

INTERNET TRADING IN STRATEGIC MANAGEMENT

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ABSTRACT. This study explores the strategic role of internet trading in the operations of Hawaii Miami Aquapark & SPA, a leading entertainment destination in Almaty, Kazakhstan. As digital platforms continue to reshape consumer behavior and business operations, the research aims to evaluate how internet trading contributes to revenue growth, customer engagement, and overall strategic management within the aquapark, with a specific focus on the impact of online sales channels, the effectiveness of social media marketing, and the purchasing patterns of visitors. To address these objectives, a mixed-methods approach was applied, combining the analysis of financial data from 2021 to 2024 with insights from a survey of 5,000 customers regarding purchasing behavior, visit frequency, and preferred marketing channels, alongside an evaluation of product-level website sales in 2024 to identify the most popular ticket categories and areas for potential growth. The findings reveal a steady increase in online sales, reflecting a growing customer preference for digital transactions, with Instagram emerging as the most influential platform for attracting and engaging customers, particularly among younger audiences. While full-day tickets accounted for the highest revenue, certain products, such as evening passes, demonstrated lower demand, pointing to opportunities for targeted promotions and pricing strategies. Based on these insights, the study provides practical recommendations to enhance digital marketing efforts, diversify product offerings, and strengthen the aquapark's internet trading strategy to support sustainable business growth.

KEYWORDS: internet trading, strategic management, digital marketing, e-commerce, revenue trends, customer engagement.

СТРАТЕГИЯЛЫҚ БАСҚАРУДАҒЫ ИНТЕРНЕТ-САУДА

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АҢДАТПА. Бұл зерттеуде Алматы қаласындағы жетекші ойын-сауық орындарының бірі болып табылатын Hawaii Miami Aquapark & SPA қызметіндегі интернет-сауданың стратегиялық рөлі қарастырылады. Цифрлық платформалардың тұтынушылардың мінез-құлқы мен бизнес үдерістеріне әсері артып келе жатқан жағдайда, зерттеудің мақсаты – интернет-сауданың аквапарктің кірісін арттыруға, клиенттердің тартылуы мен жалпы стратегиялық басқаруына қосатын үлесін бағалау, сондай-ақ онлайн сату арналарының әсерін, әлеуметтік желідегі маркетингтің тиімділігін және келушілердің сатып алу үрдістерін талдау. Осы мақсаттарға қол жеткізу үшін зерттеуде 2021–2024 жылдар аралығындағы қаржылық деректерді талдау, 5000 клиент арасында жүргізілген сауалнама нәтижелері бойынша олардың сатып алу дағдыларын, келу жиілігін және маркетингтік арналарға деген көзқарастарын зерттеу, сондай-ақ 2024 жылғы веб-сайт арқылы сатылған билеттердің санаттарын бағалау арқылы танымал өнімдерді анықтау және даму әлеуетін айқындау тәсілдері қолданылды. Зерттеу нәтижелері интернет-сауданың тұрақты өсімін көрсетіп, тұтынушылардың цифрлық транзакцияларға деген сұранысының артып келе жатқанын дәлелдейді, ал Instagram платформасы, әсіресе жастар арасында, клиенттерді тарту

мен олармен өзара әрекеттесу үшін ең тиімді құрал ретінде танылды. Толық күнге арналған билеттер ең көп кіріс әкелгенімен, кейбір өнімдер, мысалы, кешкі жүзу билеттері, төмен сұраныспен ерекшеленді, бұл мақсатты жарнамалық акциялар мен баға стратегияларын жетілдіру мүмкіндігін көрсетеді. Алынған нәтижелер негізінде аквапарктың интернет-сауда стратегиясын күшейту, өнім түрлерін әртараптандыру және цифрлық маркетингті жетілдіру арқылы тұрақты дамуын қамтамасыз етуге бағытталған практикалық ұсыныстар әзірленді.

ТҮЙІН СӨЗДЕР: интернет-сауда, стратегиялық басқару, цифрлық маркетинг, электрондық коммерция, кіріс динамикасы, тұтынушылармен өзара әрекеттестік.

