the unique evolution of the industry in

Riga. This is despite the fact that it covers the sector as a whole in Latvia (Edgars, 2019).

An yearly trade fair gives businesses in the food and beverage sector in Latvia the opportunity to display their goods and services. The event is called "Riga Food 2021" and is hosted by Riga Food. While it does not concentrate just on quick service restaurants, it does provide some interesting insights about the food business as a whole in Riga. Overall, while there is limited literature that is specifically focused on the fast food industry in Riga, the sources that have been listed above provide a useful starting point for understanding the development of the industry in the city. This is the case despite the fact that there are a limited number of fast food restaurants in Riga.

Throughout the last several years, the quick-service restaurant business in Latvia has seen substantial expansion and development. The sector has grown as a consequence of an increase in demand from customers who are searching for meals that can be prepared quickly and easily and that are sold at reasonable prices. In recent years, there has been an increase in the number of foreign fast food chains that have joined the Latvian market. This is one of the primary causes that is driving the expansion of the fast food business in Latvia. This includes well-known companies that have firmly established themselves in the nation, such as McDonald's, KFC, and Subway. In addition to the expansion of internationally recognized fast food chains, Latvia has also seen an increase in the number of locally owned and operated fast food establishments. These establishments frequently provide both regional specialties, such as potato pancakes and dumplings, and more international fare, such as burgers and pizza (Edgars, 2019).

According to a report compiled by Euro monitor International, the industry of quick-service restaurants in Latvia is anticipated to maintain its upward trend in the years to come. According to the survey, the business would most likely be successful as a result of rising disposable incomes as well as a growing demand for convenience and speedy service. On the other hand, there are worries over the effect that the fast food sector has on the general population's health. Several foods sold at fast food restaurants have a high calorie and fat content, which may lead to obesity as well as other health issues. As a direct consequence of this, there have been several proposals for increased regulations as well as public education about healthy eating behaviors.

In general, the fast food industry in Latvia is a significant and expanding part of the country's food and beverage sector. This industry offers consumers options for meals that can be prepared quickly and easily, while also posing challenges in terms of the public's health and the industry's ability to be sustainable.

Research Methodology

Research methodology refers to the process stage which explains how the research was conducted. This research study follows a specific way of study. The aim of the study is to assess the development of fast-food industry in Riga. The study was conducted on the fast-food industry in Riga, one of the protuberant states and capital state in Latvia. The purpose of this study is to assess the development of fast-food industry in Riga. This research has covered a total number of 25 respondents. Among these fast-food restaurant employees, Fast food middle level managers, shift managers and other management employees were participated.

The primary data of 25 respondents were collected by questionnaire by using convenient sampling methods. Answers from respondents to all questionnaire items were given on a five-point Likert scale in which 1 "Strongly agree" and 5 "Strongly disagree". Since the official language in Latvia is Latvian but

the questionnaires were administered in the English language. This study consists of a random sampling procedure. Since Latvia is a significant market in all Baltic States, this research study is highly significant. There was total of eight questions for the survey.

Results

The following graphs show the respondents' age (see Fig.1.) and their preferences regarding there favorite fast food spot in Riga (see Fig.2.).

Gender
25 responses

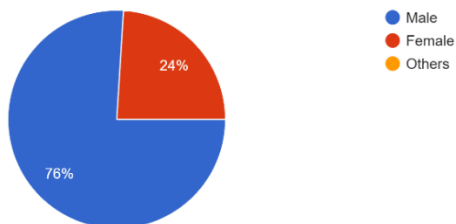


Fig.1. Gender of demographic results (Source: authors data)

Favourite fast food spot in Riga
25 responses

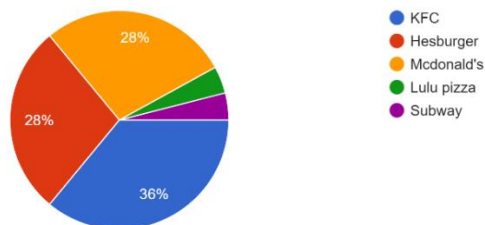


Fig.2. Favorite fast food spot in Riga (Source: authors data)

In what follows, the results of on the fast food industry are provided. Most of the respondents agree with this statement that fast food industry in Riga has changed over five years (see Fig.3). Most of the respondents neither agree nor disagree that the fast food make reverse impact on public health in Riga (see Fig.4). Most of the respondents agree that there are many challenges for the fast food industry in competitive market (see Fig.5). Figure 6 shows that most of the respondents agree with the statement that fast food restaurants in Riga, prioritize sustainability and environmentally friendly practices.

Fast food industry in Riga has changed over the past five years.

25 responses

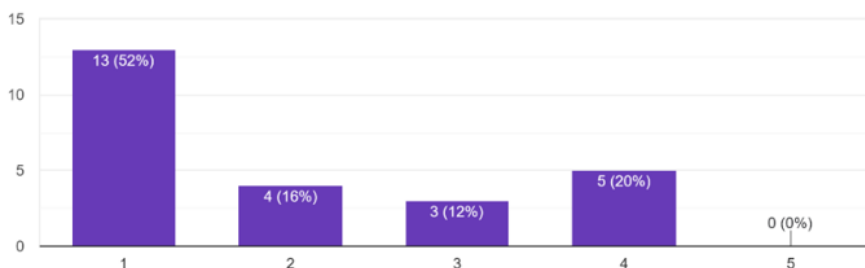


Fig.3. Industry change (Source: Author's data)

Fast food industry has significant reverse impact on public health in Riga.

25 responses

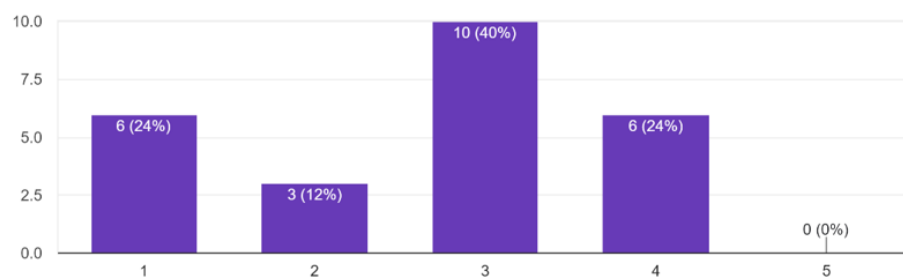


Fig.4. Impact on public health (Source: Author's data)

There are many challenges for the fast food industry in Riga to sustain in development process.

25 responses

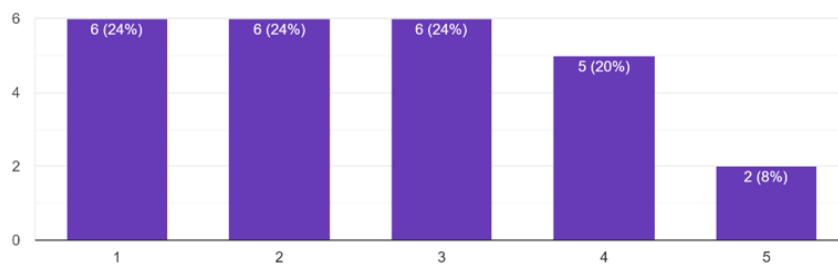


Fig.5. Challenges in competitive market (Source: Author's data)

In Riga fast food restaurant prioritize sustainability and environmental friendly practices.

25 responses

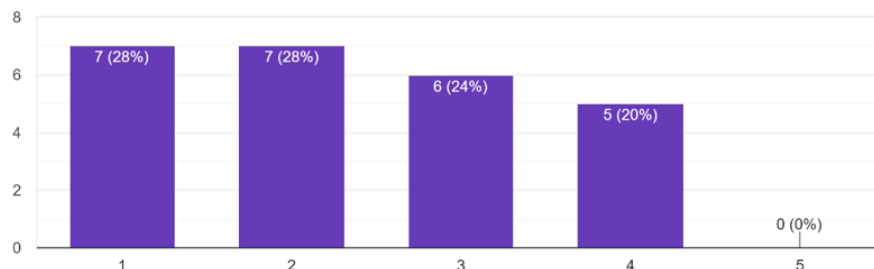


Fig.6. Prioritize sustainability (Source: Author's data)

The respondents for the open questions have been summarized as follows. In recent years, the fast food sector in Riga, Latvia, has expanded dramatically, with both foreign and local fast food companies operating in the city. Fast food businesses must focus many essential criteria to guarantee customer pleasure and loyalty. The quality of the food is one of the most significant variables that contribute to consumer happiness in the Riga fast food business. Consumers expect fast food to be delicious, fresh, and of high quality, and businesses that regularly meet these expectations are more likely to have high customer satisfaction ratings.

Another essential consideration is convenience. Consumers demand quick and simple ordering, payment, and delivery of fast food. Fast food businesses must emphasize quick service, efficient operations, and user-friendly technologies such as online ordering and payment systems. Pricing is also an important component in consumer satisfaction in Riga's fast food business. Consumers want economical lunch alternatives that are also excellent value for money. This implies that fast food companies must maintain quality while pricing their menu items competitively.

Thus, the most essential aspects that lead to consumer satisfaction in the Riga fast food business are meal quality, convenience, pricing, and customer service. Restaurants that focus these qualities are more likely to achieve good customer satisfaction and success in Riga's competitive fast food sector.

Going forward, various trends and variables are expected to affect the industry's growth during the next five years. Changing customer choices and lifestyles are one of the key elements fueling the growth of Riga's fast food business. Customers are increasingly searching for fast and easy meal alternatives that they can eat on the move or at home. As a result, fast food businesses that can provide quick and efficient service, as well as simple online ordering and delivery alternatives are expected to thrive in the future years. The emphasis on healthier and more sustainable food alternatives is another trend that is expected to impact the industry's future.

Consumers are increasingly looking for healthier and more sustainable alternatives as they become more aware of the negative health and environmental impacts of fast food. Fast food businesses that can provide healthier menu alternatives, such as vegetarian or vegan options, as well as employ sustainable foods and packaging materials, will likely be more profitable in the future years. Changes in customer tastes, a focus on healthier and more sustainable food alternatives, and technological innovation are expected to affect the evolution of Riga's fast food business during the next five years. Fast food restaurants that are able to react to these trends are more likely to flourish in a competitive market.

Conclusions

In conclusion, the fast food industry in Riga, Latvia has experienced significant growth and development in recent years, with a variety of international and local fast food chains establishing a presence in the city. During this time period, the city has also seen an increase in the number of fast food restaurants. The market for this sector is notoriously cut-throat, and it places a premium not just on speed and convenience but also on cost-effectiveness, quality, and accessibility.

The quality of the cuisine, the convenience of the location, the cost, and the level of service provided to customers are some of the most important aspects that quick-service restaurants in Riga need to focus on if they want to be successful in this market. In addition, there is a rising emphasis on food alternatives that are both healthier and more sustainable, and it is anticipated that technology innovation will play an increasingly important part in the growth of the sector.

The business of quick service restaurants in Riga is expected to maintain its rapid pace of change over the next five years, looking forward. It is anticipated that the sector will adjust to the shifting expectations of consumers, with a concentration on products that are healthier and more environmentally friendly, as well as on ways that technology may enhance the customer experience. Riga's fast food businesses that are able to successfully manage these developments have a good chance of succeeding in the city's competitive restaurant sector.

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Rusu Adrian. AN ANALYSIS OF CURRENT STATE AND FUTURE TRENDS OF THE MARKETING SECTOR IN ROMANIA

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Abstract

Research relevance: Marketing is the way of a company to promote their business, product, incoming events, and a lot more. Marketing is a continuous evolving sector, which saw a very impressive growth in the last 5 years of about 12% per year. One of the reasons being the continuous digital advancement, and the sector needs to adapt at the same time with the latest digital advancements. Marketing is a sector in which you need to adapt non-stop to the new trends, strategies, technologies and more. People spend around 2 hours a day on social media, so it's no surprise that social media marketing is very important, if you want to promote your product, business, event, etc. Usually a post on social media, Instagram for example is like that: A photo/video with a nice description (sometimes), and a like to the product, nothing special, right? Wrong social media is harder than this, you need your product, and your targeted clients, and why the people should choose your product, instead of the competition, and more. It's very complicated, because you work with a lot of unknown people and you need to do your post, based on current trends and it's hard.

Research goals: To analyze the current state and the future of the Marketing sector.

Research methods: Questionnaire, statistic trends, interviews with people who already work in this sector, sector analyzing

Main findings: The recent developments of the social media had a huge impact over the marketing sector, due to warming increase of number of hours people spend on the social media. Marketing is always evolving, for example during the Covid-19 pandemic, the sector moved online and started to reorient from the old offline marketing to online marketing. The importance of marketing is that it makes your customers aware of your product and service and influences them on making a decision

Keywords: marketing; social media; marketing trends.

Introduction

Marketing is considered by some businessman's, to be the heart of every business, and I highly agree on that. Like you're going to make your customers to meet and buy your product, attend your event or know your service, without marketing? I'm not an expert in the field, but I tried to do some research in the field can provide you with accurate and dated information about online marketing in Romania. But first let's define what online marketing is. Online marketing is defined as the promotion of products or services to the potential customer using different web channel to post ads. Like for example: Instagram, Facebook, google, YouTube, TikTok, and others. This is also known as social media marketing. When you post an ad, first you need to identify your targeted customers, like for example (20–25-year students from Riga passionate about fashion). Are we going to talk more about this is the following pages. My research purpose is to see the evolution and the future of online Marketing in Romania, using different

methods. Like interviews with people who already work in this sector, an online questionnaire, statistic trends with the current state or the future of the online marketing in Romania. And without any other introduction, let's start the research.

