



THE PRACTICAL IMPORTANCE OF MARKETING CONCEPTS

Tilloyev Temur Asliddin o'g'li

Samarkand Institute of Economics and Service

Assistant of the Marketing Department

tilloyevtemur1996@gmail.com

Sobirova Farangis Sobir qizi

Samarkand Institute of Economics and Service

2nd year student of the Faculty of Economics

Eshpulatova Muhayyo Ulug'bek qizi

Samarkand Institute of Economics and Service

2nd year student of the Faculty of Economics

Abstract. *This article analyzes the practical significance of marketing concepts and their role in modern business activities. The evolution of marketing approaches and how each concept is used in the activities of enterprises are scientifically substantiated. In particular, the practical aspects of product-oriented, sales-oriented, customer-oriented, social and digital marketing concepts are considered. The article also highlights the effectiveness of marketing strategies, their role in satisfying customer needs and their importance in achieving superiority in a competitive environment.*

Keywords: *Marketing concepts, marketing strategy, customer-oriented marketing, social marketing, digital marketing, market economy, competition, consumer needs*

Аннотация. *В данной статье анализируется практическое значение маркетинговых концепций и их роль в современной предпринимательской деятельности. Рассматривается эволюция маркетинговых подходов, а также научно обосновывается применение каждой концепции в деятельности предприятий. В частности, изучаются практические аспекты продуктовой, сбытовой, ориентированной на потребителя, социальной и цифровой маркетинговых концепций. Кроме того, в статье освещается эффективность маркетинговых стратегий, их роль в удовлетворении*

потребностей потребителей и значение в достижении конкурентных преимуществ.

Ключевые слова. *Маркетинговые концепции, маркетинговая стратегия, ориентированный на потребителя маркетинг, социальный маркетинг, цифровой маркетинг, рыночная экономика, конкуренция, потребности потребителей.*

Annotatsiya. *Ushbu maqolada marketing konsepsiyalarining amaliy ahamiyati va ularning zamonaviy biznes faoliyatidagi o'rni tahlil qilinadi. Marketing yondashuvlarining evolyutsiyasi hamda har bir konsepsiyaning korxonalar faoliyatida qanday qo'llanilishi ilmiy jihatdan asoslab beriladi. Xususan, mahsulotga, sotishga, mijozga yo'naltirilgan, ijtimoiy va raqamli marketing konsepsiyalarining amaliy jihatlari ko'rib chiqiladi. Shuningdek, maqolada marketing strategiyalarining samaradorligi, mijozlar ehtiyojlarini qondirishdagi roli hamda raqobat muhitida ustunlikka erishishdagi ahamiyati yoritilgan.*

Kalit so'zlar. *Marketing konsepsiyalari, marketing strategiyasi, mijozga yo'naltirilgan marketing, ijtimoiy marketing, raqamli marketing, bozor iqtisodiyoti, raqobat, iste'molchi ehtiyojlari.*

Introduction. Marketing is an integral part of the modern economy, which is not limited only to the sale of products or services, but also includes the process of coordinating supply and demand in the market, identifying consumer needs and creating value in accordance with them. In the current conditions of globalization and strong competition, marketing is becoming one of the most important areas of enterprise activity. Marketing concepts form the theoretical and methodological basis of this process. They were formed in the process of historical development and improved under the influence of economic conditions, technological progress and changes in consumer behavior. Initially, a product-oriented approach was dominant, then sales-oriented and then customer-oriented marketing concepts were formed. At

the modern stage, social and digital marketing concepts are gaining importance. The deepening of market relations, increased competition and rapid changes in consumer demands further increase the practical importance of marketing concepts. For enterprises, it is becoming an important task not only to produce quality products, but also to establish effective communication with customers, to deeply analyze their needs and establish long-term cooperation. In this regard, studying the practical aspects of marketing concepts is one of the urgent issues. Their correct application in the activities of the enterprise not only increases competitiveness, but also serves to achieve sustainable development and high economic efficiency. The main purpose of this article is to deeply analyze the practical significance of marketing concepts, to reveal their impact on the activities of enterprises at different stages, and to highlight the features of their application in the modern business environment.

Literature review. The practical significance of marketing concepts is one of the important scientific directions in the effective organization of enterprises in the modern economy, especially in the conditions of developed market relations. Research in this direction is aimed at a comprehensive study of the evolution of marketing approaches, their impact on business processes and their role in satisfying consumer needs. Many economists have emphasized that the correct selection and implementation of marketing concepts is an important factor in increasing the competitiveness of enterprises, strengthening their market position and achieving sustainable development. Marketing concepts have been widely analyzed in foreign economic literature based on various theoretical approaches. In particular, the famous scientist Philip Kotler interprets marketing as a social and managerial process aimed at identifying and satisfying consumer needs [1]. In his opinion, the modern marketing concept is based on the principle of customer orientation, and it is this approach that brings long-term success to enterprises. Also, Theodore Levitt, in his famous work “Marketing Myopia”, argued that companies should focus not only on product production, but also on a deep understanding of customer needs [2].

