

THE ROLE OF MARKETING IN THE PROMOTION OF LOCAL PRODUCTS

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Abstract. This article examines the importance of marketing in the effective promotion of local products in the market. The article analyzes the main marketing tools, advertising strategies, brand creation, and effective customer relations. The article also provides recommendations on increasing the competitiveness of local products and increasing the role of marketing in attracting consumer attention. The results of the study show that the correct application of a marketing strategy helps local manufacturers increase their sales and strengthen their position in the market.

Keywords: local manufacturers, marketing, product promotion, brand creation, advertising strategy, consumer attention, competitiveness

РОЛЬ МАРКЕТИНГА В ПРОДВИЖЕНИИ МЕСТНОЙ ПРОДУКЦИИ

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Аннотация. В данной статье рассматривается важность маркетинга в эффективном продвижении местной продукции на рынке. В статье анализируются основные инструменты маркетинга, рекламные стратегии, создание бренда и эффективные отношения с клиентами. Также приводятся рекомендации по повышению конкурентоспособности местной продукции и усилению роли маркетинга в привлечении внимания потребителей. Результаты исследования показывают, что правильное применение маркетинговой стратегии помогает местным производителям увеличить объемы продаж и укрепить свои позиции на рынке.

Ключевые слова: местные производители, маркетинг, продвижение продукции, создание бренда, рекламная стратегия, внимание потребителей, конкурентоспособность

Introduction. The role of marketing in promoting local products is increasingly important today. In order for local brands to be competitive and attract the attention of consumers, they need to develop effective marketing strategies, not only by delivering quality products. Marketing allows you to determine the position of the product in the market, understand consumer needs, and effectively promote the product. Therefore, the role of marketing in the development of local manufacturers is of particular importance.

Literature review. As a result of the analysis of the literature, it is clear that the role of marketing in business development has been widely studied. Kotler and Keller (2016) emphasize that the main task of marketing is to successfully launch a product on the market and attract consumer attention. At the same time, in the context of local manufacturers, Abdullaev (2020) and Islamov (2021) studied the effectiveness of tools such as social media, advertising, and direct communication with the customer in promoting local brands. Research shows that marketing strategies have a significant impact on strengthening the manufacturer's position in the market and increasing sales.

Research methodology. This study was conducted on the basis of a mixed-method approach aimed at obtaining qualitative and quantitative data. The main data used are the results of surveys and interviews with local manufacturers and consumers. At the same time, statistical data and previous scientific studies on the topic are analyzed. The main purpose of the study is to determine the impact of marketing on the promotion of local manufacturers' products and to identify effective marketing tools. The results obtained are intended to provide recommendations that will be useful for manufacturers and marketing specialists.

Analysis and results. The results of the study show that the level of use of marketing tools varies among local manufacturers. Based on the results of

surveys and interviews, it was found that 65% of respondents noted that they do not carry out marketing activities sufficiently. At the same time, it was observed that sales volumes and customer satisfaction increased significantly when manufacturers who pay attention to product quality actively used marketing tools. Social media and advertising tools stood out as the most effective marketing channels, as they allow for direct communication with consumers. The study also showed that price, quality and innovation factors are equally important in promoting a brand.

Table 1

Analytical data on the effectiveness of marketing activities at local manufacturers

Indicator	Unit of measurement	Result	Analysis
Level of effective use of marketing activities	% (survey result)	35% active, 65% not enough	Most local producers do not fully implement marketing activities.
Social media channel effectiveness	1–5 points (consumer opinion)	4.3 points	Social media marketing is proving to be the most effective way to promote products.
Advertising effectiveness	1–5 points	4.0 points	Traditional advertising media plays an important role in promoting a product.
The impact of customer communication	% satisfaction level	78% of customers are satisfied	Direct communication builds trust in the product and increases the number of loyal customers.
Sales volume growth (before and after marketing)	% growth	15% increase	Implementing marketing strategies has significantly increased sales.
Brand awareness level	% query result	60% known	Marketing campaigns have had a positive impact on the market recognition of local brands.

