



EVOLUTION OF MARKETING CONCEPTS

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Abstract. *This marketing science in the article formation , step by step evolution and his/her modern digital to the environment adaptation analysis In the study marketing working production , product , sales , marketing, social-ethical and digital marketing concepts historical in sequence seeing they came out Uzbekistan to the market implementation The research was conducted in the process historical analysis , comparison and theoretical generalization methods used . Kholmatov and Boyjigitov and Ergashkhodjaeva and co-authors scientific views comparative analysis Kotler , Drucker, Levitt and McCarthy approaches with integration Also , digital marketing and artificial intellect to the effect circle modern scientific views summarized . Research to the results according to , in the history of marketing every one stage the previous one to the problems answer as formed was determined . Production release approach offer priority reflection brought if , the product and sale approaches competition intensified under the circumstances value from creating according to volume to increase accent given . Next in stages and consumer needs , social responsibility and to the information based personalization central to the factor has become . Conclusion as , the evolution of marketing linear not , maybe in the market institutions , technologies and consumer in character changes with integral related spiral process to be counted It is said that Uzbekistan under the circumstances this evolution digital trade , services sector and for export directed branding in strategies especially obvious manifestation that was shown .*

Key words. *Marketing evolution , production release concept , product concept, sales concept, socio-ethical marketing, digital marketing, consumer behavior, value creation, branding, market segmentation , Uzbekistan market , artificial intellect*

Annotatsiya. Mazkur maqolada marketing fanining shakllanishi, bosqichma-bosqich evolyutsiyasi va uning zamonaviy raqamli muhitga moslashuvi tahlil qilinadi. Tadqiqotda marketingning ishlab chiqarish, mahsulot, sotuv, marketing, ijtimoiy-etik va raqamli marketing konsepsiyalari tarixiy ketma-ketlikda ko'rib chiqilib, ular O'zbekiston bozoriga tatbiq etildi. Tadqiqot jarayonida tarixiy tahlil, taqqoslash va nazariy umumlashtirish usullari qo'llanildi. Xolmamatov va Boyjigitov hamda Ergashxodjaeva va hammualliflarining ilmiy qarashlari qiyosiy tahlil qilinib, Kotler, Drucker, Levitt va McCarthy yondashuvlari bilan integratsiya qilindi. Shuningdek, raqamli marketing va sun'iy intellekt ta'siriga doir zamonaviy ilmiy qarashlar umumlashtirildi. Tadqiqot natijalariga ko'ra, marketing tarixidagi har bir bosqich avvalgisining muammolariga javob sifatida shakllangani aniqlandi. Ishlab chiqarish yondashuvi taklif ustuvorligini aks ettirgan bo'lsa, mahsulot va sotuv yondashuvlari raqobat kuchaygan sharoitda qiymat yaratishdan ko'ra hajmni oshirishga urg'u bergan. Keyingi bosqichlarda esa iste'molchi ehtiyojlari, ijtimoiy javobgarlik va ma'lumotlarga asoslangan personalizatsiya markaziy omilga aylangan. Xulosa sifatida, marketing evolyutsiyasi lineyar emas, balki bozordagi institutlar, texnologiyalar va iste'molchi xulqidagi o'zgarishlar bilan uzviy bog'liq spiral jarayon hisoblanishi aytilgan. O'zbekiston sharoitida ushbu evolyutsiya raqamli savdo, xizmatlar sektori va eksportga yo'naltirilgan brending strategiyalarida ayniqsa yaqqol namoyon bo'lganligi ko'rsatilgan.

Kalit so'zlar. Marketing evolyutsiyasi, ishlab chiqarish konsepsiyasi, mahsulot konsepsiyasi, sotuv konsepsiyasi, ijtimoiy-etik marketing, raqamli marketing, iste'molchi xulqi, qiymat yaratish, brending, bozor segmentatsiyasi, O'zbekiston bozori, sun'iy intellekt

Introduction. Marketing in Today's Global Economy It is not just a sales practice, but a comprehensive system for understanding the market, creating value, managing consumer behavior, and building long-term competitive advantage.

Global digital platforms, cross-border trade, and data-driven decisions have fundamentally changed the nature of marketing. Therefore, studying the history of marketing is not only theoretically , maybe strategic necessity is considered .

Uzbekistan : as the market economy deepens, enterprises are striving to manage prices that are flexible to consumer needs, rather than production volumes.

The problem is that in many practices, marketing is still equated only with advertising or sales promotion. Such a narrow interpretation reduces the competitiveness of enterprises, as the value chain, segmentation, brand equity and customer experience are ignored. The purpose of the study is to analytically shed light on the history of the emergence of marketing science, its main conceptual stages and their practical significance in the Uzbek market.