ИНТЕРНЕТ-ТОРГОВЛЯ В СТРАТЕГИЧЕСКОМ УПРАВЛЕНИИ

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АННОТАЦИЯ. В данном исследовании рассматривается стратегическая роль интернет-торговли в деятельности Hawaii Miami Aquapark & SPA — одного из ведущих развлекательных комплексов Алматы, Казахстан. В условиях активного влияния цифровых платформ на поведение потребителей и бизнес-процессы целью работы является оценка вклада интернет-торговли в рост доходов, повышение вовлеченности клиентов и общее стратегическое управление аквапарком, с акцентом на влияние онлайн-каналов продаж, эффективность маркетинга в социальных сетях и особенности поведенческого поведения посетителей. Для достижения этих целей применен смешанный методологический подход, включающий анализ финансовых данных за период с 2021 по 2024 годы, результаты опроса 5000 клиентов об их покупательских привычках, частоте посещений и предпочтительных каналах маркетинга, а также оценку продаж различных категорий билетов через сайт аквапарка в 2024 году для выявления наиболее популярных продуктов и перспектив роста. Результаты исследования показывают устойчивый рост онлайн-продаж, что отражает растущие предпочтения клиентов в пользу цифровых транзакций, при этом Instagram стал самой эффективной платформой для привлечения и взаимодействия с аудиторией, особенно среди молодых посетителей. Несмотря на то, что наибольшую выручку принесли билеты на целый день, некоторые продукты, такие как вечерние абонементы, показали низкий спрос, что указывает на потенциал для проведения целевых акций и корректировки ценовой политики. На основе полученных данных разработаны практические рекомендации по усилению цифровых маркетинговых мероприятий, диверсификации продуктовой линейки и укреплению стратегии интернет-торговли аквапарка для обеспечения его устойчивого развития.

КЛЮЧЕВЫЕ СЛОВА: интернет-торговля, стратегическое управление, цифровой маркетинг, электронная коммерция, тенденции доходов, вовлеченность клиентов.

INTRODUCTION. Over the past decade, digital technology has significantly transformed the way businesses operate, with internet trading becoming an essential part of strategic management. More and more companies are shifting their focus to online platforms, using them not only to expand their customer base but also to improve efficiency and build stronger relationships with their audience [1]. E-commerce has quickly moved from being a competitive advantage to a necessity, pushing businesses to rethink traditional strategies and embrace digital solutions to stay relevant in an increasingly online marketplace [2].

In this context, strategic management plays a key role in helping companies adapt to these rapid changes. By using digital tools and online sales

channels, businesses can make smarter decisions based on customer data, improve their pricing models, and create marketing strategies tailored to specific audiences [3]. These adjustments allow companies to stay ahead of the competition, offering more personalized experiences, improving service delivery, and using real-time analytics to guide their actions [4].

Industries like hospitality and entertainment have been especially impacted by this digital shift. Today, customers expect easy online booking options, personalized offers, and smooth digital interactions as part of their overall experience [5]. As a result, many businesses in these sectors have introduced mobile apps, online ticketing, and AI-driven recommendations to meet growing expectations [6]. Targeted digital marketing and audience

segmentation have also become crucial, helping companies design campaigns that speak directly to the interests of different customer groups [7].

Social media has become one of the most effective tools for businesses looking to connect with their customers. Platforms like Instagram, Facebook, and TikTok allow companies to reach large audiences, share engaging content, and encourage direct interaction with their brand [8]. Studies have shown that businesses that use social media well often see stronger customer loyalty, higher trust levels, and increased sales through online platforms [9, 10]. These platforms create opportunities for real-time feedback, user-generated content, and personalized engagement, which all contribute to building lasting relationships with customers [11].

At the same time, internet trading comes with its own set of challenges. Companies must be prepared to manage cybersecurity risks, protect customer data, and keep up with constant changes in technology and regulations [1]. To succeed in such a dynamic environment, businesses need to stay flexible and continuously refine their strategies to meet evolving customer needs [2]. Despite these challenges, the benefits of internet trading—such as wider market reach, reduced costs, and more personalized marketing—make it an essential part of modern strategic management [4].

Hawaii Miami Aquapark & SPA in Almaty, Kazakhstan, offers a good example of how a business in the entertainment industry can successfully apply internet trading as part of its strategy. By developing online sales channels, launching special promotions, and building customer loyalty programs, the aquapark has worked to create a seamless digital experience for its guests. Understanding how these digital efforts affects revenue, customer behaviour, and marketing effectiveness is key to shaping future strategies and ensuring long-term success.

This study focuses on the role of internet trading in the strategic management of Hawaii Miami Aquapark & SPA. Specifically, it aims to answer the following questions: (i) How has internet trading affected the aquapark's revenue growth and sales distribution? (ii) What factors influence customers' decisions to buy tickets online? (iii) How effective are digital marketing channels, such as social media, in attracting and keeping customers? (iv) What strategic steps can the aquapark take to strengthen its online presence and achieve sustainable growth?

By exploring these questions, this research not only provides insights into the digital transformation of the entertainment industry but also offers practical recommendations for businesses seeking to improve their online sales and digital strategies.

MATERIALS AND METHODS OF RESEARCH.

This study adopts a comprehensive research approach, integrating quantitative financial analysis

with qualitative survey insights to examine the impact of internet trading on strategic management at Hawaii Miami Aquapark & SPA. The methodology explores key factors such as revenue trends, customer behaviour patterns, and online product sales performance to assess the effectiveness of the company's digital sales strategies.

Research Methodology. This study utilizes a combination of comparative analysis, statistical evaluation, and primary data collection to examine the impact of internet trading. Key primary data sources include financial records from 2021 to 2024, website sales data by product for 2024, and survey responses from 5,000 customers. These datasets offer a comprehensive view of internet trading trends, revenue distribution shifts, and customer engagement with digital sales platforms. To complement these findings, secondary sources such as industry reports, regulatory policies, and market performance data were analyzed, providing a broader contextual framework for interpretation.