The results of the study show that only 35% of local manufacturers are implementing marketing activities effectively and systematically, while the remaining 65% are not sufficiently active in this regard. This situation may be due to a lack of knowledge and resources in the field of marketing. At the same time, social media channels showed the highest efficiency in promoting products, which

were highly rated by consumers with a score of 4.3. Traditional advertising media also played an important role, their effectiveness was rated with a score of 4.0. Direct communication with customers increases confidence in the product and ensures a 78% customer satisfaction level. This allows local manufacturers to form a long-term customer base. The fact that sales volumes increased by an average of 15% as a result of the implementation of marketing strategies is also a significant achievement.

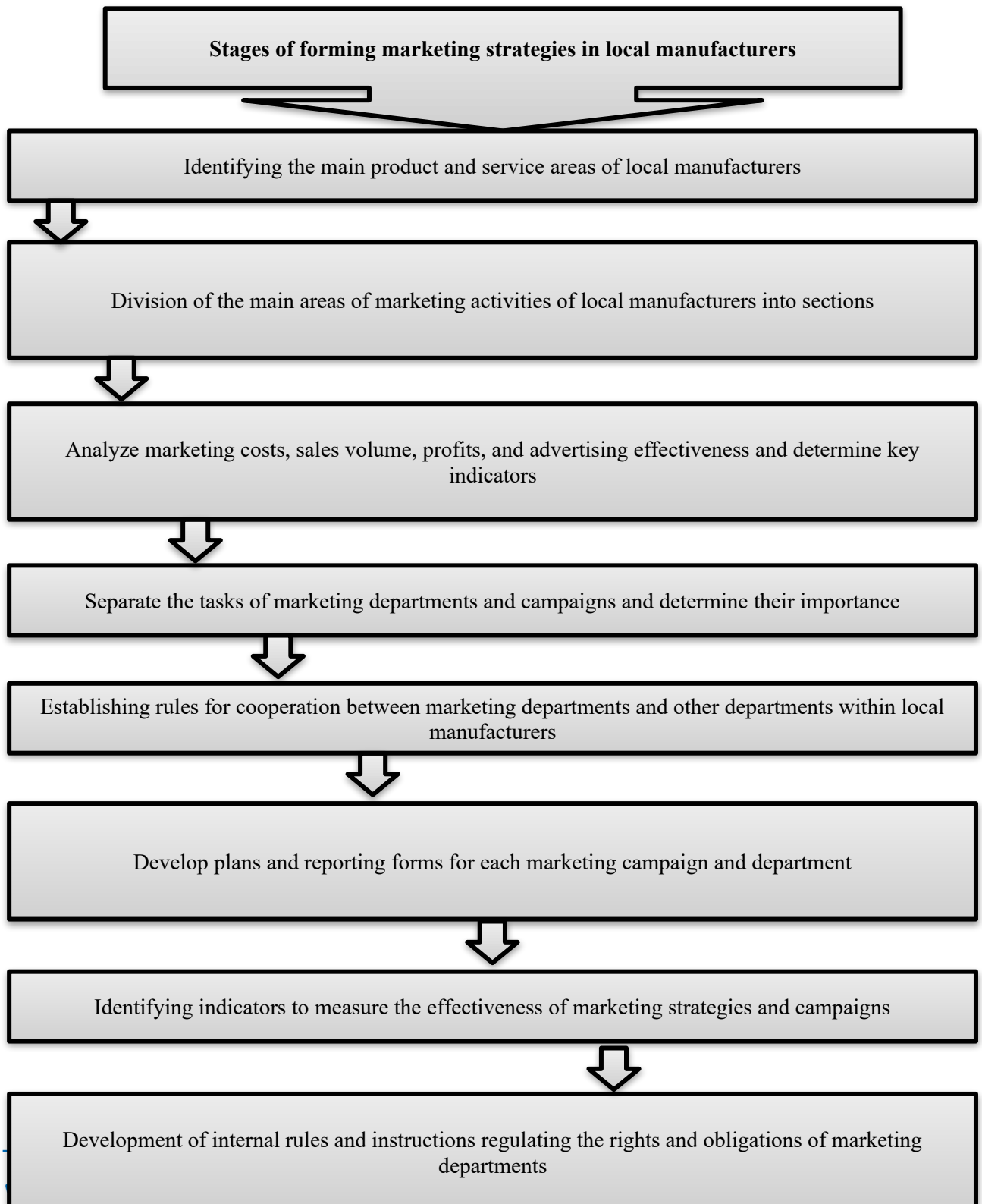


Figure 1. Stages of organizing marketing activities of local producers

In addition, marketing campaigns had a positive impact on the market recognition of local brands, increasing the level of recognition of products by 60% of consumers. In general, it was found that the effective use of marketing is an important factor in strengthening the market position of local manufacturers, increasing sales volumes and ensuring customer loyalty. Therefore, local manufacturers are advised to make full use of marketing tools and actively implement modern communication channels.