Statistic data. By using an online search engine, I manage to gather some statistical data about the online marketing sector in Romania. The online marketing sector saw a huge growth in the last 5 years especially during the COVID-19 pandemic. Because everyone was in lockdown and started to spend more and more time on social media platform. And this had a huge effect over the online Marketing sector, initially the sector saw some loses in digital ad spending from \$239 million in 2019 to \$220 million in 2020, but had a huge improvement from 2020 to 2021, and was reach \$248 million, being even higher than in 2019, despite this the social media users was saw an improvement from 9,9 million in 2019 to 11,4 million in 2020, all the way to 11,9 million. Why is this number important for my research, because a higher number of social media users, means a higher chance for your ad to be see by your targeting clients, so a higher chance for a potential client to interact with our product, and make a purchase. This being one of the reasons why the e-commerce revenue was grown from \$4,1 billion in 2019 to \$4,8 billion in 2020 to \$5,5 billion in 2021.

As you can see the sector had an improvement of about \$700 million annually, which saw us the increased interest of people in online purchases. And also, the increase of number of mobile users from 15,5 million in 2019 to 16,4 million in 2020 to 16,8 million in 2021. As you can see the pandemic had a huge effect on the increased number of online users. But why is this important to my study. Well, I'm glad that you ask. So, a higher number of active mobile users is one of the reasons why e-commerce revenue was increased so much during the pandemic.

As you can see the marketing sector was saw some huge improvements during the pandemic, but now let's compare these results, to the growth in past 5 years (see Table 1).

Table 1. Statistical data

Year	Digital ad spendings(\$ million)	Social media users(million)	E-commerce revenue(\$ billion)	Mobile users
2018	209	9,3	3,5	15
2019	239	9,9	4,1	15,5
2020	220	11,4	4,8	16,4
2021	248	11,9	5,5	16,9
2022	284	12,3	6,2	17,5

As you can see in the table the online marketing had a huge growth in the past 5 years, and the increase in ad spending in the past years, had an incredible improvement over the e-commerce revenue, which almost double in the past 5 years. Growing from \$3,5 billion to \$6,2 billion. Another reason for such an increase in e-commerce revenue was the increasing number in social media users, due to the increase popularity of Instagram and Tik Tok. This number, growing from 9,3 million users in 2018 to 12,3 million users in 2022. But the biggest increase was during the pandemic, when the number of social media users was growing by 15,1%, or an increase of 1,2 million users in just one year, from 9,9 million users to 11,4. And also the increased number of mobile users, was also a big factor in increasing the online marketing spending and revenue. Growing from 15 million active users in 2018, to approximately 17,5 million users.

As you can see again the COVID-19 pandemic had a positive impact over the increased number of mobile users. That was because everyone was in lockdown, and all education institution where moving in online, so all the students needed mobile device/computers to enter in online classes, so that's why the

number of mobile users was increased by 900 million from 15,5 million in 2019 to 16,4 million in 2020, an increase of about 5,8 % in just one year.

The reason why online marketing had a huge growth in the past 5 years, but especially from 2019-2020, was because during the lockdown everyone stayed home, so they start to spend more time on the internet and to interact more and more with online ads. If the number of people who interact with your ad increase, usually correlates with an increase in number of potential clients, and even absolute clients.

The previous research didn't focus on the future of online marketing, and how important is to adapt to the changes, for example in a study from 2020 from Referatulmeu.eu, named online Marketing, the author didn't specify nothing about the future of marketing, and was talking about the evolution, without offering some statistic information, as I did, or to prove his statements through a google form. And a watched to other studies, and no one, was asking specialists in the field, about the evolution of online marketing, and how they will see it in the future. My paper contains all of these, so I'm basically did a better study in online marketing, than previous research in the field

Research Methodology

For my research, I first started by searching online statistic data for the last 5 years, about the online marketing in Romania. Which was quite difficult because some of the data, were pretty hard to find, but after searching it for a long time, I manage to find some of them by using ChatGPT. After that I was thinking about creating a questionnaire in google forms, to understand better what is the current situation of the online marketing in Romania, the form was containing 22 questions, some of them, I didn't use in my research, because they had no relevance to my study. For composing the online marketing questionnaire, I used ChatGPT, and after I compose the questionnaire I was sending the questionnaire to 2 WhatsApp group and posting it on instagram, and got 14 response to the questionnaire. After that I write all the relevant data on the paper, and got impressive results. As for the interviews, I was speaking to some of my friends who already work in the field of marketing, I invited them in turn to an online meeting on meet. And I asked them, what do they think about marketing in Romania, and how do they see it evolving in the future. As you can see, I received 2 different opinions, but which resulted in the same conclusion. How online marketing has evolved a lot in recent years, thanks to social networks, and that this trend will continue in the coming years. My research is basically a combination, between online research, statistic and interviews. In order to understand better the field, and in which direction is heading in the future

Results

Online marketing questionnaire. I realized on questionnaire on interaction of people with online marketing, here is the questionnaire I used in my research <https://forms.gle/22iULY7Wi8SnfpYZXz>. Unfortunately, I could not upload the excel document with all the results. I gather the answer from 14 people (63,3 % males and 36,7 % women's). The majority of the participants were between 18-25 years old (71,1 %), and the rest of the participants were 25-35 years (7,1 %). 35-50 (14,3%), 50-65 (7,1 %)

The majority of the participants had University degree or other higher educational degree (71,4 %), and for the rest of the participants the graduate degree was a Highschool degree (38,6 %).

For the question *How often do you use the internet?* on the scale from 1 to 5, when 1 means very often and 5, very rarely / not at all, the majority of the respondents (57,1%), said very often. Which show us

that the majority of Romanians use the internet very often? For the question *What social media platform do you use the most?* 57,1 % of the respondents said Facebook, 64,3 % said Instagram, 50 % said YouTube and 35,7 % said Tik Tok, which show us the primal social media platform used in Romania. For the question *How often do you interact with social media ads from brands* (you will have to answer the following question on a scale from 1 to 5 where 1 means very often, 5 very rarely or not at all). Majority of the respondents (42,6%) said not so often but not rarely. This indicates that Romanian are not interacting with the social media ad, that often. For the question about *How likely is to purchase a product based on a social media* and the majority of the respondents (35,7 %) unlikely. This indicates that Romanians are mostly unlikely to make a purchase based on a social media ad.

For the question *Have you ever clicked on a digital ad before ?* 78,6 % said yes, and 21,4 % said no. This shows us, that in Romanian almost all the respondents they clicked at least once on a social media ad. For the question. *What types of digital ads are you most likely to clicked.* Majority of the respondents (50 %) said Social media ads . This result is to be expected, considering the majority of the respondents use Facebook and Instagram). For question. *How likely are you to make a purchase after clicking on a digital ad.* The majority of the respondents (35,7 %) said that is unlikely for then to purchase a product based on a digital ad. Which indicates that majority of the respondents are not making a purchase based on a digital ad.

For the question *How important is personalization in digital marketing*, the majority of the respondents (26,6 %) said kinda important. Which means that they're not so intrested in personlize in digital ad. At the question For 1-5, *how likely are you to sign up for a company's email newsletter.* The majority of the respondents (28,6 %) said likely. Which show us that majority of Romanians, don't sing up to company's newsletter. For the question about what motivates then to purchase a product, the majority of the respondents (78,6%) said the quality. *Which indicates that, for the majority of the Romanians Quality is the most important thing, when making a purchase.* For the question about *if they ever purchased a product based on a influencer recomandation*, the majority of the respondents (71,4 %) said no. This shows that romanians, are not making a purchase based on a influencer recomandation.

For the question *How lkely are you to leave a review to a product or service you have used*, the majority of the respondents (30,8 %) said likely. Which indicates, that majority of the Romanians are usually reviewing they're used product. For the final question the respondents where asked about *How likely are to recomand a brand to others.* The majority of the respondents (42,9 %) said not likely or either unlikely. This indicates that majority of Romanians usually are not likely or unlikely to recomand a brand to others.

Based on this questionnaire we can see, that online marketing is very devoloped, but still needs some improvments. Despite that majority of the population is using the internet very often, they're still not interacting very often with social media ads, but the majority clicked at least once on a digital ad. Anyway is room for improvments, and we gonna see who, in the next section.

Interviews. The interviews were collected from 2 people working in online marketing.

— Cristi, 32 years old. Cristi has 3 years of experince in the field of online marketing

Hi, Cristi. What is your opinion about the evolution of online marketing sector in Romania?

In my opinion in the past, Romanians don't really understood the valeu of online Marketing. And as a results some of the companys didn't invest that much money in to it. Nowadays the peoaple and the companies started to understand the importance of marketing. Social media platforms are everywhere, and they started to be used by peoaple of all ages. Despite not everyone understood the importance of social media platforms, soo would be a challenge to educate our workers, business partneres. They're

many entrepreneurs who spend chaotically. These entrepreneurs are like “I don’t need your help, I can do it by myself” and just spend and spend, without asking a specialist. They don’t understand the fact, that if they paid a specialist, they would save a lot of money. Ok, maybe it’s a higher price, if you’re hiring a specialist, but the efficiency of the ad would be much higher. I’m also considering, that the evolution of the sector is very fast, if we look for example on social media, we can see the rapid increase of number of tik tok users, in recent months, even surpassing facebook, in the number of users. This represents a great challenge for those who work in the field to face these changes and to be aware of all the news in the field. In this field, everyone is a specialist in a certain niche, personally I have the bases in several subcategories in the field, usually the employers want you to do all of them, graphics and ads on facebook and test. Another really important thing for the evolution, is to be aware of AI, especially on the test and content part. I’m very shocked about how much was evolving in the past years, we can use it, but we must intervene and not promote artificial content everywhere. Because most probably social media algorithms would not let us do it, we need to adapt and to use the information obtained using artificial intelligence

Ok, thank you. What is your opinion about the future of online marketing in Romania?

Cristi: As I told you before would be a very big challenge to integrate the AI in online marketing. If I am to talk especially about Romania, I think, that we need to educate entrepreneurs, to understand the importance of it. In the future would not be able to differentiate the marketing in Romania, from the international one, because it is a very challenging field, which is changing a lot, and in Romania most probably we’ll follow the international Marketing structure, The big changes will always come from the social media platform and search engine and we’ll need to adapt. The biggest challenges in Romania would be to convince the businesses to not spend chaotically. For example if you have a small business, don’t invest in a television ad. You have to target your customers, and you will see that if you know how to target your customers, you will have a much better return. The important thing, is for example, if you’re investing 1 euro in your marketing campaign, to get 1,1 euro, or even more. As long as you invest with your head and know how to measure your results. Regarding the future of online marketing, Romania it has a lot of potential, but you have to constantly learn in the field.

— Cosmina 22 years. Cosmina is a student, with 1 year of experience in the field, and today we’re going to ask her about the evolution and the future of online marketing in Romania

Hi, Cosmina. What is your opinion about the evolution of online marketing in Romania ?

online marketing has evolved a lot in the last 10 years. from popularizing social networks just to keep in touch with friends to using them for commercial purposes, to promote new products. in our country, online marketing has rapidly taken the place of conventional means of promotion. that is, if you do not promote yourself online, you are nothing. As for the present it is essential to promote yourself online to be successful. and to promote yourself in a professional way to be taken seriously. if you don’t do this, you risk not being seen or appreciated as much

OK, what do you think is the future of online marketing in Romania?

Cosmina: Well, about the future I think that online marketing will continue to evolve, but not at such a fast pace. there will probably appear a social network or a functionality on one of the existing ones that will become essential in promotion. So it is hard to predict the exact future of the field

As you can see from the both interviews, the online marketing in Romania was seeing a huge development in the past years, due to the increase in number of social media users, and the various advances. There are still many difficulties in the field, from entrepreneurs who do not want to invest in marketing, to the image of the company and social networks that are continuously evolving. But as you see, the future of

online marketing in Romania is very bright, and it will continue to evolve, maybe a new social network will appear or some changes will appear on the already existing networks. And we will have to adapt, regardless of the change

The results were impressive, first of all, we can look at the table with the evolution of the field in the last 5 years, and see that it had a very rapid growth, especially during the pandemic. When everyone was in lockdown, so more and more people started using social media platforms, the number of social media users growing by 1,5 million active users, in just one year from 9,9 million to 11,4. Initially the digital ad spending was decreased from 2019 to 2020 by \$19 million, but it grew exponentially the following year, with an increase of \$28 million. Why is this important for my research? Because in the period of time the e-commerce revenue was also increased by \$700 million per year, and was having an even bigger increase in 2022, growing by \$1,25 billion from \$5,5 billion, to \$6,75 billion. This increase can also be attributed to the increasing number of mobile users which grew from 15,5 million users in 2019, to 16,4 million an increase of almost 1 million active users in just one year. And this number, was continued to grow since then and together with him, the e-commerce revenue. Now for the questionnaire, the answers were very diverse, and they gave me an overall picture of people's interaction with online marketing. As we can see most respondents who use social networks predominantly use Facebook (57,1 %) and Instagram (64,3 %), and the majority, don't interact with social media ads (42,6 %), and other statistical data, which we have already discussed above, in more detail.

This questionnaire is giving us, a small overview of the sector, because I only had 14 respondents, and most of them, were teenagers between the age of 18-25 years old. The 2 interviews, were very similar, in terms, of responses, but their opinions differed a lot. Cristi told us, how at first people didn't really use online marketing, but over time they started to understand its value, even though they are still entrepreneurs, who prefer to do the marketing by themselves, than to call on a specialist, due to higher costs. He also pointed out that the increase in the number of tik tok users in recent years, recently surpassing even Facebook, has brought a change in the market. As he said "This represents a great challenge for those who work in the field to face these changes and to be aware of all the news in the field. In this field, everyone is a specialist in a certain niche, personally I have the bases in several subcategories in the field, usually the employers want you to do all of them, graphics and ads on facebook and tik tok". And last but not least, he told us that he was surprised at how A.I. has evolved in the last year

And regarding the future of online marketing. He told us that Romania has a lot of potential, only that we will have to constantly adapt to the changes in the field. And most likely, in the future online marketing will be standardized, because it is directly influenced by social media platforms and search engines, such as Google. In his opinion, the biggest challenge in Romania is to convince entrepreneurs not to spend chaotically in online marketing

Cosmina she had different opinions about both the evolution of marketing and its future. she believes that social media networks have evolved a lot in the last 10 years, adding from their initial use to chat with friends, to a method of marketing and selling your product, online marketing "Was rapidly taken the place of conventional means of promotion. that is, if you do not promote yourself online, you are nothing. As for the present it is essential to promote yourself online to be successful. and to promote yourself in a professional way to be taken seriously. if you don't do this, your product or service risks not having a positive review. As for the future of online marketing, she believes that it will evolve at a slower speed and that a new social network will appear in the future



Conclusion

In conclusion we could see that online marketing had a very big evolution in recent years, and this can also be seen due to the increase in the number of social media users, mobile data users. You can also see an increase in digital ad spendings, which together with the first 2 factors, led to a constant increase in e-commerce profit. We can also see due to the statistics, there is still room for improvement, because not everyone clicks on ads, also not everyone buys a product because of an ad, and most importantly in my opinion, not everyone leaves a review. I think it is super important what your customers think about your product, service or event, etc., so that you know in the future how to improve them, or how to make people have a more positive opinion about your product. Nothing is more important for your business, nothing is more important than the way your customers or your potential customers are seeing your product.