Data Collection and Analysis. Financial data was obtained from company records and divided into cash desk sales and website sales. A year-over-year revenue comparison was conducted to assess the growth rate of online sales versus offline transactions. Additionally, website sales in 2024 by product category were analyzed to determine the most profitable offerings and the distribution of revenue across different ticket types. This analysis offered valuable insights into consumer demand for specific products, seasonal sales fluctuations, and the overall effectiveness of pricing strategies.

The survey aimed to examine customer purchasing behaviour, interaction with online sales platforms, and overall satisfaction with digital transactions. The questionnaire included sections on demographics, visit frequency, purchasing preferences, social media usage, and the effectiveness of marketing efforts. Responses were analyzed using statistical software to identify customer segments, evaluate the relationship between online engagement and purchasing behaviour, and measure the impact of various digital marketing strategies.

Scope and Limitations. This study examines financial data from 2021 to 2024, providing insights into short-term trends in internet trading. However, it does not capture long-term industry shifts beyond this period. The survey was conducted exclusively among existing customers, excluding potential visitors who have not interacted with the aquapark's online platform, which may introduce sampling bias. Additionally, while the 2024 website sales data by product offers a detailed view of product performance, external factors such as shifts in consumer preferences, technological advancements, and economic conditions were not directly analyzed, though they remain important influences on digital sales.

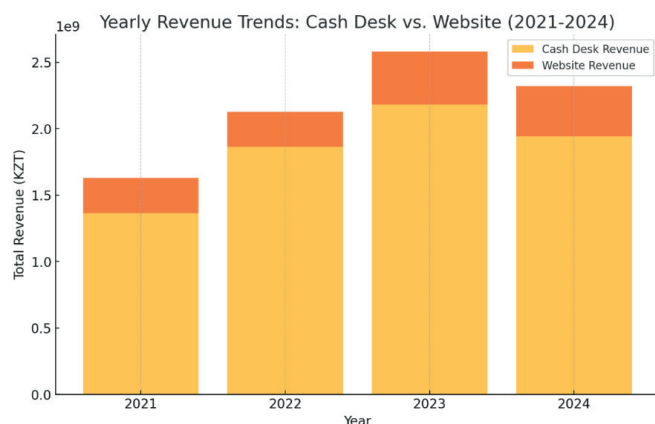


Figure 1 – Website Revenue vs. Cash Desk Revenue

Ethical Considerations. All survey participants were informed about the study's objectives and provided their consent voluntarily. To ensure privacy, customer data was anonymized, and financial records were managed with strict confidentiality. The study adhered to ethical research guidelines to maintain accuracy and integrity in analyzing the role of internet trading in strategic management at Hawaii Miami Aquapark & SPA.

RESULTS AND THEIR DISCUSSIONS.

1. Revenue Trends (2021–2024)

The financial analysis of Hawaii Miami Aquapark & SPA from 2021 to 2024 shows a consistent rise in online revenue, indicating a significant shift toward digital sales. During this period, website sales increased by 42.55%, while cash desk revenue fluctuated, suggesting a growing preference for online transactions among consumers. This shift aligns with broader industry trends, where digital platforms enhance accessibility, simplify transactions, and offer personalized customer engagement [1].

The data indicates that while total revenue grew each year, the share of online sales increased significantly, reflecting a shift in consumer purchasing behaviour. In 2021, website sales made up only a small portion of total revenue, but by 2024, they had become the primary revenue stream, surpassing traditional in-person transactions. This trend underscores the role of digital transformation in ensuring long-term financial growth and suggests that future revenue expansion will depend on sustained investments in internet trading capabilities.

Growth in Website Revenue vs. Cash Desk Revenue.

A comparative analysis of cash desk and website sales reveals key insights into consumer adoption of online purchases. While cash desk revenue demonstrated seasonal peaks and valleys, website revenue exhibited more consistent growth patterns, with fewer declines during off-peak months. This stability in online revenue suggests that customers are increasingly pre-booking tickets through the website rather than relying on walk-in purchases.

Further analysis of the revenue breakdown reveals that cash desk sales continue to dominate in certain segments, particularly among first-time visitors, whereas returning customers are more likely to purchase tickets online. This pattern aligns with research indicating that repeat customers prefer digital platforms for faster, more convenient transactions [5]. Given that 79% of surveyed visitors were repeat customers, it is likely that the continued expansion of internet trading will further reduce the reliance on offline sales in the coming years.

Seasonal Variations in Online Sales. The revenue data highlights distinct seasonal trends, particularly in website sales, which peaked in July—the height of the summer tourism season. This suggests that online ticket purchases increase during high-demand periods, as customers seek to secure bookings in advance to avoid long queues or ticket unavailability. This pattern is consistent with findings in the broader entertainment and tourism industry, where pre-booking behaviour increases during peak travel seasons [6].

