FUNCTIONS AND PRINCIPLES OF MARKETING IN BUSINESS DEVELOPMENT

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Abstract. *In this article, we consider the main functions and principles of marketing in Uzbekistan, their impact on business and economic development. We analyze key aspects of marketing activities, including market research, strategic planning, pricing, promotion and distribution of goods and services. At the same time, we pay special attention to the adaptation of marketing strategies to the specifics of the Uzbek market, including the impact of digitalization and local consumer preferences.*
Key words: *marketing, marketing functions, marketing principles, uzbek market, marketing strategy, digital marketing, promotion, pricing, consumer behavior.*
Annotatsiya. *Maqolada biz O'zbekistonda marketingning asosiy funksiyalari va tamoyillari, ularning biznes va iqtisodiyot rivojlanishiga ta'sirini ko'rib chiqamiz. Biz marketing faoliyatining asosiy jihatlarini tahlil qilamiz, jumladan bozorni o'rganish, strategik rejalashtirish, narxlash, tovarlar va xizmatlarni ilgari surish va tarqatish. Shu bilan birga, marketing strategiyalarini O'zbekiston bozorining o'ziga xos xususiyatlariga, jumladan raqamlashtirishning ta'siri va mahalliy iste'molchilarning xohishlariga moslashtirishga alohida e'tibor qaratamiz.*
Kalitli so'zlar: *marketing, marketing funktsiyalari, marketing tamoyillari, O'zbekiston bozori, marketing strategiyasi, raqamli marketing, reklama, narxlash, iste'molchi xatti-harakatlari.*
Аннотация. *В статье мы рассматриваем основные функции и принципы маркетинга в Узбекистане, их влияние на развитие бизнеса и экономики. Мы анализируем ключевые аспекты маркетинговой деятельности, включая исследование рынка, стратегическое планирование, ценообразование, продвижение и распределение товаров и услуг. При этом особое внимание уделяем адаптации маркетинговых стратегий к специфике узбекского рынка, включая влияние цифровизации и локальных потребительских предпочтений.*
Ключевые слова: *маркетинг, функции маркетинга, принципы маркетинга, рынок узбекистана, маркетинговая стратегия, цифровой маркетинг, продвижение, ценообразование, потребительское поведение.*

Introduction. In recent years, Uzbekistan has seen significant changes in legislation regulating marketing and advertising. One of the key steps was the adoption of the new Law "On Advertising" (ZRU-776) dated June 7, 2022, which entered into force on September 9, 2022.

The new law expanded the number of articles from 30 to 53, introducing such concepts as “unethical advertising,” “improper advertising,” and “promotional campaign.”

Particular attention is paid to the language of advertising: now advertising distributed on the territory of the republic must be in the state language. The text of the translation into another

language must not distort the meaning of the original and must occupy no more than 40% of the advertising area, being placed at the bottom.

These changes are aimed at increasing the transparency and ethics of advertising activities, which has a direct impact on the functions and principles of marketing in Uzbekistan. Companies must adapt their marketing strategies in accordance with the new requirements, taking into account the specifics of local legislation and cultural aspects.

Analysis of literature on the topic. The results of studies conducted by economists, and to define export potential, then the export potential of industrial enterprises is understood as the current or future volume of gross production, personnel, financial capabilities, as well as the stability of endogenous and exogenous factors to the impact of export potential in foreign trade. Based on the above definition of export potential, it is possible to draw up a diagram of the factors influencing it. Based on foreign experience, it should be noted that many economists were involved in the development of marketing principles and their application in practice, among whom we can name such famous scientists as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

Marketing research conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory in economics. These include M. Mukhammedov, M. Pardaev, R. Ibragimov, Y. Abdullaev, A. Saliev, M. Sharifkhodjaev, B. Khodiyev, D. Rakhimova, Sh. Ergashkhodjaeva, Sh. Musaeva and others.

Research methodology. During the research, the methods of a systems approach, abstract logical thinking, grouping, comparison, factor analysis, and selective observation were used.

Analysis and results. Marketing is a system of managing market activities aimed at satisfying consumer needs and achieving business goals. Table 1 presents the key functions of marketing.

Table 1.**Basic functions of marketing**

Function	Description	Application in Uzbekistan
Market research	Analysis of consumer preferences, competitors and trends	Development of online surveys and data analysis using social networks
Market segmentation	Dividing consumers into groups according to various criteria	Taking into account national and regional characteristics of consumers
Product policy	Development, improvement and adaptation of products	Demand for local goods, import substitution
Pricing	Setting prices taking into account competition and solvency	The Impact of Regulated Prices on Essential Commodities
Promotion	Advertising, PR, digital marketing	The Rise of Social Media Influence (Telegram, TikTok, Instagram)

Distribution channels	Organization of sales and logistics	Development of online platforms and courier services
After sales service	Warranty and service support for clients	Strengthening work with clients through CRM systems

Marketing principles define approaches to building strategies and communications with clients. Table 2 shows the key principles of marketing and their implementation in Uzbekistan.

Table 2.