Literature analysis and Marketing theory evolution according to The literature provides complementary but different perspectives. Kholmatov D. and Boyjigitov S. Fundamentals of Marketing management functions , demand study and to the market adaptation through explains [1]. Ergashkhodjaeva Sh.J. and co-authors and marketing consumer need satisfy with together exchange process effective organization provider system as shows [2]. The first in the source practical to management The first source is more theoretical and systematic, while the second source is more akin to the first. This difference shows the two approaches as complementary rather than contradictory.

as satisfying human and social needs through exchange. directed management process as interpretation [3]; Drucker is a marketing and innovation The sole purpose of business is to serve the customer. create with [4]. In contrast, Kotler focuses more on market instruments and decision systems, while Drucker focuses on the purposeful philosophy of the enterprise. Levitt, through “marketing myopia, ” to the product not , to the need views necessary [5]; McCarthy defines the marketing mix as the 4P model through practical to categories [6]. The theoretical difference here is that Levitt is a directional critic, while McCarthy is an operational modeler.

This article examines the gradual formation of marketing through historical analysis. shown ; comparison method with Kholmatov D. and Ergashkhodjaeva Sh.J. 's views compared ; theoretical By generalizing , classical and modern approaches were placed in a single evolutionary chain. Such a methodology saw marketing not as a set of separate ideas over time, but as a socio-economic to the conditions answer giver as a developing science to see opportunity gives .

As a result, the evolution of marketing can be interpreted with the following logic: first production efficiency, then product quality, then sales activity, then adaptation to customer needs, then social responsibility, and finally personalized value creation based on digital data. This sequence is not a historical coincidence, but is explained by the transition from scarcity to saturation in the market.

Results. In the history of marketing main concepts are not mutually exclusive; they are stages that have evolved in response to the level of market maturity. Below is a definition, reason for emergence , advantages , disadvantages for each concept. and real example is brought .

Stage	Description	Reason for occurrence	Advantage	Disadvantage	Real example
Production	The approach is aimed at meeting demand through the cheapest and mass production	The industrial era of supply shortage	Economies of scale and low cost	Customer needs are ignored	Early industrial enterprises, standard products
Product	Focused on high quality and technical excellence	Increased competition and the need for quality differentiation	Innovation and quality increase	The “Good product sells itself” fallacy	Premium electronics brands
Sales	Increases sales through active promotion and aggressive sales	Market saturation and the need to stimulate demand	Short -term trade growth	Long-term loyalty may be low	Insurance publishing, non-profit fundraising

Stage	Description	Reason for occurrence	Advantage	Disadvantage	Real example
Marketing	Product and service customization based on market needs	Consumer Empowerment and Segmentation	Long-term customer value	Research costs will increase	Large FMCG and service companies
Social-ethical	It reconciles profit, consumer welfare, and the interests of society.	Increasing environmental and social pressures	Brand trust increases	The conflict of goals is complex.	Sustainable packaging and green branding
Digital Marketing	Creates value based on platforms, data, and automation	Internet, mobile technology and AI	Personalization and scalability	Privacy and the risk of algorithmic addiction	E-commerce, CRM, performance marketing

Table 1. Marketing concepts comparative analysis .

From the table It seems that evolutionary connection “ more working is characterized by a shift from “production” to “ more understanding” and then to “more adaptation”. The production and product stages rely on internal efficiency; the sales stage is a response to external pressure; and the marketing stage represents a shift to systematic market analysis. In the socio-ethical and digital stages, the enterprise is only a seller. not , maybe social and digital ecosystem active to the participant turns .

The production concept has historically prevailed during the period of industrialization: in conditions of low output and high demand, the enterprise sought to produce more volume. The strength of this approach lies in its efficiency, but its weakness lies in its poor perception of market signals. There are also cases where expanding production capacity remains a primary task in some industrial sectors of Uzbekistan , but this task is to adapt the product to the market with if it doesn't fit , it's too much backup and sale problems to the surface is coming .

The product concept has put quality and technical superiority at the center. This is where Levitt's criticism is relevant: a company can become too obsessed with the product and forget about the real need. Therefore, while the product concept

encourages innovation, it does not fully capture customer value. In the Uzbek market, some local manufacturers are competing by improving quality, but brand communication and shuttle enough otherwise , of quality himself/herself enough advantage does not give .

The selling concept becomes relevant when the market is saturated: advertising, personal selling, and promotion are intensified to sell the product. This stage, although effective in the short term, does not guarantee consumer loyalty. In McCarthy's model, this The 4P approach is a mixture of only to the "promotion" component too much outside rely on Aggressive sales methods are common in the Uzbek services market, especially in the banking, education and insurance segments , but they are not long-term . term trust marketing concept requires a transition .