We can also see how online marketing evolves continuously and its future is very subjective. The first person told us that it will evolve super fast in the future and that it will be standardized according to the evolution of social media and search engines. While, the second person interviewed told us that online marketing will continue to evolve, but not as fast as before, because it is possible that a new social network will appear and the market will have to adapt to its requirements.

In the future, if someone wants to carry out a research in the field, first of all, I would recommend that they send the questionnaire to many more people, and try to get answers from several hundred people. And I would also recommend him to interview several people, to get more diverse opinions, and to help him better with his studies. An interview with a specialist in each branch of the field, to observe how specialists from various branches see online marketing in this field

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Sai Teja Kamma. ACCESSIBILITY TO THE RIGA PUBLIC TRANSPORTATION SYSTEM

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Abstract

Research relevance: This paper aims to discover and describe the transportation industry in Riga, the extensive and inexpensive network of public transport in Riga. Accessibility can be defined as the facility that helps people to reach a location to perform an activity. A summary of the case study an accessibility analysis of the public transportation system in Riga is provided in the research. The public transportation services in Riga present and highlight the city's transportation network while discussing its issues and future growth goals. The author continues to examine the Rail Baltica project's intended Riga Central Multimodal Public Transportation Hub and offers an analysis of the Riga Transport System's accessibility at the present, prior to renovation. The quickest path (or shortest travel time) was used to determine accessibility during the morning rush hour. The Accessibility to public transportation was examined and contrasted with private car journey time. The Riga transport model, which was developed in the EMME program and is supported by the Riga municipality, was utilized by the author to perform the computations. The zones with the longest trip times that need to be upgraded for a more enticing public transportation system were identified.

Research goal: To establish long distance travels and assess accessibility and connections between the Riga city and the key destinations in the Latvian regions and Baltic states.

Research methods: The author has used such analysis techniques as questionnaires and interviews with passengers. The interviews conducted by Intelligent Transport Company and the surveys conducted by the European Commission served as the foundation for this study.

Main findings: The study will demonstrate that as the number of people using public transportation rises, additional public transportation or vehicles with bigger/smaller capacities are introduced to offer passengers a service that is cosy, secure, quick, and priced.

Keywords: urban transport system; public transport; accessibility; measures; long distance travels.

Introduction

The city's social and economic activities depend heavily on the efficient transportation system in Riga, the capital of Latvia. There are several distinct kinds of transportation available in Riga, including buses, trolleybuses, trams, and a metro system. The Riga Municipal Transport (Riga's Satiksme), which oversees managing, operating, and maintaining all public transportation in the city, oversees the city's public transit system. Using shared routes and electronic payment systems, the system is integrated. With the creation of a contemporary tram network, the expansion of trolleybus routes, and the introduction of new, environmentally friendly means of transportation including electric buses, the city's transportation system has seen considerable changes recently.

The addition of various transit options has increased citywide connectedness and lessened the total environmental effect of transportation. The Riga transportation system will be thoroughly examined in this study paper, along with its development goals, problems, and current state. We will look at how public transportation affects tourism, jobs, and the sustainability of the environment in Riga's economy and society. In addition, we will examine the effectiveness of the transportation system in satisfying the requirements of various user groups and pinpoint opportunities for development.

Literature Review

The transportation system of Riga has been the subject of numerous studies and research papers, focusing on its history, status, challenges, and future developments. In one study, Bihmane and Birzniece (2017) give a summary of the history, current state, and future growth plans of the Riga public transportation system. The authors found that the current state of the public transportation system in Riga is characterized by a high number of routes, low frequency of service, and low passenger demand in some areas. They also found that the system suffers from a lack of coordination between different modes of transportation, which leads to inefficient use of resources. To address these issues, Bihmane and Birzniece proposed several optimization strategies, such as optimizing the route structure, improving the frequency of service, and optimizing the scheduling of buses and trams. They also proposed the use of a demand-responsive transit system as a potential solution to improve service in low-density areas. Overall, their research suggests that optimizing the public transportation system in Riga can lead to significant improvements in service quality and efficiency. By implementing the proposed strategies, the city can better serve its residents and visitors and promote sustainable mobility.

In another study done by Blumberga and Potapova (2017), which was published in the academic journal "Transport and Telecommunication", there was a focus on analyzing the efficiency of the public transport system in Riga, the capital city of Latvia. The researchers used a comprehensive set of data, including passenger surveys, timetables, and route maps, to evaluate the performance of various modes of public transport, such as buses, trams, and trolleybuses. They also analysed the impact of varied factors on the efficiency of public transport, such as congestion, travel time, and service quality. The findings of the study indicated that the efficiency of public transport in Riga could be improved through several measures, such as improving the coordination between different modes of transport, introducing more flexible ticketing systems, and optimizing the route network. The study also highlighted the importance of addressing the needs and preferences of passengers to increase ridership and improve the overall efficiency of the system. Overall, the research paper provides valuable insights into the challenges and opportunities of public transport in Riga, and can be a useful resource for policymakers, transport planners, and researchers in the field of transport and mobility.

Kucinskis and Jurevica (2019) conducted the study titled "The Attitude of Riga Residents towards Public Transport and Possible Improvements". The study aimed to assess the attitudes of Riga residents towards public transportation and to identify improvements that could be made to the public transport system in Riga, Latvia. The researchers collected data through a survey that was administered to 1,000 residents of Riga. The survey included questions about the frequency and mode of transportation used by respondents, their satisfaction with the public transport system, and their suggestions for improving it. The study found that most respondents in Riga used public transportation regularly, with buses being the most used mode of transport. However, a significant proportion of respondents expressed dissatisfaction with the quality of public transport, citing issues such as overcrowding, infrequent services, and poor maintenance of vehicles and infrastructure. The researchers also identified several areas for improvement, including the need for more frequent and reliable services, the provision of better

information and communication about public transport services, and improvements to the quality and cleanliness of vehicles and infrastructure. Overall, the study suggests that there is a significant demand for improvements to the public transport system in Riga, and that addressing these issues could lead to increased satisfaction and usage of public transport among residents.

Lagzdiņa's research focused on the integration of sustainable urban mobility planning principles into the Latvian urban planning system, using the case of Riga City Transport Development Plan. The study found that the current transportation planning system in Riga does not fully integrate sustainable mobility principles and practices, and that there is a need for better coordination between different stakeholders involved in urban planning and transport development. The research also highlighted the importance of public participation in the planning process to ensure that the needs and preferences of the community are considered. Furthermore, the study proposed several recommendations to improve the integration of sustainable mobility principles into Riga's urban planning system, such as promoting active transport, improving public transport services and infrastructure, and introducing demand-responsive transport services. Overall, the research suggests that integrating sustainable urban mobility planning principles into the Latvian urban planning system is crucial to achieve a more sustainable, efficient, and equitable transport system in Riga.

Brencēna's research investigated the factors influencing public transport usage by the elderly population in Riga City. The study found that the elderly face several barriers when using public transport, such as physical limitations, safety concerns, and difficulties with route planning and ticket purchase. The research also revealed that social and psychological factors play a key role in determining the elderly's use of public transport. For instance, the study found that the availability of social support networks, such as family and friends, can significantly affect the elderly's willingness to use public transport. Moreover, the study identified several strategies to improve public transport usage by the elderly in Riga, such as providing special seating, ensuring safety and security measures, aiding with ticket purchase and route planning, and improving the visibility and accessibility of public transport stops and vehicles. The research suggests that improving public transport accessibility and addressing the needs of the elderly population is crucial for promoting sustainable mobility and achieving social equity in Riga City.

Research Methodology

Research methodology refers to the process stage which explains how the research was conducted. This research study follows a specific way of study. The aim of the study is to establish long distance travels and assess accessibility and connections between the Riga city and the key destinations in the Latvian regions and Baltic states. The study was conducted on the public transportation industry in Riga, one of the protuberant states and capital state in Latvia. The purpose of this study is to increase accessibility and connections between the Riga city the key destinations in the Latvian regions and Baltic states. This research has covered a total number of fifteen respondents and this sample of fifteen respondents was taken anticipating covering the research as planned. Among these are people who use public transport daily and other participants were participated.

The main purpose of this study is assessing the to increase accessibility and connections between the Riga city the key destinations in the Latvian regions and Baltic states. The research approach for this study consists of an analysis of the research literature.

Primary data of fifteen respondents were collected by questionnaire by using convenient sampling methods. Answers from respondents to all questionnaire items were given on a five-point Likert scale in which one "Strongly agree" and 5 "Strongly disagree". Since the official language in Latvia is Latvian

but the questionnaires were administered in the English language. This study consists of a random sampling procedure that was affianced by an aspect of the type of sectors as strata. Since Latvia is a significant market in all Baltic States, this research study is highly significant. There was total of six questions for the survey.

Results

Figure 1 provides the results on gender distribution.

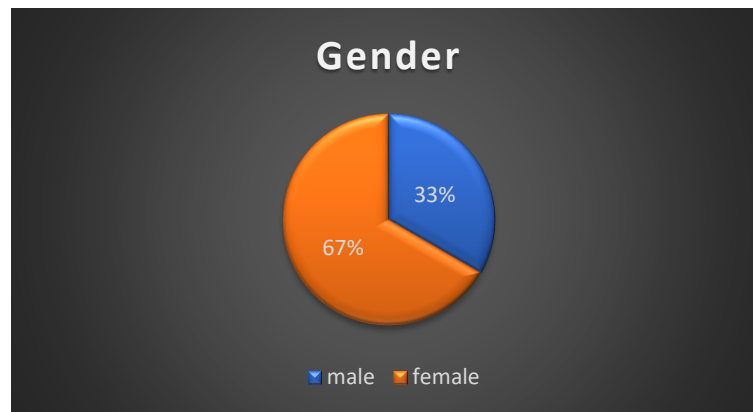


Fig.1. Gender of demographic results. (Source: authors data)

The diagrams below provide answers related to transportation.

How frequently do you use public transportation in Riga?
14 responses

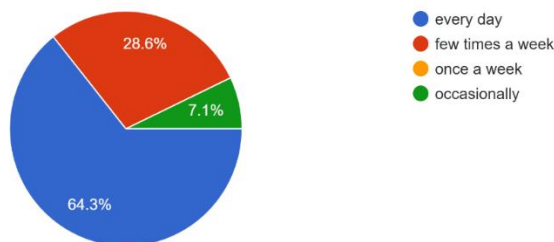


Fig.2. How frequently do you use public transportation in Riga? (Source: authors data)

Most of the people how have done survey use the transport system everyday. The next graph shows answers to the question of whether the public transportation in Riga is affordable?

Do you feel that public transportation in Riga is affordable?
14 responses

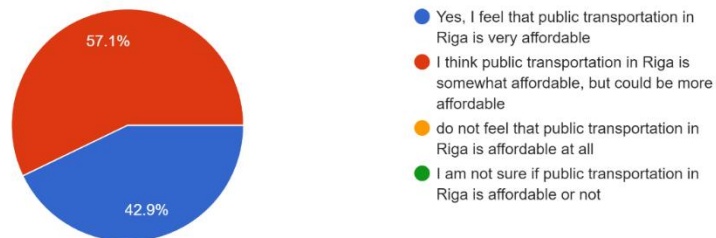


Fig.3. Is public transportation in Riga affordable? (Source: authors data)

There is exceedingly small difference between the responses about the cost of public transport. The following graph shows the answers to the question “Have you experienced any issues with public transportation in Riga?”

Have you experienced any issues with public transportation in Riga ?
14 responses

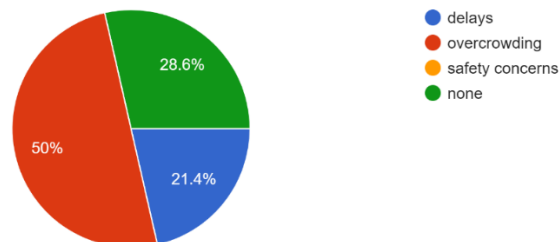


Fig.4. What are the issues with public transportation in Riga? (Source: authors data)

Most of the respondents have said overcrowding is the main issue. The next graph shows answers to the question of whether participants encounter ticket inspectors while using public transportation in Riga.

How often do you encounter ticket inspectors while using public transportation in Riga?

14 responses

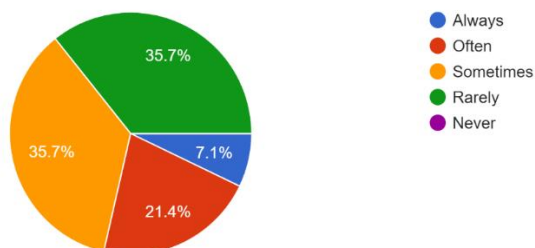


Fig.5. Do you see ticket inspectors while using public transportation in Riga? (Source: authors data)

Most of the respondents rarely or sometimes go through ticket inspectors while using the public transport. The following graph shows how satisfied are you with the quality of public transportation in Riga?

On a scale of 1-10, how satisfied are you with the quality of public transportation in Riga ?