In contrast, April recorded the lowest online sales, coinciding with an off-peak tourism period in Almaty. This seasonal decline presents an opportunity for targeted digital marketing strategies to drive sales during low-demand months. Implementing discounted promotions, time-sensitive offers, and bundled packages could encourage more online ticket purchases and help mitigate seasonal revenue fluctuations.

An analysis of monthly revenue growth rates shows that while cash desk revenue varies significantly throughout the year, website sales exhibit greater stability, with gradual but consistent growth over time. This stability reflects the resilience of digital sales channels, as online customers typically plan their visits in advance. In contrast, cash desk transactions are more influenced by external factors, such as weather conditions and last-minute changes in visitor plans.

Implications for Revenue Optimization. The findings indicate that Hawaii Miami Aquapark & SPA has successfully leveraged internet trading to increase total revenue, but further strategic enhancements could optimize seasonal revenue fluctuations. The current sales data suggests that digital engagement is strongest during peak seasons, but there is an opportunity to expand online purchasing behaviours year-round. By enhancing promotional campaigns during off-peak months and integrating dynamic pricing models that adjust ticket prices based on demand, the aquapark can improve overall revenue consistency.

A deeper analysis of customer segments indicates that new visitors tend to favour cash desk transactions, whereas returning guests show a stronger preference for online bookings. This pattern suggests that first-time visitors may benefit from increased digital

outreach efforts to encourage them to shift toward online pre-booking. Strategies such as automated follow-up marketing, including email reminders, retargeting ads, and exclusive online discounts for new customers, could further boost website transactions and enhance digital adoption.

Overall, the growth in website revenue and seasonal variations in digital sales highlight a strong shift toward internet trading, but there are opportunities for further strategic refinement to maximize revenue potential during low seasons and encourage broader adoption of online purchasing behaviours.

2. Website Sales Performance (2024)

The product sales analysis for 2024 provides detailed insights into customer preferences, purchasing behaviour, and the distribution of online revenue across different ticket categories. The findings reveal that a few high-performing products account for the majority of sales, while certain ticket types remain underutilized. This disparity presents opportunities for strategic adjustments in pricing, marketing, and product bundling to improve overall sales distribution and maximize revenue potential.

Best-Selling Products and Revenue Contribution. The Aquapark Adult Ticket was the best-selling product, contributing 31% of total revenue and representing a substantial portion of website sales. Its popularity suggests that visitors favour full-day access, likely due to the greater value it provides compared to shorter-duration options. This trend aligns with broader consumer behaviour in the entertainment industry, where guests often prefer comprehensive experience packages over time-restricted alternatives [5].

Additionally, family-oriented packages and bundled tickets showed moderate sales performance, indicating demand from group visitors but also revealing an opportunity for further optimization. Considering that a large proportion of surveyed customers reported visiting with family, increasing the promotion of bundled family tickets could lead to higher adoption rates. Enhancing the visibility of group discounts on digital marketing platforms and introducing seasonal family offers may further drive sales in this segment.

A key takeaway from the revenue distribution analysis is that 55.48% of total website revenue was generated by the top two ticket categories. While this concentration suggests strong customer preference, it also presents a risk in revenue diversification. Relying too heavily on a few ticket types could make overall sales vulnerable to demand fluctuations in those categories. Expanding the appeal of mid-tier and underperforming products will be critical in reducing revenue dependency on a narrow selection of offerings.

Underperforming Ticket Categories and Potential Improvements. The Aquapark Evening Swimming Ticket had the lowest sales performance, generating

significantly less revenue than daytime options. Several factors may have contributed to its limited demand:

- **Limited Consumer Demand for Evening Visits** – The survey results indicate that most customers prefer daytime activities, aligning with general consumer behaviour in water-based entertainment venues [6]. The lack of natural daylight in the evening hours, along with potential safety concerns, may contribute to the lower demand for nighttime experiences.

- **Operational Constraints** – Reduced availability of facilities and attractions in the evening may lead customers to perceive less value in these tickets compared to full-day or morning options. Additionally, limited food and beverage services or restricted access to certain rides could further diminish the appeal of evening sessions.

- **Ineffective Marketing for Evening Packages** – The marketing efforts for evening tickets appear to have low reach and engagement, as suggested by the lack of demand. Unlike full-day and family tickets, which receive significant digital promotions, evening tickets may not be sufficiently marketed to target audiences who might benefit from off-peak pricing and lower crowd levels.

Given these factors, several strategies can be implemented to improve the performance of underutilized ticket categories:

- **Repositioning the Evening Ticket as a Premium Experience** – Instead of treating it as a discounted option, the evening ticket could be rebranded as a luxury or exclusive offering, with added benefits such as private cabana rentals, VIP access to specific attractions, or themed entertainment. Studies suggest that exclusive experiences drive consumer interest, particularly among high-spending segments [12].