Marketing principles

Principle	***Description***	***Implementation in Uzbekistan***
Consumer focus	Taking into account the needs and preferences of customers	Growing personalization of offers in retail and e-commerce
Competitiveness	Building competitive advantages	Development of local brands in the context of imports
Flexibility	Adaptation to changing market conditions	Changing strategies in response to new laws (e.g. Advertising Act 2022)
Complexity	Using all marketing tools	The rise of multi-channel marketing (online and offline)
Ethics	Compliance with legal and moral standards	Compliance with new requirements for advertising and product information

In recent years, marketing practices in Uzbekistan have undergone significant changes due to the development of digital technologies, changing consumer behavior and government regulation.

1. The rise of digital marketing– companies actively use social networks (Instagram, Telegram, TikTok) and search engine optimization for promotion. The introduction of legislative restrictions on advertising requires more thoughtful strategies.
2. Development of e-commerce– local online platforms (OLX.uz, Uzum, ZoodMall) are becoming important sales channels, and marketing strategies are adapting to the specifics of online trading.
3. Import substitution and support of local brands– the promotion of domestic products is becoming increasingly important. Marketers are adapting strategies taking into account state policy on the development of national production.
4. Social responsibility of business– consumers have begun to pay more attention to the ethics of companies, their contribution to the development of society and the environmental friendliness of their products.

Practical application of marketing functions in Uzbekistan:

1. **Digitalization of marketing-**85% of users in Uzbekistan access the Internet via mobile devices, making SMM and content marketing key tools.

2. **Heighte-commerce**– Over the past 3 years, the volume of e-commerce has increased by 60%, which requires new approaches to promotion.

3. **Government regulation**– The Law on Advertising (2022) introduced restrictions on the language of advertising, which forced companies to adapt marketing campaigns.

Thus, marketing functions and principles in Uzbekistan are developing in accordance with global trends, but taking into account local characteristics and legislative requirements.

During the research of the topic, we identified the following problems and put forward our scientific proposals for their solution, including:

- Limited digitalization of marketing processes in small and medium businesses

Situation: Despite the growth of digital marketing, small and medium businesses (SMEs) face a lack of knowledge and resources to effectively use digital tools.

Our offer:

- Development of educational programs and trainings on digital marketing.
- Creating an online platform with ready-made marketing strategies and recommendations for SMEs.
- Using Artificial Intelligence to Automate Marketing Processes in Small Businesses.

- The problem of low consumer loyalty to local brands

Situation: Many consumers prefer imported products, despite the development of national production.

Our offer:

- A study of factors influencing consumer preferences using methods of sociological surveys and data analysis.
- Developing reputation marketing programs to build a positive image of local brands.
- Using Neuromarketing to Increase Consumer Engagement.

- Insufficient development of omnichannel marketing

Situation: Many companies still focus on either online or offline sales only, which reduces the effectiveness of marketing.

Our offer:

- Implementation of the “Phygital” model (combination of physical and digital sales channels).
- Application of big data methods to analyze consumer behavior and optimize distribution channels.
- Development of a unified CRM system for comprehensive customer relationship management.

- Insufficient use of marketing analytics

Situation: Many companies in Uzbekistan make marketing decisions intuitively, without deep data analysis.

Our offer:

- Implementation of predictive analytics methods to forecast market trends.
- Using artificial intelligence and machine learning to automate marketing analytics.
- Using cognitive marketing to better identify customer needs.

Solving marketing problems in Uzbekistan requires a scientific approach based on data analysis, digital technologies and modern marketing strategies. Implementation of the proposed

methods will allow companies to improve marketing efficiency, increase customer loyalty and comply with new legislative requirements.

Conclusions and suggestions. In the dynamic development of the Uzbek market, marketing plays a key role in shaping the competitiveness of companies and meeting consumer needs. An analysis of the functions and principles of marketing shows that successful marketing activities require an integrated approach, including market research, strategic planning, pricing, promotion and sales organization. Important factors include digitalization, the development of e-commerce, as well as adaptation to new legislative norms, such as the Law on Advertising (2022), which regulates the content and language of advertising. Companies that effectively use marketing tools demonstrate sustainable growth and the ability to adapt to changes in the market environment.

As a result of our research on this topicto improve the level of digital security in UzbekistanWe offer the following proposals:

- Develop digital marketing – use modern technologies for data analysis, advertising automation and personalization of offers to improve the efficiency of interaction with consumers.

- Optimize marketing strategies in accordance with legislation – take into account advertising requirements, observing the rules governing the language, content and format of advertising materials.

- Strengthen the positions of local brands – develop marketing campaigns aimed at increasing loyalty to domestic products and supporting the concept of “made in Uzbekistan”.

- Use an omnichannel approach – combine traditional and digital promotion methods to reach the maximum audience.

- Increase the level of marketing literacy of entrepreneurs – organize training programs, seminars and workshops on modern marketing methods and digital tools.

The implementation of these proposals will improve the effectiveness of marketing strategies, promote business growth and strengthen the positions of companies in the Uzbek market.

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