14 responses

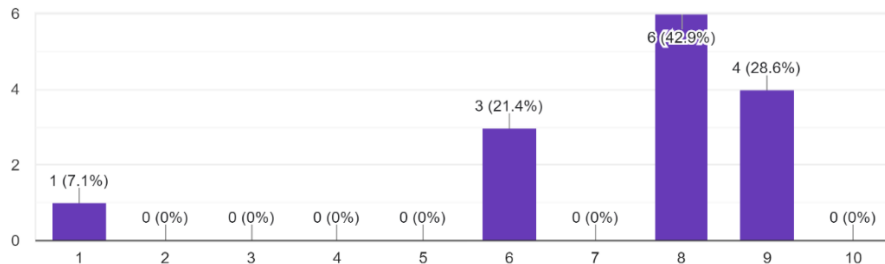


Fig.6. Are you satisfied by using public transportation in Riga ? (Source: authors data)

From this we can most of the people like the transportation system in Riga. Here are some more results about Riga public transportation Based on feedback from residents and visitors, here are some things that people appreciate about Riga's public transportation system:

- Accessibility: Compared to other European cities, Riga's public transportation system is very affordable, making it available to a wide spectrum of individuals.
- Convenience: Access to most of the city, including the suburbs, is made possible by the public transit system, which is well connected. Buses, trams, trolleybuses, and trains are all part of the system.
- Accessibility: Many vehicles in the public transit system include ramps and low floors to make them more accessible to those with impairments.

- Environmental friendliness: The public transportation system in Riga is viewed as a sustainable substitute for individual automobiles, which aids in lowering the city's traffic congestion and air pollution.

Overall people admire Riga's public transportation system for its accessibility, affordability, convenience, dependability, and environmental friendliness.

Going forward into further mission the city of Riga has set a goal to improve its public transportation system and make it more sustainable, efficient, and user-friendly in the coming years. Some of the initiatives and plans that may shape the future of Riga's public transportation system include:

- Renewal of public transportation infrastructure: The city plans to invest in the renewal of public transportation infrastructure, including the modernization of tram tracks and the construction of new bus and tram stops.
- Expansion of the public transportation fleet: The city plans to expand its public transportation fleet, with the purchase of new buses, trams, and trolleybuses that are more environmentally friendly and have improved accessibility features.
- Introduction of a new ticketing system: The city is planning to introduce a new electronic ticketing system that will allow passengers to pay for their trips using a mobile app or a smart card.
- Improvement of traffic management: The city is working on improving traffic management to reduce congestion and improve the efficiency of public transportation services.

Overall, the city's plans suggest a continued commitment to improving Riga's public transportation system in the coming years. However, it is important to note that these plans are subject to change and may be impacted by numerous factors, including funding availability, political support, and external factors such as changes in technology and mobility trends.

Conclusions

Effective transportation is essential for social and economic activity in Latvia's capital city of Riga. All modes of public transportation in the city, including buses, trolleybuses, trams, and a metro system, are managed and run by Riga Municipal Transport (Rīgas Satiksme). Shared routes and electronic payment methods are used to integrate the system. The city's connectivity has improved, and the environmental impact of transportation has decreased, thanks to the recent extension of the transportation system, which includes a modern tram network, more trolleybus lines, and other environmentally friendly modes of transportation.

The goal of the study paper is to do a complete analysis of the Riga transportation system, including its development objectives, issues, and present condition. It will examine how public transportation impacts tourism, employment, and environmental sustainability in the economy of Riga. society. The document will also evaluate how well the transportation system meets the needs of various user groups and pinpoint areas for improvement. Overall, the report emphasizes how critical sustainable and effective transportation is to the development and prosperity of Riga.



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Sudhanshu Rana. GROWTH OF BICYCLES INDUSTRIES IN NORTHERN INDIA

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Abstract

Research relevance: This report highlights the significance of promoting the use of bicycles to establish a sustainable transportation system. The study investigates various factors concerning bicycle planning and their influence on people's choice of transportation. The growing awareness regarding health and environmental issues has led to an increase in bicycle usage, as people seek eco-friendly and affordable alternatives in the wake of rising oil and gas prices. The report gathers information on bicycle planning, policies, and other factors that impact the adoption of bicycles for commuting. The research also reveals variations in research methodologies on bicycling and bicycle planning, but it consistently highlights the importance of bicycle infrastructure. This implies that building suitable infrastructure can encourage more people to use bicycles for daily transportation. Through this research, the objective is to gain an understanding of the current and future state of the bicycle market, as well as explore sustainable approaches to designing user-friendly bicycles. The study also addresses several challenges faced by the bicycle industry, including the dominance of specific types of bicycles, such as roadsters, fancy bikes, and those geared towards teenagers. These include mountain bikes, sports bikes, hybrid bikes, touring bikes, and other motorized bicycles. Researching the development of new bicycle models can aid in comprehending and promoting efficient business practices, leading to better business management. These findings can also contribute towards shaping and enhancing the growth and profitability of the bicycle industry, making it more sustainable and responsible.

Research goal: The aim is to examine the Growth of Bicycle Industry in Northern Part of India

Research methods: The Author has used Such Analysis Techniques as Questionnaires with People in Locality in the Northern Part of India. The Research is Based on the Secondary Data Collected from the research done by Puneeth B.R. in his Case Study Report

Main findings: The findings indicate that Indian customers, irrespective of their gender, possess a thorough understanding of the bicycle industry, which has witnessed a consistent growth over the past few years in various avenues such as the country's economy, the contribution of the international economy, research in bicycle area. Few recommendations are also suggested to take the concept further. The data also suggest several potential opportunities for further advancement in this industry. The study's results indicate that the bicycle industry possesses a significant potential for further expansion and development. Companies can differentiate themselves from competitors by emphasizing product innovation and cultivating stronger relationships with customers.

Keywords: development; bicycle industry; India; sustainability.

Introduction

In India, bicycles have been a popular mode of personal transportation for many years. However, with advancements in technology, the use of bicycles has declined among the middle and high-income groups. Recently, there has been a renewed interest in cycling due to a focus on fitness and adventure biking. Increased traffic, industrialization, and environmental concerns have also led to a rise in the demand for

cycling in India. The state of Punjab is the top producer of bicycles in the country, with almost 10.5 million units manufactured in 2017.

It is anticipated that bike manufacturers from China will introduce lightweight technologies and boost the bicycle industry in Punjab. This move is expected to stimulate the growth of India's bicycle industry, with an increasing trend of digital shopping and a significant market share expected to accelerate over the forecast period. The majority of the Indian population, belonging to the medium and low-income group, still prefer physical shopping and prioritize sales through offline specialty stores. The e-bike movement is gaining momentum, attracting both existing and future enthusiasts.

According to a report, e-bikes are likely to capture half of the global bicycle market by 2022. Popular brands such as Atlas, Hero Cycles, and Avon cycles offer affordable bikes that cater to a significant portion of the market, accounting for about 60% of the market share in 2017. Other brands, such as Firefox and Decathlon's B'Twin, cater to the high-end market. In the period between 2017 and 2030, industry analysts predict that the Indian bicycle industry will grow at a CAGR of 8.6%.

Literature Review

The bicycle industry in India has been facing numerous challenges in recent years, including increased competition from motorized vehicles, low-profit margins, lack of innovation, and inadequate infrastructure. In this literature review, we will explore these challenges in more detail and examine potential solutions. The increasing popularity of motorized vehicles such as cars and motorcycles has led to a decline in demand for bicycles in India. According to a report by the Federation of Indian Chambers of Commerce and Industry (FICCI), the sale of bicycles in India has declined by around 25% over the past decade, with the market now dominated by motorized vehicles (FICCI, 2019). The shift towards motorized vehicles can be attributed to rising incomes, urbanization, and changing lifestyles. As a result, many bicycle manufacturers have been forced to shut down or reduce their production capacity.

The bicycle industry in India is characterized by low-profit margins, with most manufacturers struggling to remain profitable. According to a report by the Indian Bicycle Industry Association (IBIA), the average profit margin for bicycle manufacturers in India is only around 3-5%, with some manufacturers operating at a loss (IBIA, 2018). This is due to intense competition, high raw material costs, and low consumer purchasing power.

The bicycle industry in India has been slow to adopt new technologies and innovations, which has led to a lack of differentiation in the market. As a result, consumers have little incentive to purchase bicycles over other modes of transportation. According to a report by the Ministry of Heavy Industries and Public Enterprises, the bicycle industry in India needs to focus on innovation and design to remain competitive (Ministry of Heavy Industries and Public Enterprises, 2018).

India's inadequate infrastructure, such as poorly maintained roads, lack of bike lanes, and traffic congestion, makes it difficult for cyclists to commute safely and comfortably. This has discouraged many people from using bicycles as a means of transportation. According to a report by the World Resources Institute, India needs to invest in cycling infrastructure to encourage more people to use bicycles (World Resources Institute, 2019). According to Gupta et al. (2020), Indian manufacturers may prioritize quality when dealing with bicycles from other countries.

In her research, Aradhya Munjal (2020) examined the growth patterns of bicycles in a new business environment and sustainable development discourse. The study highlights that bicycles have not only significantly contributed to economic growth in India but have also created employment opportunities

through innovative business strategies that prioritize inclusivity and ethical development practices.

The aim of the research conducted by Sambit Kumar Beura and colleagues (2021) is to encourage the use of bicycles in India as well as enhance human well-being. The objective of this study is to incorporate environmental health indicators into the assessment of urban street effectiveness.

Samyajit Basu and colleagues (2013) conducted a study to examine the influence of various bike-friendly amenities in Indian cities from the perspective of users. A survey was carried out in four significant Indian cities to collect information about bike-friendly infrastructure based on public opinion. The research revealed that the opportunity to take bicycles on public transportation was the least preferred option.

It has been found that the global bicycle market is expected to reach 63474.2\$ million between 2018 to 2030, with a significant increase in demand due to the COVID-19 crisis as people are moving towards bicycles for health reasons. According to a survey conducted by Grand View research, the global market size was valued at 54.44 million in 2020. The survey also suggests that the growth in traffic will lead consumers to shift towards electric bicycles as they are cost friendly. The bicycle industry is also focusing on producing hybrid bikes for the comfort of the consumers, and this has resulted in nearly 24% growth in the industry in 2019, according to Persistence Market Research. The global bicycle market has grown by 5.02%, according to the survey conducted by Intrados Global News Wire, which suggests that attractive features will attract new consumers globally. According to Order Intelligence's survey, the market is predicted to grow by over 50% in 2025 due to the addition of many new consumers to the bicycle industry during the pandemic. Overall, the future of the bicycle industry seems bright and promising.

Every year, the Indian bicycle industry produces 1.25 million bikes, with new designs, colors, and features appearing virtually every day. Even though environmentalists and the health-conscious express concern about the increasing number of motorized cars on our roads, practically every Indian home still pedal a two-wheeled vehicle:

- Trends and developments in the market:
- Growing demand for high-end bicycles.
- The demand for disc brakes in sports bicycles is growing.
- Increasing bicycle sales through the e-commerce channel.
- Tubeless tires are becoming more popular in bicycles.
- India's demand for geared bicycles is Increasing

The rise in demand for bicycles globally can be attributed to the rapid economic development that has taken place since 1970, rather than environmental conservation efforts. Bicycles are much more affordable to a wider segment of the population in developing countries than cars, and the sharp rise and divergence in bicycle and car production coincides with a particularly productive period in global economic development. Between 1970 and 2009, the Human Development Index (HDI), which closely correlates with per capita income levels, has seen an average gain of 44% for countries worldwide. Therefore, the growth of the bicycle industry can be seen as a result of economic development rather than environmental concerns.

Research Methodology

Research Methodology Refers to the Process Stage which explains how the research took place. It follows a specific way of study. The aim of study is to Assess the development of Bicycle Industry in Northern Part of India. The study was conducted on bicycle industries of northern India and alongside cities. The research has covered a total of 16 respondents and these 16 respondents sample was taken anticipating the research as planned. These included each person from a particular society region and other people participated.

The questionnaire consisted of 8 questions. The language of the survey was administered in English. This study consists of random sampling procedure. Since India has wide population thus bicycle industry plays a significant role.

Result

First, the results on demographic data are provided. The following graph shows the age of respondents who gave their opinion on bicycle industry growth (see Fig.1).

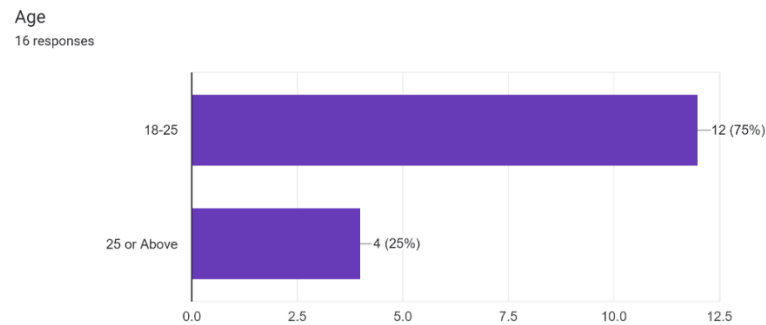


Fig.1. Age of demographic results (Source: Authors data)

Then, Fig. 2 provides information on gender distribution.

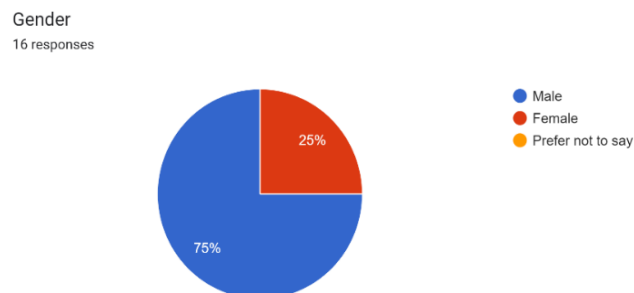


Fig.2. Gender of demographic results (Source: Authors data)

The results of the survey on the bicycle industry are provided in the subsequent figures.

