

INFLUENCE OF THE ONE BELT ONE ROAD INITIATIVE ON CUSTOMER PROFILE OF FOOD CONSUMPTION IN THE DIGITAL AGE

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Digitalization plays an essential role in forming new customer approaches to select channels of food supply. While some distributors look for short-term transportation, others require a wide variety to satisfy a customer. The number of customers, who search and evaluate products surfing the Internet, has been increasing for the last decade. In addition, enormous information on the Internet forms a new generation of digital-oriented persons who have the experience to compare products and evaluate them individually. Again, it is necessary to consider different consumer preferences in various countries among way one belt. They set particular criteria for suppling, such as spicy products, organic foods, rare or unique variety, and value-added products. In the digital age, consumers have changed their customer journey because they may purchase products abroad. If a person needs an exclusive good, he may order it using diverse online platforms.

Current research has demonstrated that the development of one belt one road initiative leads to new opportunities for customer satisfaction. He indicates that the initiatives plays a decisive role in the socio-economic development of countries along the way and provides the opportunity for global communication [2]. From this side, globalization of the food industry market will allow people to form purchase order and include it in propositions of national products from whatever country. Yin and Kwon have revealed five instruments, which push the process of international trading between ASEAN countries [5]. They suggest that one way, one belt initiates new win-win cooperation between countries. While one country may supply perishable food, the other full the market by seasonal products.

New trading way intensively changes the model of a customer profile because it empowers innovative channels of communication. People use microblogs, communication channels, and social nets to get current information. Big data analytics from such resources provide knowledge about customer negative feedback, which helps to understand better customer behavior. Cognitive analysis can serve various digital platforms and channels to collect information about customer behavior (gender, age, place, and needs) [3]. Greco Fr. and Polli A has developed a novel unmanaged procedure (ETM) to ensure the influence of the social platforms on a consumer decision. Using it on Twitter, they have revealed the top peculiarities such as product preferences, representations, and sentiments [1]. Tholath and Casimirraj have proposed segments of

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customers according to demographic criteria and customers' experience to make orders online [4].

The study is based on a survey of distributors from Tajikistan, Uzbekistan, Kazakhstan, and Ukraine. It has been selected four distributors of food and agricultural products in each country. During May and June of 2021, interviewers have filled the questionnaire. The questions consist of the main parts of customer profile such as backgrounds, goals, attitudes, experience, and preferred communication channels. Results of the research thus obtained are compatible with:

1. A consumer prefers organic and healthy foods.
2. It takes about an hour per day to find necessary information about product peculiarities.
3. There are different levels of consumers' digital literacy. The younger persona is the more experience in using digital technologies for a purchase he has.
4. Young consumers learn a lot about digital currency and modern technologies of payment.
5. A consumer from Eastern Europe does not have deep experience to buy-product online from countries of Central Asia.

6. People are inspired to buy unique national food online.

To sum it up, the one-belt one-road initiative leads to the globalization of trading and customer satisfaction in different countries.

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