- **Enhancing Digital Promotion Efforts** – The aquapark could utilize targeted digital ads focused on working professionals, couples, or younger adults who may prefer evening leisure activities over morning visits. Introducing flash sales or limited-time evening promotions on platforms such as Instagram and Facebook may increase awareness and trial

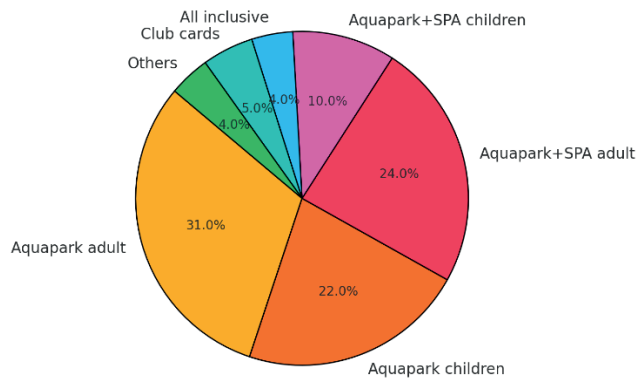


Figure 2 – Website Sales Distribution by Product (2024)

adoption.

- **Bundling Evening Tickets with Other Services** – Offering dining packages, spa services, or nighttime events in combination with evening tickets could make the product more appealing. By integrating additional value, the evening ticket could attract new customers who may not have initially considered a late-hour visit.

Implications for Revenue Optimization. The performance discrepancies across ticket categories reveal opportunities for strategic pricing, product differentiation, and marketing adjustments. While best-selling products continue to drive substantial online revenue, reliance on a few core offerings presents a revenue risk that should be mitigated through diversification and strategic promotion of underperforming segments.

Implementing a dynamic pricing model that adjusts rates based on demand and booking time could help optimize ticket sales across various categories. Offering lower prices during off-peak evening hours, paired with value-added promotions, may incentivize more customers to purchase underutilized ticket options.

Examining consumer feedback on the online purchasing experience may reveal whether low-performing tickets are affected by visibility issues on the website. Redesigning the user interface to better showcase underutilized options—such as placing evening tickets alongside popular daytime choices or offering incentives for cross-category purchases—could help increase conversion rates.

The 2024 website sales analysis highlights the importance of product diversification, demand-driven marketing, and flexible pricing strategies in maximizing digital revenue at Hawaii Miami Aquapark & SPA. By adopting these strategic refinements, the business can further leverage internet trading advantages and strengthen its competitive position in the online marketplace.

3. Survey Insights (2024)

The customer survey, conducted with 5,000 respondents, offers valuable insights into visitor behaviour, digital engagement, and the impact of online marketing strategies. The findings help evaluate customer loyalty, visit frequency, and digital purchasing trends, providing strategic guidance to enhance Hawaii Miami Aquapark & SPA's internet trading approach.

Customer Visit Frequency and Loyalty Trends. Survey results show that 79% of visitors were repeat customers, demonstrating strong brand loyalty and retention. This high percentage suggests that the aquapark has successfully positioned itself as a preferred entertainment destination. However, the most common visit frequency was one to two times per year, indicating that while customers remain loyal, their engagement is relatively infrequent. This trend aligns with research in the entertainment and leisure

industry, where seasonal and event-driven attractions attract repeat visitors but often struggle with high-frequency engagement [5].

The low visit frequency presents an opportunity for strategic intervention. Implementing customer loyalty programs, annual membership packages, or discounted return-visit incentives could encourage more frequent attendance. For instance, a subscription-based entry model offering multiple visits per season could provide additional value to repeat customers while generating a steady revenue stream. Additionally, targeted email marketing campaigns reminding past visitors about new attractions, exclusive promotions, and upcoming events may help maintain engagement throughout the year.

While repeat visitation is high, 21% of customers were first-time visitors, indicating that customer acquisition remains an ongoing priority. Marketing efforts must balance retention strategies for existing customers with engagement campaigns designed to attract new visitors. First-time visitors may require additional digital engagement tactics, such as first-visit discounts, referral bonuses, and promotional content tailored to new audiences.

Most Effective Marketing Channels. The survey also explored how customers first discovered Hawaii Miami Aquapark & SPA, revealing the increasing significance of digital marketing. A large portion of respondents indicated that they learned about the aquapark through social media platforms, particularly Instagram. This finding further highlights the effectiveness of digital marketing strategies in driving customer acquisition and enhancing brand awareness.

Conversely, outdoor advertising, such as billboards and print media, had minimal impact on attracting new visitors. This trend aligns with broader consumer behaviour shifts, where social media and online search engines have surpassed traditional advertising methods in influencing purchase decisions [8]. Given this finding, reallocating marketing budgets from offline advertising to performance-based digital campaigns could enhance marketing efficiency and return on investment (ROI).

A deeper analysis of marketing effectiveness across customer demographics reveals significant differences among age groups. Younger customers (ages 18–34) were more influenced by Instagram and TikTok advertisements, while older visitors (ages 35–50) relied more on direct website searches, email promotions, and word-of-mouth recommendations. These findings suggest that multi-channel marketing strategies should be customized to effectively engage different audience segments:

- Social media engagement (Instagram, TikTok, influencer collaborations) for younger audiences.
- Search engine optimization (SEO), email marketing, and word-of-mouth incentives for older customer segments.