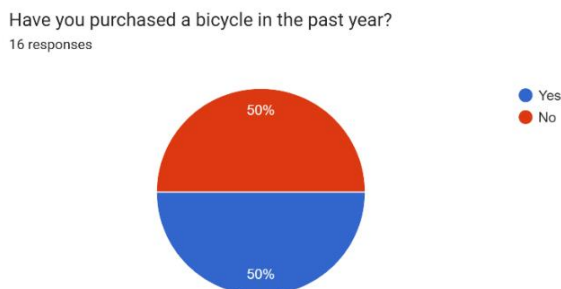


Fig.3. Purchase of bicycle (Source: Authors data)

Around 50 percent of the respondents bought the bicycle in past years and same number of them were not used of buying it (see Fig.3.).

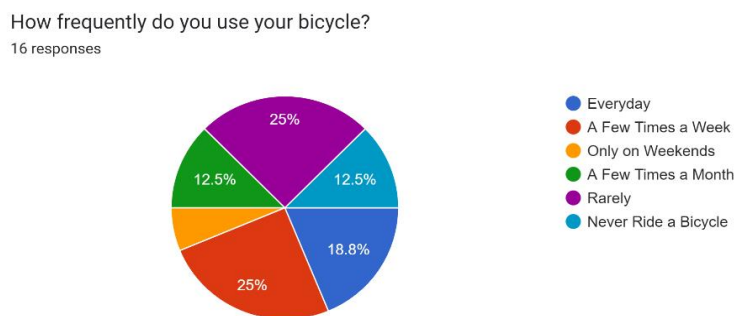


Fig.4. Frequent riders (Source: Authors data)

Most of the respondents agreed that they ride bicycle in a few times a week whereas some of them agreed that they rarely ride bicycles followed by daily riders (see Fig.4.).

Have you noticed an increase in the number of people using bicycles in your area?
16 responses

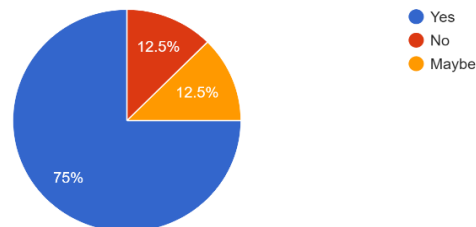


Fig.5. Increase in growth of bicycles (Source: Authors data)

Most of the respondents agreed that they have seen a rapid growth towards the use of bicycle in their locality (see Fig.5.).

Have you noticed an increase in the number of bicycle shops in your area?
16 responses

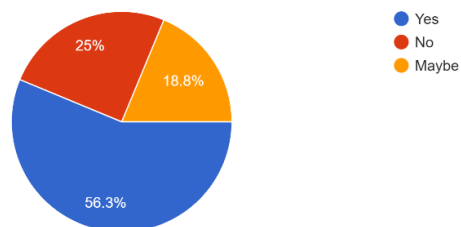


Fig.6. Increase in bicycle shops (Source: Authors data)

Major of the respondents agreed that they have seen wider growth towards bicycle shops in their locality (see Fig.6.).

Do you believe that the bicycle industry in India will continue to grow in the future?
16 responses

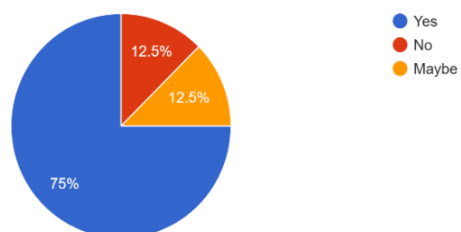


Fig.7. Growth in future (Source: Authors data)

Most of the respondent powerfully accepted that the bicycle Industry if not towards its downfall but towards its skyrocket growth in the coming future (see Fig.7.).

What do you think are the key factors driving the growth of the bicycle industry in India?
16 responses

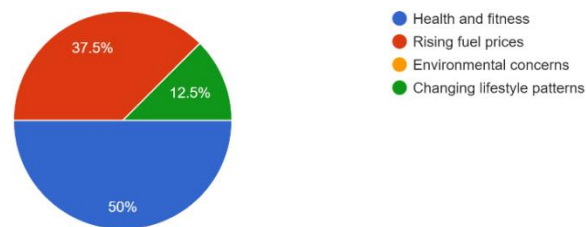


Fig.8. Factors towards growth (Source: Authors data)

Most of the respondents gave their opinion that bicycle use is necessary towards factors like health and fitness followed by rising fuel prices and changing lifestyle patterns (see Fig.8.).

Figures 7 and 8 suggest that most of the respondents agree with the statement that bicycle industry will continue to rise towards its next growth as there are factors like health and fitness for which bicycling is the best cure medicine along with the rise in fuel prices.

In recent years, the bicycle industry has expanded dramatically, linking various cities creating more and more demands. The bicycle industry must focus on consumer preferences, views and tastes have evolved because of the entry of new clients. Bicycles can take advantage of rising disposable income to create a new business model in which customers pay progressively for their use of the company's products. Bicycles can leverage artificial intelligence (AI) advancements to better predict consumer demand, cater to niche segments, and improve recommendation engines. Industry should keep a close eye on the rapidly changing government regulations because of increasing pressure from protest groups and nongovernmental organizations, particularly in the areas of environmental and labor safety. Pricing is also a major Component of the consumer Satisfaction in India. Consumer wants Best of its bikes under economical segment this implies that bicycle producers should maintain their quality along with the prices competitively.

To summarize, the most Essential Aspect of the Consumer satisfaction in Indian Bicycle industry is their quality, Convenience, Pricing and other services. Sellers those who focus on Quality sales are more likely to achieve good Customers Satisfaction and success.

The growth of the bicycle industry is expected to be influenced by various trends and variables over the next few years, mainly due to changing customer choices and lifestyles, fuel prices, and health and fitness concerns. As a result, many industry sellers can provide efficient and user-friendly rides, which can impact their future growth positively. Consumers are now inclined towards different types of bikes suitable for various events such as city rides, mountain climbing, and long rides with electrically operated periods so that the rider does not get tired and can reach their destination comfortably. Thus to Meet the

Requirements of the Rider they need to think a step ahead to provide with the requirement and to keep up their rank rising with coming years.

Conclusion

Bicycle industry in northern India has been experiencing steady growth over the years. The rise in demand for bicycles can be attributed to several factors, including the need for affordable and eco-friendly transportation options, increasing health consciousness among individuals, and government initiatives to promote cycling as a means of reducing pollution and congestion on the roads. Additionally, the COVID-19 pandemic has also played a role in the increased demand for bicycles as people turned to cycling as a safe and socially distanced form of exercise and commuting. As a result, the bicycle industry in northern India is expected to continue growing in the coming years, with new players entering the market and existing manufacturers expanding their product offerings to meet the changing needs of consumers.

To be successful in the market, sellers must prioritize the quality of the ride and the level of service provided to consumers. In addition, technological innovation will play an increasingly important role in the growth of the bicycle industry. Bicycle sellers are expected to maintain their rapid pace by adapting to consumers' expectations and providing environmentally friendly products. Furthermore, sellers should focus on ways in which technology can enhance the customer experience to succeed in various ways.

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Sai Pirabu Sivakumar. THE POSSIBILITIES OF DEVELOPMENT IN ORGANIC CHOCOLATE INDUSTRY

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Abstract

Research relevance: Research on how the organic chocolate industry is growing is important for more than one reason. As people become more aware of health and environmental issues, they look for organic and environmentally friendly products, like organic chocolate. Research can also tell you about the current and future state of the market for organic chocolate. This research can also help find sustainable ways to make chocolate and ways to manage the supply chain. This can help reduce the damage chocolate production does to the environment and encourage more responsible business practices. Research on the creation of organic chocolate can also help find new and interesting products. Overall, research on the growth of the organic chocolate industry is important for learning about consumer tastes and market trends, figuring out how to run a business in a way that is good for the environment, and encouraging new ideas and specialization within the industry. This research can help shape business plans, boost growth and profits, and make the chocolate industry more sustainable and responsible.

Research goal: To identify the possibilities of development in organic chocolate industry.

Research methods: The study relies on secondary data gathered from a six documents with regards to the topic development of organic chocolate industry. The study focuses on the Food industry, which is the First in the Indian economy and is made up of both global and Indian enterprises. Data processing methods include meta-analysis through the document analysis.

Main findings: Continually enhance the manufacturing process in order to lessen the negative influence on the environment, boost the overall quality of the product, and keep up with shifting demands from customers. The development of the organic chocolate industry is relevant to consumers, the industry itself, and the environment. As more consumers seek out organic and sustainable products, companies that invest in the development of the organic chocolate industry can position themselves. According to the findings of the study, the organic chocolate industry has strong potential for further development and growth. Companies can continue to differentiate themselves by focusing on product innovation, sustainability, and building stronger relationships with customers.

Keywords: development; chocolate industry; consumers; product innovation; sustainability.

Introduction

In recent years, there has been a rise in demand for organic chocolate, which is often referred to as chocolate supplied in an ethical manner. This particular kind of chocolate is crafted using cocoa beans that were cultivated without the use of any artificial pesticides or fertilizers. Due to an increase in customer demand for food items that are both nutritious and ecologically friendly, the organic chocolate business has seen tremendous expansion in recent years. In this article, we will investigate the opportunities for growth in the organic chocolate sector and look at several case studies.

The growth of the market is one of the most significant opportunities for success in the organic chocolate sector. There is a rising demand for organic chocolate as more people become aware of the advantages of eating chocolate made from organic ingredients. It is anticipated that this demand will expand in the future as a direct result of consumers developing a heightened awareness about the influence that their decisions have on both the environment and their own personal health. Organic chocolate makers have the opportunity to profit on this trend by increasing both their production and distribution networks to fulfill the rising demand for organic chocolate (Dagmer & Jason, 2017).

The strengthening of the supply chain is another avenue that may be pursued for growth. Cocoa beans used in the production of organic chocolate are almost often acquired from low-volume producers in less developed nations. These farmers often deal with difficulties such as inadequate infrastructure, restricted access to financial resources, and low levels of output. Manufacturers of organic chocolate may collaborate with these farmers to enhance their production processes, provide training on environmentally responsible agricultural practices, and assist the farmers in gaining access to funding. By acting in this manner, manufacturers are able to secure a consistent supply of organic cocoa beans of a high quality, while also making a contribution to the economic growth of the surrounding communities.

In addition, organic chocolate makers also have the ability to capitalize on the creation of new goods and tastes as a further area of opportunity. Customers are always on the lookout for novel and interesting goods, and businesses have the opportunity to profit on this demand by launching new taste profiles and product lines. For instance, kids may try their hand at experimenting by using a variety of fruits, nuts, or spices in their mixtures in order to produce novel and delectable combinations. They are also capable of developing items that appeal to certain dietary restrictions, such as alternatives that do not include sugar or that are vegan (Miguel & Paulo, 2019). Also, the creation of environmentally friendly packaging is an absolutely necessary step for the organic chocolate business to take. Many customers who purchase organic chocolate are conscientious about the health of the environment and opt for items that come in recyclable or reusable containers. The manufacturers have the option of investigating different types of packaging materials that are either recyclable or degradable. Companies may limit the quantity of packaging and adopt packaging technologies that are more effective in order to cut down on waste.

A last prospect for growth in the organic chocolate sector is found in the use of various forms of technology. Technology may be used by manufacturers to enhance their production processes. One example of this would be the use of data analytics to optimize production or the use of block chain technology to monitor the supply chain and assure traceability. Companies may also boost their marketing efforts by using technology, for example by leveraging social media platforms to reach a bigger audience and provide content that is more engaging (Malika & Guerrero, 2019).

Literature Review

As more people become concerned about their health and the environment, the market for organic chocolate, which is already a sizable subset of the chocolate business, is expected to continue expanding. Organic chocolate is chocolate that is manufactured from cocoa beans that were cultivated without the use of synthetic pesticides or fertilizers. Organic chocolate is also known as fair trade chocolate. In the following article, a literature evaluation on the potential for expansion in the organic chocolate sector will be presented. The evaluation focuses on different elements, including consumer behavior, changes in the industry, supply chain developments, and technology breakthroughs (Miguel & Paulo, 2019).

Behavior of Consumers. The expansion of the organic chocolate business is largely dependent on the actions and preferences of consumers. There is a preference among consumers in the United States for

food items that are natural and organic, as shown by a poll that was carried out by Mintel, a renowned market research organization (Mintel, 2020). According to the same poll, over half of customers (47%) are prepared to spend extra for organic versions of their favorite foods. According to these data, there is a rising demand for organic chocolate, and consumers are ready to pay a premium for it. Furthermore, this demand is expected to continue expanding in the near future (Villalobos, 2019). Consumers consider organic chocolate to be superior in terms of both health and quality, according to the findings of another research carried out by the University of Illinois (Bali, 2017). This misconception is due to the fact that organic chocolate is prepared from cocoa beans that were cultivated without the use of synthetic pesticides or fertilizers. This has led to the widespread belief that organic chocolate is superior than conventional chocolate. As a consequence of this, ordinary chocolate is seen as an option that is both healthier and more environmentally friendly than organic chocolate (Malika & Guerrero, 2019).

Trends in the Industry. During the last several years, there has been a substantial amount of expansion in the market for organic chocolate. The worldwide market for organic chocolate is projected to reach \$1.7 billion by 2025, expanding at a compound annual growth rate (CAGR) of 4.6% from 2019 to 2025, as stated in a research compiled by Grand View Research (Grand View Research, 2019). The primary factor driving the organic chocolate industry is rising levels of consumer awareness about health and environmental sustainability (Kissinger, 2021). The increase of distribution channels is another factor that is contributing to the rise of the organic chocolate industry. To cater to a larger customer base, organic chocolate makers are broadening the channels via which their product is distributed. For instance, several different brands of organic chocolate are now stocked in conventional supermarkets, which makes it much simpler for customers to get these products (Perez & Vallverdú-Queral, 2022).

