



IMPORTANCE AND STRENGTH OF MARKETING IN BUSINESS

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Abstract: This article discusses the importance and strength of marketing in modern business. Marketing plays a crucial role in attracting customers, increasing sales, and improving business growth. The article explains the main functions of marketing and analyzes how effective marketing strategies help companies compete successfully in the market. Several practical methods for improving marketing performance are also suggested.

Key words: marketing, business, marketing strategy, customers, advertising, competition, brand awareness

Introduction

In today's competitive world, marketing has become one of the most essential parts of business activity. No company can achieve long-term success without understanding customer needs and promoting its products effectively. Marketing helps businesses communicate with customers, build strong relationships, and increase profits. Traditional business activities focused mainly on production, but modern businesses pay more attention to customer satisfaction and market demands. Therefore, marketing is considered a key factor in business development and success.

Concepts by scholars on Marketing

Marketing is generally defined as the process of creating, communicating, and delivering value to customers. According to Philip Kotler, marketing is a social and managerial process through which individuals and groups obtain what they need and want by creating and exchanging products and services. Armstrong and Kotler explain that successful marketing depends on understanding customer behavior and building profitable customer relationships.

Modern marketing is not limited to advertising and selling products. It also includes market research, branding, customer service, and digital communication. Businesses use marketing strategies to identify target audiences, analyze competitors, and satisfy consumer demands. Effective marketing helps companies strengthen their market position and improve customer loyalty.

Unlike traditional methods, modern marketing emphasizes customer-centered approaches. Businesses now focus on understanding customer preferences and providing personalized services. Social media platforms, online advertising, and digital technologies have also transformed marketing activities, making communication faster and more interactive.



Useful methods for improving marketing performance

One of the most effective marketing methods is digital marketing. Businesses use social media platforms, websites, and online advertisements to reach larger audiences. This method is cost-effective and allows companies to communicate directly with customers.

Another useful strategy is branding. Strong brands create trust and recognition among consumers. Companies that build positive brand images can attract loyal customers and increase sales. Customer relationship management is also important because maintaining good communication with customers improves satisfaction and long-term loyalty.

Market research plays a significant role in business success. By studying customer needs and market trends, companies can develop products and services that match consumer expectations. Promotional activities such as discounts, campaigns, and public relations also help businesses increase customer attention.

In addition, content marketing has become an important tool in modern business. Companies create informative and engaging content to attract customers and improve brand awareness. Email marketing is another effective method that helps businesses maintain communication with existing customers and promote new products.

The use of technology in marketing is rapidly increasing. Artificial intelligence, data analysis, and online platforms help businesses understand customer behavior more accurately. These technologies improve decision-making and make marketing strategies more effective. Finally, businesses should focus on innovation and creativity to remain competitive in changing markets.

Conclusion

Marketing is one of the strongest tools for achieving business success. It helps companies attract customers, increase profits, and build strong relationships with consumers. By applying modern marketing strategies, businesses can improve their competitiveness and achieve sustainable growth. A combination of digital technologies, customer-oriented approaches, and effective communication ensures successful business performance in today's global market.

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