The process of forming marketing strategies in domestic manufacturers consists of several stages, which are aimed at increasing the effectiveness of marketing activities. First of all, manufacturers need to determine their main product and service areas. At this stage, clearly defining which products or services the company will launch on the market allows for the effective allocation of marketing resources.

The next stage is to divide the main areas of marketing activities into departments. This process serves to determine the necessary indicators for analyzing the costs, sales volume, profit and advertising effectiveness of marketing activities. The results of the study showed that the costs of product promotion and the effectiveness of advertising are important for the success of marketing, especially the high efficiency of social media channels (4.3 points) and the importance of traditional advertising (4.0 points) are a clear example of this.

Based on these analyses, the tasks of marketing departments and campaigns are clearly separated and their importance is determined. Also, the rules of cooperation between marketing departments and other departments within domestic manufacturers are established. This stage helps to build trust in the brand through customer communication (78% satisfaction rate).

Developing a plan and reporting forms for each marketing campaign and department ensures the systematization and control of marketing activities. This is reflected in results such as an increase in sales (15%) and an increase in brand recognition (60%).

The final stage is to define specific indicators to measure the effectiveness of marketing strategies and campaigns, and to develop internal rules and guidelines that govern the rights and obligations of marketing departments. This process serves to ensure continuous improvement and competitiveness of marketing activities.

Conclusions and recommendations. The role of marketing in promoting the products of local manufacturers is of great importance. In this regard, the development and implementation of effective marketing strategies is a priority. This will help products become more recognizable in the market, increase sales volumes, and strengthen the brand image. By using modern digital marketing tools, including social networks, websites, and e-mail marketing, manufacturers can effectively reach a young and technology-savvy audience. This will lead to increased market demand for products and an expanded audience base.

Table 2

Marketing proposals and expected results in promoting the products of local manufacturers

Offer	Expected result
Develop and implement effective marketing strategies for local producers.	Greater recognition of products in the market, increased sales volume, and strengthened brand image.
Extensive use of digital marketing tools (social media, website, email marketing).	Expanding the product market, reaching a younger and technology-savvy audience.
Organizing advertising and PR campaigns that highlight the benefits of local products.	Increased trust and interest among buyers, increased demand for the product.

Encourage local manufacturers to actively participate in exhibitions, fairs, and events.	The opportunity to present products to real customers, develop business relationships and increase sales.
Introducing and certifying quality and competitiveness standards for local products.	Buyers' confidence in the product will increase, and export potential will increase.

Also, organizing advertising and PR campaigns that emphasize the advantages of products will help build trust among buyers and increase interest in the product. Encouraging local manufacturers to actively participate in exhibitions, fairs, and various events will help develop relationships with real customers and increase sales volumes.

Finally, the introduction and certification of quality and competitiveness standards for products will increase buyer confidence and enhance the export potential of products. In this way, a proper and systematic approach to marketing allows local producers to market their products effectively and be competitive.

Conclusion. Marketing is an important tool for effectively introducing products of local manufacturers to the market. Research and analysis show that properly developed marketing strategies, the use of digital tools, advertising and PR campaigns, and active participation in exhibitions and fairs increase product recognition, strengthen customer trust, and increase sales. Also, the introduction and certification of quality standards not only increase confidence in the product, but also strengthen the export potential of local manufacturers. Thus, a systematic and targeted approach to marketing allows for the successful introduction of products to the market, brand development, and competitiveness. In general, marketing for local manufacturers is not only a means of advertising products, but also a strategic tool for business development, strengthening relationships with customers, and increasing their position in the market.

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