The initial evolutionary stage of marketing concepts includes product-oriented, sales-oriented, customer-oriented and social marketing stages. In the initial stages, companies focused mainly on improving product quality, but later, as competition intensified, a sales-oriented approach developed. Aggressive advertising and sales strategies became important at this stage. However, with the deepening of market relations, the need to study and adapt to customer needs arose, and the customer-oriented marketing concept was formed. This approach is one of the main principles of marketing activities today. At the next stage, the concept of social marketing developed, in which not only economic profit, but also issues of social interests, environmental sustainability and social responsibility began to play an important role in the activities of companies. In this regard, the theories developed by Philip Kotler and Kevin Lane Keller justify the need to take social factors into account in marketing activities [3]. Their research emphasizes that the effectiveness of marketing strategies should be evaluated not only by profit, but also by customer satisfaction and social benefits. In modern research, the practical importance of marketing concepts is increasing with the development of digital technologies. In particular, digital marketing, social networks, SEO and online advertising tools are creating new opportunities for businesses. Scientific research shows that the effective use of digital marketing tools is important for establishing interactive communication with customers, analyzing their behavior and developing individual offers. This leads to a wider practical application of marketing concepts. In empirical studies, the impact of marketing concepts on the activities of an enterprise is assessed using various indicators. In particular, indicators such as sales volume, number of customers, customer loyalty and market share are considered the main criteria for determining the effectiveness of marketing strategies. According to the concept of relationship marketing put forward by Regis McKenna, the formation of long-term relationships with customers plays an important role in the sustainable development of an enterprise [4]. In recent years, research has widely studied the practical

application of marketing concepts not only in large enterprises, but also in the activities of small businesses. In particular, it has been found that customer-oriented and digital marketing approaches in the service sector provide high efficiency. This indicates the universality of marketing concepts and the possibility of their application in various fields. The development and practical significance of marketing concepts have also been widely studied by scientists from the CIS countries. In their scientific works, it is noted that the introduction of marketing approaches in the context of the transition to a market economy is an important factor in modernizing the activities of enterprises and increasing their competitiveness. In particular, the correct choice of marketing strategies allows you to increase production efficiency, reduce costs, and fully satisfy customer needs. The practical significance of marketing concepts has been extensively **studied** by Uzbek economists, including S. Mansurov, A. Nizametdinov, A. Khidirnazarov, and others. According to their research, the effective application of marketing approaches in the conditions of the national economy plays an important role in developing the activities of enterprises, increasing export potential, and ensuring competitiveness in the domestic market. In particular, the widespread introduction of digital marketing tools is gaining importance in the modern business environment. In general, existing scientific research shows that marketing concepts play an important role in the activities of enterprises and their practical significance is growing. However, a deep analysis of these concepts in specific conditions, in particular within the framework of the national economy, and an assessment of their effectiveness remains one of the urgent scientific issues. In this regard, this study is aimed at a comprehensive study of the practical significance of marketing concepts.

Research methodology. In this study, modern economic and marketing analysis methods were used to identify and assess the practical significance of marketing concepts. The methodological basis of the study is marketing theories, in particular, classical marketing concepts (product, sales and customer-oriented

approaches), as well as social and digital marketing concepts. According to these theories, the effectiveness of an enterprise's activities directly depends on the level of satisfaction of customer needs, adaptability to market demand and the correct selection of marketing strategies. In the process of research, scientific literature on the evolution of marketing concepts and their practical application, including the works of leading foreign and domestic scientists, was analyzed. In particular, a theoretical generalization was made based on the approaches developed by the founders of marketing theory and scientific sources on modern marketing strategies. At the same time, empirical observations and practical examples were also taken into account in assessing the role and effectiveness of marketing concepts in the activities of enterprises. In the study, the main performance indicators for assessing the practical significance of marketing concepts were the sales volume of the enterprise, the number of customers, the level of customer loyalty, and the market share. These indicators are the main indicators expressing the effectiveness of marketing activities, through which the effectiveness of various marketing approaches is determined. As independent factors, various forms of marketing concepts were selected, including product-oriented, sales-oriented, customer-oriented, social, and digital marketing concepts. Since each concept has a different impact on the activities of the enterprise, their separate and mutual influence was scientifically analyzed. In particular, the customer-oriented marketing concept increases loyalty by satisfying customer needs, while the digital marketing concept provides fast and effective communication in the market using modern technologies. Systematic analysis, comparison, generalization, and economic and statistical methods were used to determine the relationship between marketing concepts and performance indicators. In particular, the effectiveness of various marketing approaches was compared on the example of their practical application and the results were summarized. This made it possible to determine which of the marketing concepts gives the highest results in modern conditions. Qualitative and quantitative