Supply Chain. The expansion of the organic chocolate business is in large part due to the robust performance of the supply chain. Cocoa beans used in the production of organic chocolate are almost often acquired from low-volume producers in less developed nations. These farmers are confronted with a number of obstacles, including inadequate infrastructure, restricted access to financial resources, and low levels of production. Organic chocolate makers are collaborating with organic cacao farmers to enhance the farmers' production techniques, give training on sustainable agricultural practices, and assist the farmers in gaining access to funding in order to solve the issues described above (Malika & Guerrero, 2019). The Cocoa Life program is a good illustration of this, since it is a sustainable cocoa procurement program that was established by Mondelz International, which is one of the major chocolate producers in the world. Cocoa farmers in Ghana, Côte d'Ivoire, and other countries are helped by the program in its efforts to enhance their standard of living, safeguard the environment, and promote sustainable cocoa growing techniques. Organic chocolate makers may secure a consistent supply of organic cocoa beans of a high quality by partnering with small-scale farmers. This partnership also helps organic chocolate manufacturers contribute to the economic growth of the surrounding communities (Miah, 2018).

Technical Advancements. The expansion of the organic chocolate business has been significantly aided by technological advances, which have played a vital part in the process. Production methods are one area that have been altered as a result of the influence of technology. For instance, several organic chocolate makers are using data analytics into their manufacturing processes in order to improve those processes, so cutting down on waste and increasing their overall efficiency. This has led to a reduction in manufacturing costs, which in turn has made organic chocolate more competitively priced and available to customers (Miah, 2018).

The distribution of organic chocolate is one more sector that has been influenced by technological advancements. The use of social media platforms such as Facebook, Instagram, and Twitter has made it simpler for organic chocolate makers to communicate with a larger audience and provide material that is more interesting to that audience. Organic chocolate makers may increase their brand recognition and

develop a dedicated consumer base by using the many channels offered by social media. The production process of chocolate has shown in Figure 1 (Perez & Vallverdú-Queral, 2022).

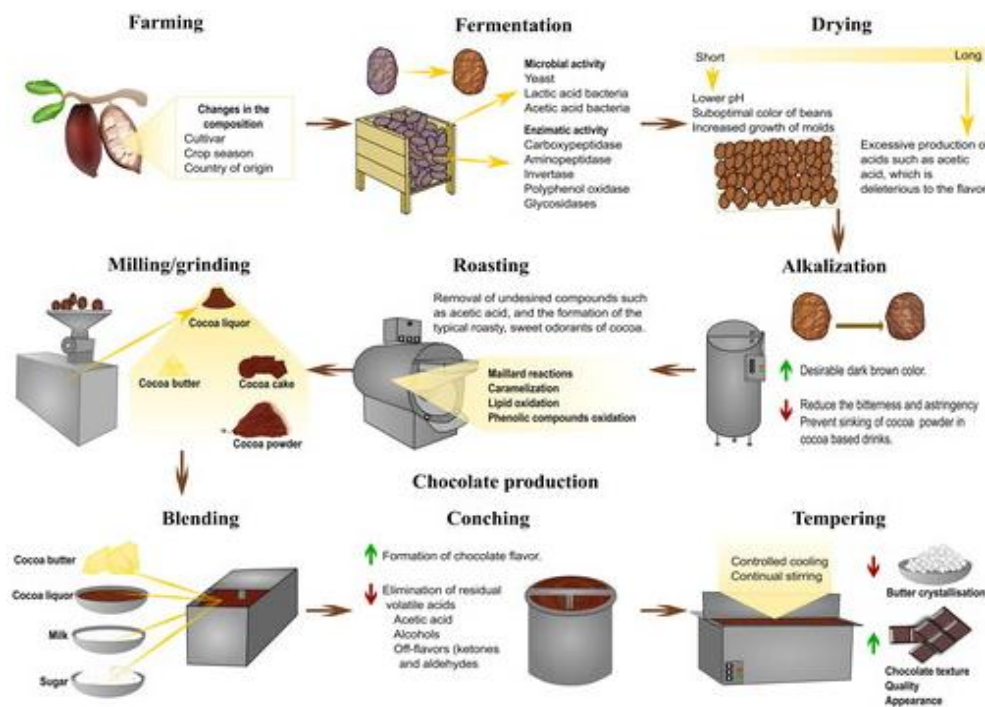


Fig.1. Process of chocolate production (Perez & Vallverdú-Queral, 2022)

The basic component of chocolate is the cocoa bean, which originates from the *Theobroma cacao* L. tree. Just in a tiny region, around 10 degrees on each side of the Equator, are cocoa trees to be found (in particular Central America, West Indian islands, South America, and Africa). Criollo, Forastero, and Trinitario are the three principal kinds of cocoa beans, and each of these varieties has its own own chemical composition, textural character, and taste profile. Cocoa and chocolate are among the most popular luxury foods in the world, with consumers in Western European countries consuming around 9 kilos of each each year. Chocolate's immense popularity is likely due, in large part, to the delightful feelings one gets after eating it as well as the following elevated mood one experiences as a result of these emotions. The enjoyment of eating chocolate, on the other hand, is not always accompanied with sentiments of happiness all the time. Consumption of cocoa products rich in polyphenols, on the other hand, has been related to a number of health advantages, including a decrease in the chance of acquiring chronic diseases including cancer and cardiovascular disease. It has been shown to improve a number of metabolic and metabolic syndrome symptoms in humans, including hypertension, hyperglycemia, insulin resistance, and obesity. In addition, it has been shown to possess anti-inflammatory and antioxidant qualities, as well as the ability to enhance vascular and platelet function, as well as cerebral blood flow, and it has the potential to prevent cancer (T. Thorlakson, 2018).

After the cocoa beans have been harvested, there are a few more processes that need to be completed before they can be utilized to produce chocolate. Fermenting, drying, roasting, grinding, mixing

ingredients, conching, and tempering are the stages that are included in this process. The primary components used in the production of chocolate are sugar, emulsifiers, cocoa butter (obtained by pressing cocoa liquor), cocoa liquid (obtained by grinding cocoa beans), cocoa butter (obtained by pressing cocoa liquor), aroma, and milk components (if required). Since dark chocolate, milk chocolate, and white chocolate all include variable proportions of cocoa solids, milk fat, and cocoa butter, these three varieties of chocolate are considered to be the most common forms of chocolate. In addition to the nutrients (carbohydrates, lipids, proteins, peptides, and amino acids) that are found in cocoa beans, bioactive substances, particularly polyphenols such as flavanols (epicatechin, catechin, procyanidins), flavonols (quercetin and its glycosides), and phenolic acids are found in cocoa beans. Polyphenols include flavanols (epicatechin, catechin, procyan (gallic acid). Large amounts of methylxanthine peptides and N-phenylpropenoyl-L-amino acids have been discovered in cocoa beans. The scent precursors of cocoa and chocolate are formed during the fermentation and drying of the beans, and these molecules that produce cocoa and chocolate are ephemeral. These aroma precursors are the source of the cocoa and chocolate components. Cacao beans have high levels of several forms of fiber, such as cellulose, hemicellulose, and pectic substances, all of which are critical components of a diet that is high in nutritional value. During the manufacturing of chocolate, various chemical processes (aldol condensation, polymerization, cyclization, and alkalization) take place to enhance the product's flavor, appearance, durability, bioavailability, and nutritional value (Perez & Vallverdú-Queral, 2022).

Because of the large number of different individuals that are engaged and the large number of distinct processes that are involved in the process from beginning to finish, the cocoa supply chain is extensive, intricate, and spread out over a large number of different locales. The region in which a bar of chocolate was manufactured may have an effect on its flavor, antioxidant content, potential health advantages, and even monetary value. Consumers are seeking greater openness in the food business because they are becoming more concerned about the safety of the food they eat. Food fraud occurs when food, food components, or food packaging are fraudulently altered or misrepresented on local, regional, global, or even worldwide proportions, often for financial gain. Food fraud may occur on any of these scales. By implementing a "farm-to-fork" food monitoring system, governments and food producers have the opportunity to regain the faith of consumers in the safety of the food supply. In response to increased consumer demand for chocolate of a single origin and growing interest in environmentally responsible production, the chocolate industry has adopted this approach to secure the flavor and quality of its products while also maintaining the confidence of its stakeholders (Diaz-Ruiz, 2019).

To maintain a viable cocoa business, cocoa beans should be cultivated because they have a high nutritional value, flavor volatiles, polyphenol content, and fermentative quality. The contemporary techniques used to cultivate cocoa lead to significant deforestation, which leads to the loss of biodiversity. Transportation adds to environmental deterioration through the production of greenhouse gases. Inadequate governance in most cocoa-producing nations is one factor impeding efforts to develop sustainable cocoa production. Another such factor is the economic precocity of cocoa-farming households. So, it is of the utmost importance to find creative solutions that are capable of providing a sustainable future for cocoa-producing countries. This research will provide a comprehensive coverage of a wide variety of prospective analytical techniques that have been created as a reaction to the need for quality control, as well as assessment of authenticity and traceability (Malika & Guerrero, 2019).

The statements made regarding the origin of the food, its method of production, and the circumstances under which it was stored, which are printed on the package, must be checked to ensure that they are accurate. This approach helps companies protect both their reputations and their financial lines, in addition to serving the interests of their consumers by ensuring that the food they sell is both safe and of good quality. The issue of origin, which is governed by laws on both the national and international levels,

is a significant component of the authenticity of food. As a consequence of this, an increasing number of consumers in Europe are starting to attribute the quality of their purchases directly to the nation from which they originated. As a result of this, the food industry places a significant amount of importance on dependable and standardized methods of food verification (Miah, 2018).

The Cocoa and Chocolate Products Rules of 2003 were created in response to Directive 2000/36/EC² issued by the European Union, which govern the labeling of chocolate products as well as their individual components. Yet, because of the intricate matrix and the extensive supply chain, validating chocolate tests may be challenging. Throughout the transformation from raw material to finished product, it is common practice to combine under-fermented cocoa beans with cocoa beans that have already undergone fermentation. The fermenting process is essential to the quality of the beans since it reduces the amount of bitterness and astringency they contain. Peanuts and eggs are only two examples of the types of frequent allergies that may be used in chocolate as fillers. When chocolate is tempered to improve its texture, quality, and beauty, the crystallization of the finished product is determined by the fat content of the chocolate. So, it may be more difficult to detect allergies in chocolate that has been tempered. While CB is the predominant fat found in cocoa and chocolate, other fats that are less expensive may be replaced to reduce the overall cost of production (Perez & Vallverdú-Queral, 2022).

Growing consumer interest is a potential driver of expansion opportunities in the organic chocolate industry. The market for this product is anticipated to grow as a greater number of people become aware of many benefits of organic chocolate. In the next years, there should be an increase in demand since consumers are becoming more conscious of the connection between their activities and the status of the world and their own health. It's possible that companies who make organic chocolate may benefit from this new trend by growing their production and entering new markets (Perez & Vallverdú-Queral, 2022).

Another area that has room for expansion is the supply chain, which has to be improved. Cocoa beans that have been certified organic have often been grown and harvested by third-world farmers on a very modest scale. These farmers often struggle with a number of difficulties, the most common of which are poor productivity, inadequate infrastructure, and restricted access to money. Businesses that specialize in the production of organic chocolate may work together with local farmers to assist those farmers in increasing their crop yields, gaining knowledge about more environmentally friendly farming practices, and gaining access to finance. Cooperating with cooperatives is a great way for businesses to help their local economies and ensure a steady supply of organic cocoa beans of the highest possible quality (F. Amiel, 2019). The common practice of adulterating chocolate, which consists of adding foreign substances to the product in order to attain the desired qualities, puts customers at a significant increased risk of developing serious health issues. In view of the growing trends in adulteration, it is vital to implement analytical techniques that are both speedier and more accurate in order to battle challenges related to authentication, ensure product quality, and avoid economic deception (F. Amiel, 2019).

In conclusion, the organic chocolate sector offers a wide variety of opportunities for future growth. Manufacturers are in a position to capitalize on the growing demand for organic chocolate by expanding their markets, enhancing their supply chains, developing new products and flavors, adopting sustainable packaging, and making use of technology. In doing so, they will not only be contributing to the industry's economic development but also to the industry's contribution to environmental sustainability.

Research Methodology

The aim of the study is to analyze the development of organic chocolate industry. The author has collected data through secondary data analysis. The main data collection tool was by analyzing the

documents with regards to development of organic chocolate industry. The data processing method was meta analysis. In the qualitative research method known as document analysis, the researcher analyzes the documents in order to give them a voice and relevance in connection to an assessment topic. "The categorization of information into themes is an important part of document analysis, just as it is when analyzing the transcripts of interview or focus group sessions. In order to evaluate or evaluate and score a text, you may also utilize a rubric. There are three distinct classifications that may be applied to a document. The documents have undergone meta-analysis, which has been performed. During the years 2010 to 2022, the author has examined six documents, some of which were public records, some of which were personal papers or study works, and some of which were physical proof.

The researcher uses document analysis for a variety of objectives throughout their work. "To begin with, document review is a quick and easy technique to gather data since records are a resource that can be managed and is practical," "Documents are widely used and may be found in a variety of forms; as a result, they are a relatively open data source that can be relied upon. Doing one's own tests or conducting one's own analysis may be both time-consuming and costly, but obtaining and analyzing records can often save both of these resources. The investigation focused on the four primary aspects contributing to the growth of the organic chocolate business. Land, labor, capital, and entrepreneurs are the four factors that go into producing anything. The term "land" refers to any component of Mother Nature that fosters agricultural activity. These cacao beans are one example of a variety of natural resources that go into the making of a candy bar.

Results

A meta-analysis has been carried out to investigate the elements that influence the development of the organic chocolate business. To complete the meta-analysis, the author has reviewed six different documents. The meta analysis was carried out using the STATA program, which shows fixed models and was used to carry out the study. Each of the study articles either directly or indirectly focuses on or depicts the growth drivers that are driving the development of the organic chocolate sector. After reading a few number of papers and publications about the evolution of food. The researcher made an effort to choose all of the papers that were published between the years 2010 and 2022 based on how reliable they were and how relevant they were to the growth of chocolate production via organic farming.

A meta-analysis approach was used in the research that was done on the paper. The frequency with which certain words appeared in the article served as the author's inspiration for developing a list of essential concepts. Below are the frequencies of growth factor, which is based on the text (see Table 1).