While paid digital advertisements played a key role in customer acquisition, organic engagement—including user-generated content (UGC) and customer reviews—also had a significant impact. Encouraging visitors to share their experiences on social media, leave reviews, and take part in referral programs could further strengthen brand visibility and credibility.

Preferred Social Media Platforms for Engagement. The significance of social media in customer engagement is further reinforced by platform-specific usage trends among respondents. Instagram emerged as the most widely used platform, highlighting its key role in the aquapark’s digital marketing strategy. Facebook was also used by a notable portion of customers, particularly in the 35+ age demographic, while TikTok engagement was highest among younger audiences.

Despite the strong social media presence, the survey also revealed that a segment of customers does not actively engage with digital platforms. A small but notable portion of respondents reported not using social media regularly, suggesting that alternative digital outreach methods, such as email marketing, Google Ads, and loyalty app notifications, could be valuable in reaching non-social media users.

Further analysis indicates that customers who engage with the aquapark’s social media channels are more likely to make online purchases. Visitors who followed the aquapark’s Instagram page, interacted with promotional content, or participated in contests were statistically more likely to buy tickets online rather than in person. This finding underscores the importance of interactive and engaging social media content, such as:

- Live Q&A sessions with staff to provide insights on upcoming events and engage with customers in real time.
- Exclusive social media-only discounts designed to encourage online purchases and increase digital engagement.

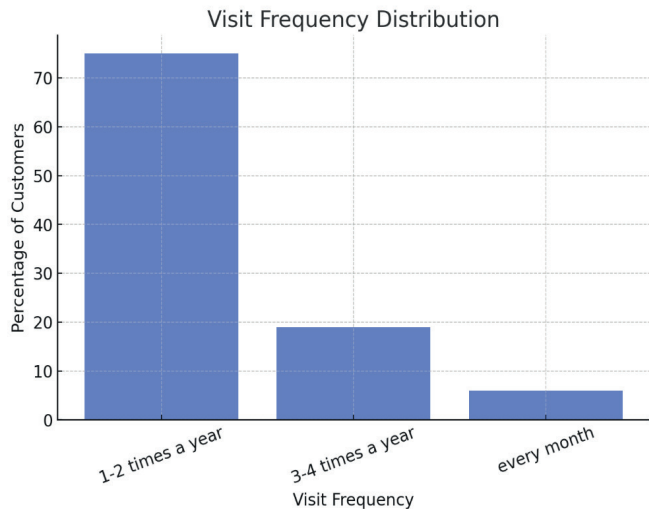


Figure 3 – Customer Visit Frequency

- User-generated content campaigns that reward customers for sharing their experiences, boosting brand visibility and credibility.

Although social media engagement is strong, the conversion of interactions into actual ticket purchases could be further optimized. Integrating shoppable posts, direct ticket purchase links, and seamless mobile payment options within social media platforms would help streamline the customer journey from engagement to transaction.

Strategic Insights and Implications. The survey findings highlight the essential role of digital engagement in shaping purchasing decisions. The growing dependence on social media and online searches for customer acquisition suggests that traditional marketing channels may be less cost-effective. Redirecting marketing efforts toward data-driven, personalized digital campaigns could enhance conversion rates and optimize marketing spending.

Although customer retention is strong, there is potential to increase visit frequency by implementing loyalty incentives, subscription-based memberships, and automated digital re-engagement strategies. The findings also emphasize the importance of targeted marketing approaches that consider audience demographics, allowing for personalized communication tailored to different customer segments.

With a strong link between social media engagement and online purchases, enhancing interactive digital content and integrating seamless purchasing options within social platforms could further boost the impact of internet trading on revenue growth. By applying these strategic insights, Hawaii Miami Aquapark & SPA can refine digital customer acquisition, strengthen visitor retention, and maximize the effectiveness of its internet trading strategies.

4. Strategic Implications

Insights from website revenue growth, product sales performance, and customer survey data reveal a clear shift in consumer behaviour toward digital sales, social media-driven engagement, and strategic pricing adjustments. To adapt to these changes, Hawaii Miami Aquapark & SPA must refine its business strategies to maximize online sales, enhance customer acquisition, and diversify revenue streams.

Shift in Consumer Behaviour towards Digital Sales. The steady increase in website revenue compared to cash desk transactions reflects a growing shift toward digital purchasing behaviour. The 42.55% rise in online sales from 2021 to 2024 confirms that digital platforms are not just a preferred purchasing channel but also a sustainable driver of revenue growth. Survey results further support this trend, as repeat visitors demonstrate a stronger preference for online bookings over in-person ticket purchases.