analysis methods were used in the research process. While qualitative analysis is aimed at revealing the essence of marketing concepts, the quantitative approach made it possible to assess their impact on the resulting indicators. Also, methods such as studying customer needs, market segmentation, and analyzing consumer behavior were used to determine the effectiveness of marketing activities. In modern conditions, the role of digital technologies in analyzing marketing processes is of particular importance. Therefore, the study also studied the impact of digital marketing tools, including social networks, online advertising platforms, and data analysis methods on marketing effectiveness. This made it possible to identify modern development directions of marketing concepts. In general, this methodology allows for a comprehensive analysis of the practical significance of marketing concepts, determining their impact on the activities of the enterprise, and assessing the features of their application in a modern business environment. The selected methods and approaches ensure the scientific validity and reliability of the research results.

Analysis and results. In the conditions of a modern market economy, the practical application of marketing concepts is an important factor in increasing the efficiency of enterprises. Although each marketing concept was formed in a certain historical period, their basic principles are still used in various industries today. Therefore, a practical analysis of marketing concepts makes it possible to determine their effectiveness and choose the most optimal approach. The product-oriented marketing concept is used in practice mainly in enterprises with production and technological advantages. The main emphasis in this approach is on improving product quality, improving its functional characteristics, and introducing innovative solutions. For example, enterprises specializing in the production of high-quality products use this concept to strengthen their position in the market. However, the limitation of this approach is that it does not always fully take into account consumer needs. The sales-oriented marketing concept is widely used in competitive market

conditions. In this approach, enterprises strive to sell products faster through aggressive advertising, various promotions, and discounts. Practice shows that, although this concept is effective in increasing sales in the short term, it may not be effective in ensuring customer loyalty in the long term. Therefore, modern enterprises are using this approach more as an additional tool. The customer-oriented marketing concept is recognized as one of the most effective approaches today. Based on this concept, enterprises deeply study the needs, desires and behavior of customers and offer them suitable products and services. In practice, this approach serves to increase customer loyalty, increase repeat purchases and ensure the long-term profitability of the enterprise. In the service sector, in particular, in beauty salons, trade and service enterprises, this concept is widely used and achieves high efficiency. The social marketing concept is aimed at increasing the responsibility of enterprises to society, and its importance is increasing today. In this approach, not only profit is important, but also environmental sustainability, social well-being and protection of consumer interests. In practice, enterprises are strengthening their brand image by producing environmentally friendly products, supporting social projects, and conducting honest business. This, in turn, increases customer trust. The concept of digital marketing has become an integral part of marketing activities with the development of modern technologies. Implementing marketing strategies through the Internet, social networks, and online platforms creates broad opportunities for enterprises. Practical analysis shows that the effective use of digital marketing tools is important for quickly establishing contact with customers, identifying their needs, and developing individual offers. Especially for small businesses, digital marketing stands out as an inexpensive and effective tool. A comparison of the practical application of marketing concepts shows that in modern conditions, using a single concept is not enough. Enterprises need to apply different approaches in an integrated manner. For example, studying customer needs and using digital marketing tools, along with improving product quality, provides high

efficiency. At the same time, taking into account social responsibility has a positive effect on the long-term development of the enterprise. The results of the analysis show that the correct selection and effective implementation of marketing concepts ensure the sustainability of enterprises. In particular, customer-oriented and digital marketing concepts show the highest efficiency in the modern business environment. Therefore, it is advisable for enterprises to prioritize these approaches when developing marketing strategies.

Conclusion. The results of the study showed that marketing concepts play an important role in modern business activities and their practical importance is increasing. As a result of the evolution of marketing approaches, there is a process of transition from traditional product- and sales-oriented approaches to customer-oriented, social and digital marketing concepts in the activities of enterprises. The analysis showed that, although product- and sales-oriented concepts are somewhat effective in achieving short-term results, they cannot provide sufficient advantages in modern competitive conditions. On the contrary, the customer-oriented marketing concept is of great importance in ensuring long-term sustainable development by deeply studying consumer needs and satisfying them. It was also revealed that the importance of the social marketing concept is increasing, which substantiates the need to consider not only economic profit, but also social responsibility, environmental sustainability and the interests of society as important factors in the activities of enterprises. This serves to form a positive image of enterprises and increase customer trust. The rapid development of the concept of digital marketing is taking marketing activities to a new level. The ability to quickly and effectively communicate with customers through the Internet and modern technologies, analyze their behavior and provide an individual approach significantly increases marketing efficiency. In general, the practical application of marketing concepts is one of the main factors determining the success of enterprises. Based on the results of the study, it can be said that in the development of marketing strategies in a modern business

environment, customer orientation, innovative approach and effective use of digital technologies should be a priority. At the same time, adapting marketing concepts to the conditions of the national economy, their effective implementation in practice and improvement on a scientific basis will remain one of the important areas of future research.

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