Table 1. Meta-analysis result

Sl. No:	Growth factor	Frequency	Percent %
1	Proper market research	23	24%
2	Source organic cocoa beans	17	18%
3	Develop the production process	14	15%
4	Obtain organic certification	12	13%
5	Develop distribution channels	9	9%
6	Marketing and banding	7	7%
7	Educate consumers	7	7%
8	Continues improvement	7	7%

The table above illustrates the frequency of growth factors referenced in documents studied using document analysis with meta-analysis as the analytical technique. appropriate market research has been cited 23 times in papers as a development aspect, with a total proportion of 18% and a substantial role, as demonstrated in this table. The ratio for developing distribution channels is 9 percent. It was said seven times that marketing and branding was important, but educating customers was mentioned nine times. Continued advancement receives a commitment of seven point one percent of the total.

The analysis results are provided Figure 2.

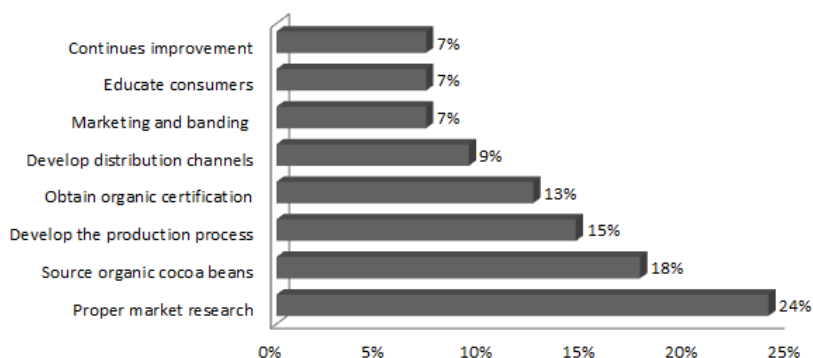


Fig.2. Growth factors for development of organic chocolate industry

Do out research in order to ascertain the level of consumer demand for organic chocolate, as well as the current trends and levels of competition in the market. Cocoa beans are the most important component in organic chocolate. Find farmers that are committed to environmental preservation and sustainable agriculture techniques, and get organic cocoa beans from them. Create a manufacturing method that satisfies organic and fair trade requirements at the same time. This might mean utilizing natural ingredients, minimizing the use of toxic chemicals, and ensuring that farmers and employees are fairly compensated for their labor. Get organic certification from a certifying body that is recognized for its credibility. This will verify that the chocolate satisfies the requirements for organic chocolate set out by the certifying organization. Establish routes of distribution in order to provide organic chocolate to the consumer market. This may entail entering into partnerships with existing shops, doing sales over the internet, or opening a physical storefront. Create a marketing and branding plan for the chocolate that puts an emphasis on the fact that it is organic and was obtained via fair trade. This might include the use of packaging that is favorable to the environment, the promotion of the health advantages of organic chocolate, and the highlighting of the product's effect both socially and environmentally. Consumers should be made aware of the advantages of organic chocolate as well as the effects that their purchase choices may have on the surrounding community and the environment. This might mean forming partnerships with groups advocating for the production of food in a manner that is both sustainable and ethical. Continually enhance the manufacturing process in order to lessen the negative influence on the environment, boost the overall quality of the product, and keep up with shifting demands from customers.

Conclusion

Overall, rising consumer awareness and demand for organic and sustainably derived goods have been major factors in the organic chocolate industry's explosive expansion in recent years. High-quality ingredients, fair trade, and environmental responsibility are at the forefront of this sector. Sustainable

sourcing and production techniques, investment in R&D for new products and tastes, and open communication with customers about their practices and principles are all crucial for the continued growth of the organic chocolate sector. The continuous expansion and profitability of the organic chocolate industry indicate the potential for sustainable and socially responsible business practices in the food sector, despite the problems that still face the industry, such as supply chain concerns and price constraints.

It is recommended to promote sustainable sourcing methods. Parties involved in the organic chocolate sector should give preference to sustainable, fair-trade, and environmentally responsible sourcing methods. This involves investing in organic and regenerative agricultural methods as well as working directly with farmers and cooperatives to guarantee fair pricing.

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Sherzod Rakhmatov. ADAPTATION OF CURRENT STATE AND FUTURE TRENDS OF CAR RENTALS IN LATVIA

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Abstract

Research relevance: In recent years, the automobile rental market has been expanding. The worldwide automobile rental industry was estimated to be worth USD 87.8 billion in 2020, and between 2021 and 2027, it is anticipated to increase at a CAGR of 12.5%. The expansion of the sector is fueled by elements including the rise in tourism, an increase in disposable money, and the practicality of automobile rentals. For tourists everywhere, renting a car is a practical and affordable option. Travelers who want to see new places without the inconvenience of owning a vehicle are increasingly choosing it. Several businesses now provide automobile rentals all around the world as a result of the industry's substantial expansion. For many years, car rentals have been a crucial component of the transportation sector. As a result of the industry's rapid expansion, several businesses now provide vehicle rental services all over the world. The present situation, trajectory, and developments of the car rental sector are all examined in this research study.

Research goal: To analyze the current state and future trends in car rental.

Research methods: The study relies on primary data gathered from conducting survey among car rental service users in Riga city. The research is focused on the car sector, which is developing numerous big and small size businesses and is the fastest expanding industry in Europe. The main data processing methods that have been used in this research are Meta-analysis from different documents.

Main findings: The COVID-19 outbreak has caused a substantial change in how the automobile rental sector functions. Due to the economy's slump, social isolation policies, and travel limitations, the sector has seen a fall in sales. Nonetheless, the business is anticipated to rebound with the relaxation of travel restrictions and the introduction of vaccinations. Future automobile rental trends are influenced by things like technology, sustainability, and changing customer behaviour. With the development of online rental vehicle platforms, technology has become more important to the automobile rental business. Customers now have it simpler to find and hire a vehicle thanks to the usage of mobile apps and GPS technology. Consumer desire for eco-friendly solutions has made sustainability a major problem for the automobile rental sector. To meet this need, businesses are employing eco-friendly strategies, such renting electric and hybrid vehicles

Keywords: rental service; automobile industry; technology; sustainability; eco-friendly.

Introduction

The purpose of the study titled "An analysis of current status and future trends of car rentals in Latvia" is to present a complete overview of the automobile rental business in Latvia, including its current condition, the important participants in the sector, trends, and the future prospects for the industry. The study makes use of secondary data sources to collect information. Some examples of primary data sources include conducting interviews with industry professionals, conducting surveys of vehicle rental

firms, and analyzing industry reports and statistics. The first section of the study is an overview of the automobile rental business in Latvia, including topics such as the sector's size, development, and the key participants in the market. After that, it goes into important trends and difficulties that the sector is now experiencing, such as the growth of ride-sharing services and shifting tastes among consumers.

The study also investigates the effect that COVID-19 had on the sector, including the difficulties that were experienced by vehicle rental businesses as well as the possibilities that have surfaced as a consequence of shifting travel habits. In its last section, the research offers some views into the future of the automobile rental sector in Latvia. These insights include a variety of topics, such as possible development regions, technology improvements, and the role that sustainability will play in determining the future of the industry. Overall, the findings of this study provide a useful resource for businesses that are in the vehicle rental sector in Latvia, as well as professionals in that field and anybody else who is interested in the car rental market in Latvia.

Literature Review

Customers pay a price in exchange for the opportunity to hire automobiles for shorter periods of time, which contributes to the profitable nature of the car rental sector. The use of automobile rental firms as an alternative to having one's own vehicle has grown more common as a result of the convenience and adaptability they provide to people, families, and businesses. This article takes a look at the business of renting cars, focusing on the major participants, current developments in the industry, and effective business tactics (Fink & Reiners, 2006).

The most important companies in the rental car business. There are just a handful of large participants in the vehicle rental sector, and these firms control the vast bulk of the market share. Enterprise Rent-A-Car, Avis Budget Group, and Hertz Global Holdings are considered to be the top three most successful automobile rental firms. These businesses have a large fleet of automobiles at their disposal, a diverse selection of rental sites, and a comprehensive selection of services for their clientele.

With a market share that is more than 40%, Enterprise Rent-A-Car is the most successful and biggest automobile rental business in the world. The business is active in more than one hundred countries worldwide and maintains a fleet of more than two million automobiles. With a market share that is more than 20%, Avis Budget Group is the second-largest automobile rental business in the whole globe. The business is active in more than 180 countries throughout the world and maintains a fleet of more than one million automobiles. With a market share that is more than 15%, Hertz Global Holdings is the third-largest automobile rental business in the whole globe. The corporation has operations in more than one hundred fifty countries and maintains a fleet of more than fifty hundred thousand cars (Shaheen, 2006).

The automobile rental industry's response to recent market developments. The rental automobile business is changing, and its trajectory will be determined by a number of market dynamics. The growing demand for electric and hybrid vehicles is one of the most important trends that can be seen in this sector. Car rental firms are diversifying their fleets to include more electric and hybrid cars to cater to customers who are more concerned about the environment. The trend is being pushed in part by government laws and incentives that encourage the adoption of automobiles that are less harmful to the environment.

Car-sharing programs are becoming more popular, which is influencing another development in the rental vehicle sector. Customers are able to borrow automobiles via car-sharing services for shorter periods of time, often by the hour or by the day. This provides a more flexible and cost-effective alternative to the conventional method of renting cars. The growing popularity of ride-hailing services

like Uber and Lyft is a major factor driving this trend. In metropolitan areas, where automobile ownership is becoming less widespread, this tendency is becoming more prevalent (Loose & Mohr, 2008).

Techniques for doing successful business in the rental car sector. The rental automobile sector is very competitive, and so, a wide variety of business techniques are used to achieve a competitive edge. Diversifying services is one of the most important business tactics that automobile rental firms do. Businesses are broadening the scope of the services they provide by introducing new lines of merchandise such as trip insurance, roadside assistance, and satellite navigation systems. Car rental firms have the potential to boost their income and provide a better experience for their customers all around by providing these extra services (Oleivera & Caravilla, 2017).

Car rental firms employ the optimization of their fleet management as another one of their business strategies. Tools for advanced analytics and data management are used by businesses to maximize the usage of their fleets and the pricing methods they use. This method enables businesses to enhance their inventory management, which in turn leads to lower costs and more customer satisfaction. In recent years, car rental firms have seen substantial development thanks to the many variables that have contributed to the sector's expansion. These elements include diverse factors that have contributed to the success of the industry. This article presents an analysis of the causes contributing to the expansion of the automobile rental industry. These variables include the growing need for travel, changing patterns of consumer behavior, and technological improvements (Yang & Gin, 2008).

The ever-increasing number of people who take trips across the country and throughout the world is one of the most important drivers of expansion in the vehicle rental sector. The number of individuals who travel for both work and pleasure has led to a growth in the demand for rental automobiles. The expansion of the tourist sector has been beneficial to the rental vehicle business since it has led to a rise in the number of individuals going on vacation and necessitating the use of rental automobiles. As a result of businesses expanding their operations throughout the world, there has been a rise in the number of business trips taken, which has led to an increase in the demand for rental automobiles (Lazov, 2017).

The main factors affecting the car rentals are shown below (Caroll & Grimes, 2005).

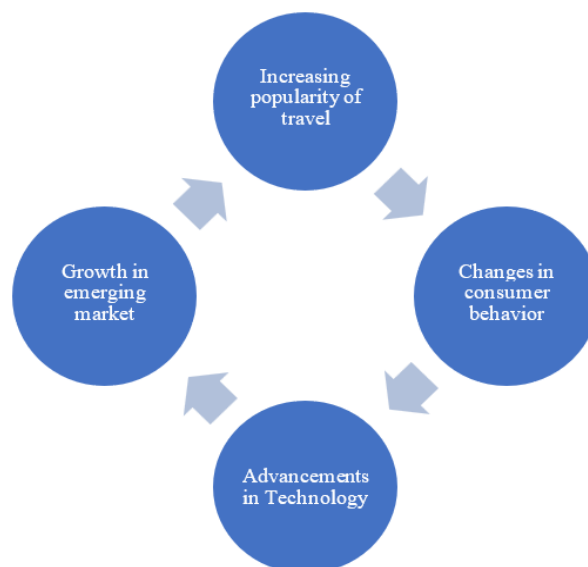


Fig.1. Factors affecting the car rentals (Source: Created by author)

The behavior of customers is another factor that has led to the expansion of the automobile rental sector. Renting an automobile instead of purchasing one is favored by many modern customers due to the greater degree of convenience and flexibility it offers. Customers are able to avoid the up-front expenses and the long-term commitment of owning a car by opting instead to rent a vehicle. In addition, many customers are finding that car rentals are a more economical choice than ride-sharing services like Uber and Lyft. These services allow many people to share a single vehicle.

Technology's always advancing metrics. The expansion of the automobile rental sector has also been helped along by developments in several areas of technology. Technology has been used by car rental firms in order to enhance the overall client experience, save operating costs, and boost operational efficacy. For instance, several businesses have developed mobile applications that provide clients the ability to reserve a rental vehicle, manage their bookings, and have access to customer support services. In addition, a lot of organizations who rent out cars have started using technologies like telematics and GPS monitoring in order to have a better handle on their fleet management and cut down on their operating expenses.

The expansion of emerging markets. The rise of the vehicle rental business has been fueled in part by the sector's expansion into developing economies, which has also been a primary driver of that development. As a result of the increased demand for rental automobiles in developing countries like Asia, Africa, and South America, a number of car rental businesses have extended their operations to these areas in order to profit on the market opportunity. The expansion of these regions' middle classes is another factor that has led to a rise in demand for automobile rental services in these markets.

In recent years, the automobile rental sector has seen tremendous expansion as a result of a variety of causes, such as the growing popularity of travel, changes in consumer behavior, improvements in technology, and growth in new economies. Car rental firms will need to continue to develop and adapt in order to keep up with the constantly shifting demands of its clients as the sector continues to undergo continuous change. It seems that the vehicle rental sector has a bright future ahead of it, with plenty of room for development and expansion (Fisher, 2007).