However, despite the increase in online sales, some first-time visitors continue to prefer cash desk purchases, indicating that not all potential customers

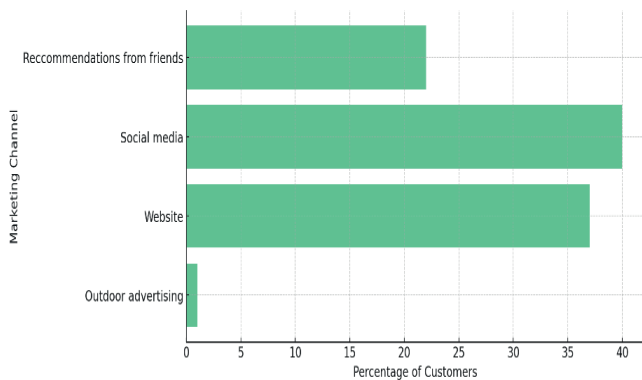


Figure 4 – Marketing channels

are fully engaged with digital platforms. Bridging this gap in digital adoption calls for targeted educational initiatives, such as:

- On-site digital promotions that encourage in-person visitors to switch to online booking for future visits.
- QR code-based ticket purchases at the entrance, allowing for a seamless transition from offline to online sales.
- Gamified digital sales incentives, where customers earn discounts or loyalty points for choosing online purchases over cash desk transactions.

The expansion of digital sales underscores the importance of a seamless omnichannel experience, where online and offline touchpoints complement each other. Incorporating personalized recommendations into the booking system, such as dynamic pricing adjustments based on demand, can further drive online adoption and enhance the overall customer experience.

Impact of Social Media Marketing on Customer Acquisition. Survey data confirms that social media serves as the most effective marketing channel, with Instagram, Facebook, and TikTok playing a key role in customer acquisition. In contrast, traditional marketing methods, such as outdoor advertising, have shown minimal impact, highlighting the need to shift resources toward data-driven digital campaigns for greater efficiency.

A key takeaway from the survey is that, despite high social media engagement, conversion rates are lower than expected. While many customers interact with content, not all follow through with ticket purchases via digital channels. This gap presents an opportunity to:

- Refine ad-retargeting strategies by leveraging website visitor data to deliver personalized follow-up ads aimed at potential buyers.
- Strengthen influencer partnerships by shifting from general promotions to performance-driven campaigns, ensuring influencers actively contribute to ticket sales.
- Integrate direct booking features within social media platforms, such as Instagram Shopping,

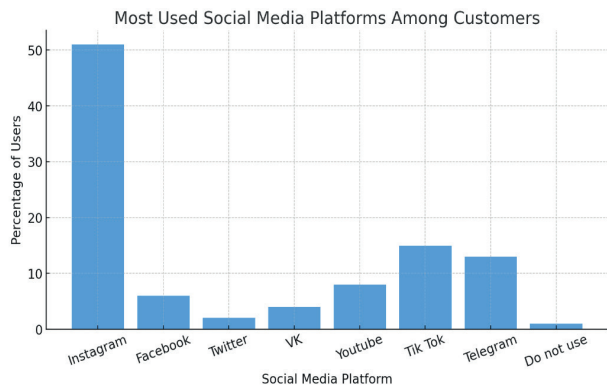


Figure 5 – Most used Social Media Platforms among customers

Facebook Checkout, and TikTok's in-app purchasing, to streamline the purchasing process.

Additionally, social proof and user-generated content are key factors in shaping purchase decisions. Encouraging visitors to leave reviews, tag the aquapark in social media posts, and participate in referral programs can foster trust and organic brand growth, ultimately enhancing customer acquisition.

Pricing and Promotion Strategies for Online Sales. A key insight from the website sales performance analysis is the heavy reliance on a few top-selling products. While high-revenue ticket categories contribute significantly to profitability, the imbalance in product performance poses a business risk. To mitigate this, implementing dynamic pricing models and targeted promotions can help distribute sales more evenly across various ticket types.

To increase sales of underperforming ticket categories, the aquapark could implement:

- Time-based pricing models that offer lower prices for off-peak and evening tickets, encouraging more purchases.
- Limited-time flash sales to create urgency and drive higher website traffic during low-demand periods.
- Bundle promotions where customers buying high-demand tickets receive exclusive discounts on lower-performing options.

Another strategic approach involves introducing tiered memberships or loyalty programs, offering frequent visitors priority booking, exclusive event access, and early-bird discounts. This strategy not only encourages repeat purchases but also strengthens long-term customer relationships, further enhancing digital engagement.

Additionally, examining competitor-pricing strategies within the regional entertainment industry can offer valuable insights into price elasticity and market expectations. This analysis enables more strategic adjustments to ticket structures, ensuring competitive and customer-driven pricing.

Future Considerations and Long-Term Digital Strategy. The growing dependence on internet trading and digital sales strategies indicates that Hawaii Miami Aquapark & SPA should prioritize long-term

investments in e-commerce optimization. In addition to immediate pricing and marketing adjustments, the aquapark could implement further digital strategies, such as:

- Creating a dedicated mobile app to improve customer convenience, integrate loyalty rewards, and deliver personalized promotions.
- Expanding payment options by incorporating digital wallets and buy-now-pay-later (BNPL) solutions to enhance conversion rates among mobile-first users.
- Implementing AI-powered chatbots for real-time customer support, boosting engagement, and providing instant assistance with booking-related queries.