The marketing concept is a radical shift: the enterprise first studies consumer needs, and then builds products, prices, distribution and communications accordingly. Kotler's approach interprets this stage as creating value through exchange; Drucker sees marketing as the goal-setting center of the entire business, not just a department. In my opinion, it is this difference that has transformed marketing from a set of technical tools into a strategic management philosophy. In the conditions of Uzbekistan, customer segmentation, brand positioning and shuttle quality exactly this stage practical It is visible .

The socio-ethical marketing phase has expanded the ethical boundaries of marketing. Here, not only the desires of the buyer are taken into account, but also the interests of society, the environment, and future generations. Although at first glance this approach may seem to limit profit, in the long run it strengthens brand equity. For example, energy-efficient technologies, responsible use of local raw materials, and social projects Uzbekistan companies for competition to the advantage rotation possible .

Digital marketing, on the other hand, reinterprets all previous stages with a digital infrastructure. Now the company knows the customer not in bulk, but at the

segment, even individual level; campaigns are measured in real time; artificial intelligence accelerates decisions through recommendation systems, chatbots and predictive analytics. However, at this stage, risks such as privacy, algorithmic bias and platform monopoly also increase. This approach is especially important for the digital economy of Uzbekistan, as the number of mobile users and online trade habits expansion marketing for information based to management take is coming out.

The evolution of marketing logically When viewed from the perspective of, it has changed the internal logic of enterprise management along with the increase in consumer power. Initially, the enterprise sought an answer to the question “what can I produce?”, Then the questions “what will sell?” and “what does the customer want?” came to the center. In the modern stage, the question has become more complex: “on which channel, through which content, at what time and with what value do we reach the customer?” This change has turned marketing into an intelligent system that works not only with market techniques, but also with data, behavior and algorithms.

The Uzbek market is embracing this evolution in its own unique way. On the one hand, traditional sales relationships and personal connections are still strong; on the other hand, the path to the consumer is shrinking through marketplaces, mobile apps, online payments, and social media. Therefore, it is not enough for local businesses to simply increase their advertising spend; they must also integrate analytics, CRM, content strategy and customer experience one to the system garden hose Otherwise, while digital marketing may look modern on the outside, the internal strategy will remain outdated.

Kotler's market-oriented approach provides a practical criterion for Uzbek enterprises: to identify the differences between segments and reconstruct the value proposition for each segment. Drucker, with his idea that “the purpose of business is to create a customer,” reminds us that marketing should be transformed into the

culture of the entire organization. In my opinion, this is where many problems in local practice lie: there is a marketing department, but production, logistics, finance and service are not aligned around one customer and one value. So in case marketing evolutionary essence complete will not open .

The role of digital marketing and AI should be assessed critically. AI can predict customer behavior, but this does not automatically give a strategic advantage; if the data quality is poor, the conclusion will be wrong. Also, if personalization is too much, the consumer may feel like a subject being watched. Therefore, the marketing of the future requires not only technological, but also ethical and legal competence. Uzbek companies are aspect early if they understand , digital transformation to them faster benefit gives .

At this point Kholmatov D. and Boyjigitov S. and Ergashkhodjaeva Sh.J. and co-authors works regional scientific basis as very useful . They help to connect marketing with the national economy, market infrastructure, and consumer behavior. These views are shared with Kotler and Levitt. by harmonizing this we emphasize : modern marketing real The power of the company lies not in promoting the product more, but in understanding the market signal early and creating institutions that respond to it.

Conclusion .

is a gradual evolution , moving from production efficiency to consumer value to management was the way reflection will bring .

2. Kholmatov D. and Boyjigitov S. and Ergashkhodjaeva Sh.J. and co-authors marketing market needs with related management system as interpretation does ; their views each other fills .

3. Kotler's market-oriented approach, Drucker's customer creation philosophy, Levitt's critique of the marketing myopia, and McCarthy's 4P model are key theoretical pillars in explaining the evolution of marketing.

4. Socially ethical marketing aligns business profits with societal interests, which is especially advantageous in markets where sustainability and brand trust are important.

5. Digital marketing and AI have expanded the possibilities of marketing scalability, personalization, and automation, but have also increased privacy and algorithmic risks.

6. The evolution of marketing in the Uzbek market is taking place alongside traditional sales culture, digital transformation, and rapid changes in consumer behavior; therefore, companies must adopt an integrated approach.

7. Future trends include data-driven marketing, AI-based forecasting, content ecosystems, omnichannel strategy, and ethical digital governance.

Practical recommendations: enterprises should establish marketing as the core of strategic management, not a separate advertising function; systematically analyze customer data; deepen segmentation and positioning; simultaneously manage service quality and brand trust; and strictly adhere to ethical and legal standards in digital communication.

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