The rental automobile market is one that is both extremely competitive and profitable, and it is always adapting to suit the shifting requirements of consumers. The most important companies in this sector are always exploring new avenues of development in order to provide customers with improved services and maintain a competitive edge. Car rental businesses are enhancing the range of services they provide, working to improve the efficiency of their fleet management, and adapting their operations in response to changes in market trends such as the growing demand for electric and hybrid vehicles. There is reason to be optimistic about the future of the automobile rental sector since there are potential for both expansion and innovation. The number of individuals who choose to hire automobiles rather than own their own for the purpose of traveling has contributed to the expansion of the car rental sector over the last few years. Customers who require a vehicle for a short period of time may take advantage of the flexibility and convenience offered by car rental firms. As a result of the expansion of the tourism business, vehicle rentals have developed into an essential component of the whole experience of traveling. A look at the past, present, and possible future developments in the vehicle rental industry is presented in this literature study (Pachon, 2013).

The present situation with rental cars. The worldwide automobile rental market is now worth more than one hundred billion dollars and is forecast to keep expanding. Around \$25 billion worth of revenue is generated each year by the vehicle rental business in the United States. The market is very competitive, with large companies like Enterprise, Hertz, and Avis as some of the leading participants. Throughout the course of the years, the market has gone through a process of consolidation, with smaller competitors

being bought by bigger corporations. About ninety percent of the industry's total market share is controlled by the top three corporations.

The expansion of the automobile rental sector may be credited to a number of different contributing causes. The expansion of the travel industry is one of the primary motivating factors. The growing number of tourists around the world has resulted in an increase in the demand for car rental services. The expansion of the industry has also been aided by the development of ride-hailing services such as Uber and Lyft, which have gained popularity in recent years. These services have resulted in the creation of a new market for automobile rentals, particularly for journeys of a longer duration (Fink & Reiners, 2006).

The rising popularity of car-sharing services is another factor that is contributing to the expansion of the industry. These services make it possible for individuals to hire automobiles on a per-hour or per-day basis, making them an alternative to conventional car rentals that is both more flexible and more cost-effective. Services that allow people to share cars have become more frequent in metropolitan areas, where individual automobile ownership is less prevalent (Fisher, 2007).

Upcoming developments in vehicle rentals. As a result of a number of different causes, it is anticipated that the vehicle rental sector will continue to expand over the course of the next few years. The increased use of technology is one of the most prominent trends seen in this sector. Vehicle rental businesses are making investments in cutting-edge technology to enhance their customers' experiences and make their operations more efficient. For instance, some businesses are turning to smartphone applications to enable clients to schedule and manage rental reservations on their own. The use of sophisticated analytics is becoming more common in other firms in order to improve fleet management and pricing strategies.

The increased desire for electric and hybrid automobiles is another trend that has been seen in the market. There is a rising demand for ecologically friendly automobiles as an increasing number of people develop an interest in environmental issues. In response to this trend, automobile rental firms are bolstering their fleets with an increased number of electric and hybrid vehicles. Car rental firms are forming strategic alliances with automobile manufacturers in order to provide their clients with access to a select fleet of hybrid and electric vehicles (Ismail & Muda, 2017).

Rental car businesses are now diversifying their offerings to provide customers with other services in addition to vehicle rentals. There are some businesses that are beginning to provide extra services like as concierge services, travel insurance, and even roadside assistance. By providing these extra services, we want to enhance the overall satisfaction of our customers and inspire a greater level of brand loyalty (Queirós, 2021).

The rising number of people who need to travel and the fluctuating requirements of consumers are driving growth in the automobile rental sector, which is a developing industry overall. Automobile rental firms are making investments in cutting-edge technology and broadening the scope of their services in order to cater to the ever-evolving requirements of their clientele. It is anticipated that the sector will continue its expansion over the course of the next few years as a result of the development of innovative technologies and the rising demand for electric and hybrid vehicles. The future of the automobile rental sector seems to be bright, and there are several chances for businesses to innovate and enhance the quality of service they provide to their customers.

Research Methodology

The aim of the study is to analyze the current state and future trends of car rentals. The author has conducted an analysis of secondary data in order to acquire data. Analyzing the papers with reference to

past, present, and potential developments in the automobile rental industry was the primary method of data collecting. Meta-analysis was the approach used to the processing of the data.

Document analysis is a qualitative research approach in which the researcher examines the documents in order to give them a voice and meaning in relation to an evaluation issue. This is done using the method known as document analysis. "When doing an analysis of a document, much as when conducting an analysis of the transcripts of interviews or focus group sessions, one of the most crucial steps is to organize the material into themes. In order to analyze or evaluate and score a text, you may also apply a rubric. A piece of writing may be put into one of three separate categories depending on its contents. A meta-analysis has been carried out on the documents, which have been subjected to it. During the years 2010 and 2022, the author reviewed a total of six documents, some of which were public records, some of which were private papers or research works, and some of which were actual pieces of evidence.

Document analysis is used for a wide range of purposes by researchers at all stages of the research process. "To begin with, document review is a fast and straightforward method for collecting data since records are a resource that can be handled and is practical, Documents are a generally open source of data that can be relied upon because of their widespread usage and the range of ways in which they may be accessible. Doing one's own tests or carrying out one's own analysis could be time-consuming as well as expensive; however, getting and analyzing data can often save both of these resources.

The analysis focused on identifying the four key factors that are contributing to the expansion of the automobile rental sector. The production of anything requires taking into account four different aspects: growing demand, changing patterns of consumer behavior, developing technological capabilities, and expanding access to new markets.

Results

In order to explore the factors that are contributing to the expansion of the car rental industry, a meta-analysis has been carried out. The author has looked at a total of six distinct papers before reaching this point in the meta-analysis. The application STATA, which both displays fixed models and was utilized to carry out the research, was put to use in the process of doing the Meta analysis.

Each of the articles in the research either focuses on or shows the growth factors that are driving the development of the car rental industry in some way or another, and this may be done either directly or indirectly. After perusing a selection of articles and publications on the history of food, I came to some interesting conclusions. The researcher went to great lengths to choose all of the articles that were published between the years 2010 and 2022 on the basis of how trustworthy they were and how relevant they were to the present state and future developments in the industry of vehicle rentals.

Throughout research activities, a meta-analysis methodology was used. The author drew inspiration for the development of a list of fundamental ideas from the number of times that certain terms occurred in the essay. The following analysis, which is derived from the preceding material, provides a description of the frequency of growth factor (see Table 1).

Table 1. Meta-analysis result

Sl. No.	Growth factor	Frequency	Percent %
1	Economic conditions	28	24%
2	Tourism	22	19%
3	Availability of rental cars	19	16%
4	Convenience	16	14%
5	Technological advancements	11	9%
6	Environmental concerns	9	8%
7	Consumer behavior	7	6%
8	Access to market	5	4%

The table above illustrates the frequency of growth factors referenced in documents studied using document analysis with meta-analysis as the analytical technique. The expansion of the automobile rental market is susceptible to being significantly influenced by the status of the economy. People often have more discretionary money during periods of economic expansion, which might contribute to a rise in the demand for automobile rentals during these times. The rental vehicle business gets a significant boost from the tourism sector. The demand for rental automobiles in a certain region may be significantly influenced by the level of popularity of a specific tourist attraction in that region. The expansion of the automobile rental sector may also be influenced by other factors, such as the accessibility of rental vehicles. The expansion of the automobile rental sector may be hampered in areas of the country where there is a scarcity of available rental car alternatives.

The ease of use provided by rental cars is another aspect that may contribute to the expansion of the sector. It is possible that there may be a rise in demand for automobile rentals if firms make the process straightforward and uncomplicated for their consumers. Customers may find it simpler and more convenient to hire automobiles as a result of developments in technology such as online booking systems and mobile applications. This may result in an expansion of the car rental sector. There is an increase in the number of individuals who are worried about the environment, which has resulted in an increase in the number of individuals who are interested in alternate forms of transportation, such as public transit or electric automobiles. Despite the fact that certain rental vehicle firms are already supplying electric and hybrid automobiles to satisfy customer demand, the expansion of the car-renting sector may be hampered as a result of this factor. In general, the expansion of the business of automobile rental is impacted by a variety of variables, such as the state of the economy, the tourist sector, the availability of vehicles, the ease of using the vehicles, technological advancements, and environmental concerns. The analysis results have shown in Figure 2, which is shown below.

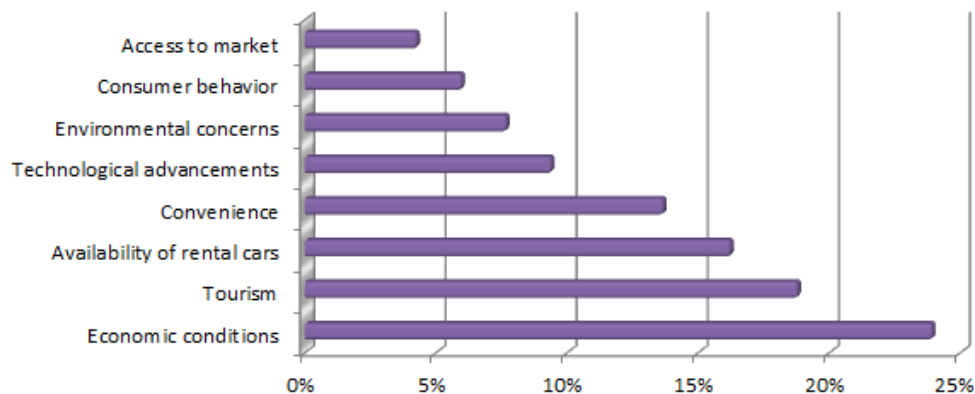


Fig.2. Factors of development in future trends in car rental industry

The study will most likely shed light on the primary factors that are contributing to the industry's expansion, such as the development of new technologies, the evolution of customer tastes, and changes in the state of the economy. In addition to this, it is anticipated that an analysis of the competitive landscape of the sector as well as the potential for development and expansion would be conducted. In terms of future tendencies, the analysis would most likely shed light on the factors that are likely to shape the industry in the coming years, such as the growth of electric and hybrid cars, the increasing popularity of ride-sharing and car-sharing services, and the growing importance of sustainability and environmental concerns. Other factors that are likely to shape the industry in the coming years include the growth of sustainable and environmentally conscious concerns. An in-depth understanding of the car rental industry, including its strengths, weaknesses, opportunities, and threats, as well as important trends and drivers of growth, would be the primary outcome of an analysis of the current state of the industry as well as the trends that are expected to emerge in the near future.

This knowledge might be used to the process of making strategic decisions, therefore assisting rental vehicle firms in remaining competitive in a market that is undergoing fast change. The tourist industry contributes significantly to the growth of the rental automobile industry. It is possible that the degree of popularity of a certain tourist attraction in a particular location has a considerable impact on the demand for rental autos in that particular region. The growth of the automotive rental industry may also be impacted by other variables, such as the ease with which rental automobiles may be accessed. It is possible that the growth of the automotive rental industry may be stymied in parts of the nation where there is a dearth of viable options for renting automobiles. Another factor that may play a role in the industry's continued growth is the convenience that is afforded by automobile rental services. If businesses were to make the car-rental procedure more clear and uncomplicated for their customers, we may see an increase in the number of people looking to hire automobiles.

Consumers may discover that renting autos is easier and more convenient as a consequence of improvements in technology such as online booking systems and mobile apps. This might be the case as a direct result of these developments. It's possible that this may lead to an increase in business for automobile rental companies. Because of the COVID-19 epidemic, there has been a significant shift in the way in which the automotive rental market operates. The industry as a whole has suffered a drop in sales as a consequence of the economic downturn, regulations that encourage social isolation, and restrictions on travel. Despite this, it is predicted that there will be resurgence in commerce as a result of the easing of travel restrictions as well as the introduction of vaccines. Things like technological advancement, concern for the environment, and shifting patterns of consumption on the part of

consumers will all have an impact on future trends in automotive rental. Technology's increasing relevance in the car rental industry may be attributed to the proliferation of online rental vehicle platforms. Because of the use of mobile applications and GPS technology, it is now much easier for customers to locate a car that meets their needs and rent that vehicle. The growing demand among customers for environmentally responsible products and services has created a significant obstacle for the viability of the automotive rental industry. In order to satisfy this demand, companies are turning to environmentally responsible methods, such as the rental of electric and hybrid automobiles.

It is difficult to make precise predictions about the future of car rental in Latvia because it will depend on a number of factors including the ongoing impact of COVID-19, consumer preferences, and technological advancements. This makes it difficult to make precise predictions about the future of car rental in Latvia. It is quite expected that the automobile rental sector in Latvia will continue to change as a reaction to changing customer tastes and technology improvements. Moreover, it is anticipated that sustainable and creative solutions will become an increasingly essential aspect of the industry.

Conclusion

It's possible that the conclusion may include a synopsis of the present situation of the vehicle rental sector, including its size, growth rate, and landscape of competitors. It is also possible that it will highlight major trends and drivers of development, such as the rising popularity of ride-sharing services, the expansion of electric and hybrid automobiles, and the significance of the relevance of sustainability and environmental concerns. In addition, the conclusion may emphasize issues that the automobile rental business is now experiencing. Some examples of these challenges include rising competition from ride-sharing and car-sharing services, changing customer tastes, and technological disruption. It is also possible that it may make advice about how automobile rental firms might innovate and adapt in order to remain competitive.

In general, the goal of the conclusion of an investigation into the current state and potential developments in the market for car rentals in the future would be to provide a comprehensive understanding of the industry as a whole, including its positive and negative characteristics as well as the opportunities and challenges it faces. This knowledge might be put to use to provide context for strategic decision-making and assist rental vehicle firms in remaining competitive in an industry that is undergoing fast change.

It would be the goal of the recommendations that would come from an analysis of the current state and future trends of car rentals to provide car rental companies with actionable insights on how they can adapt and innovate in order to maintain competitiveness in an industry that is undergoing rapid change.

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