By adopting these strategic refinements, Hawaii Miami Aquapark & SPA can maintain a competitive, customer-centric, and revenue-driven internet trading strategy in an ever-evolving digital landscape.

CONCLUSION.

Summary of Key Findings. This study highlights the increasing strategic significance of internet trading in the operations of Hawaii Miami Aquapark & SPA, as digital sales continue to influence customer behaviour and revenue distribution. The 2021–2024 revenue analysis revealed a 42.55% growth in online sales, with website transactions surpassing cash desk purchases as the preferred booking method. Additionally, repeat visitors showed a strong preference for online pre-booking, emphasizing the need for a seamless and engaging digital purchasing experience.

The 2024 product sales analysis showed that Aquapark Adult Tickets generated the majority of online revenue, reflecting a strong preference for full-day experiences over limited-access options. However, demand for certain ticket categories, particularly evening swimming passes, remained low, pointing to potential challenges in pricing, consumer perception, and marketing effectiveness. These findings indicate that while digital sales continue to grow, not all products benefit equally from online purchasing trends, highlighting the need for strategic adjustments in pricing and promotional efforts.

Survey insights further highlight the critical role of social media in customer acquisition, with Instagram and TikTok emerging as the most influential platforms, while traditional marketing methods, such as outdoor advertising, had minimal impact. Although social media engagement is high, conversion rates from digital interactions to ticket purchases remain an area for improvement, emphasizing the need for more precise targeting strategies and a streamlined purchasing process. Additionally, despite strong customer retention rates, visit frequency remains low, presenting an opportunity to implement loyalty programs and membership-based incentives to encourage repeat visits.

Strategic Recommendations for Improving Online Sales. Based on these findings, strategic interventions

can be implemented to boost online sales, refine pricing structures, and enhance marketing effectiveness. Expanding social media advertising efforts, particularly on Instagram and TikTok, will help strengthen brand engagement and improve conversion rates. Optimizing influencer partnerships by shifting from general brand awareness campaigns to performance-driven collaborations can further ensure that digital marketing efforts directly contribute to ticket sales. Additionally, integrating shoppable posts and in-app purchasing features within social media platforms can streamline the customer journey and drive more online transactions.

To improve product sales distribution, dynamic pricing models should be introduced to adjust ticket costs based on demand and booking time. This strategy can help incentivize off-peak purchases, particularly for underperforming ticket categories, such as evening swimming passes. Bundling strategies, where high-demand products are combined with lower-performing options, may further encourage ticket diversification and reduce over-reliance on a few best-selling products. Promotional efforts should also focus on seasonal discounts and early-bird pricing models to stimulate demand during low seasons.

Customer retention strategies should be reinforced through membership models and loyalty programs. A subscription-based entry model offering multiple visits per season can create a more predictable revenue stream while increasing customer commitment to repeat visits. A points-based loyalty system that rewards customers for online purchases, referrals, and social media interactions can further drive digital engagement. Additionally, leveraging email and SMS marketing for personalized promotions and re-engagement campaigns can help reconnect with past visitors by notifying them of upcoming events and exclusive limited-time discounts.

To improve the digital purchasing experience, exploring alternative sales channels and technology-driven solutions is essential. Developing a dedicated mobile app with seamless ticket booking, push notifications, and app-exclusive discounts can boost digital conversion rates. Enhancing website usability, particularly by simplifying the checkout process and optimizing for mobile users, can further support frictionless transactions. Additionally, integrating new payment options, such as buy-now-pay-later (BNPL) services and digital wallets, can attract a broader customer base and encourage higher-value purchases.

By adopting these strategies, Hawaii Miami Aquapark & SPA can enhance its internet trading capabilities, drive digital revenue growth, and solidify its competitive standing in the entertainment industry.

Future Research Directions. While this study offers a comprehensive analysis of internet trading trends, several areas warrant further exploration. Examining the long-term effects of digital sales strategies on

customer behaviour and revenue patterns would provide deeper insights, especially as the aquapark continues to expand its online platforms. Additionally, exploring the potential of AI-driven pricing models for real-time revenue optimization and personalized promotions presents another valuable research avenue. Comparing Hawaii Miami Aquapark & SPA's internet trading strategies with those of regional and international competitors could also yield benchmarking insights and best practices for further industry advancements.

Expanding research into untapped customer segments is equally important. Gaining a deeper understanding of the digital engagement behaviours

of non-social media users, international visitors, and infrequent customers can help refine marketing strategies and promotional efforts. Addressing these research gaps will enable future studies to offer greater insights into the evolving landscape of internet trading and customer interactions, fostering continued innovation in digital sales strategies.

This study reinforces that internet trading has evolved from an alternative revenue stream to a key driver of business success. By further enhancing digital engagement, refining pricing models, and investing in advanced e-commerce technologies, Hawaii Miami Aquapark & SPA can sustain long-term growth and strengthen its position as an industry leader in the ever-evolving digital marketplace.

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