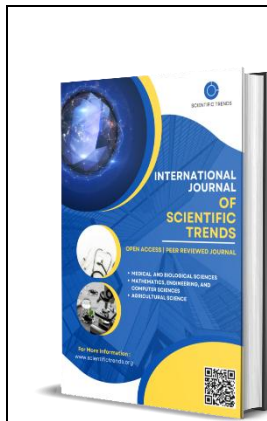


# Factors Influencing the Marketing Activities of Textile Enterprises in Uzbekistan

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## Abstract

This article examines the factors affecting the marketing activities of Uzbek textile enterprises. In recent years, as a result of working with buyers around the world, diversifying the range of goods, developing new markets to increase sales volumes, and attracting foreign investments, the capacity of commodity markets has also been changing dramatically. In this regard, scientific research is being conducted to develop strategic marketing when entering foreign markets, develop marketing strategies that are adaptable to market conditions, and improve marketing activities at enterprises.

**Keywords:** Marketing, strategy, textile, industry, market, trade, export.

## Introduction

As a result of globalization processes in the world economy, the centers of textile production have also changed, moving from Europe and the USA to developing Southeast, Central Asia and South America. This has led to significant changes in the development of the textile industry over the past 10-15 years. At the same time, in the last two years, namely in 2021-2022, the prices of cotton and yarn on world markets have increased sharply. As a result, there have been sharp changes in the global textile market situation. The need for cotton and yarn has increased in traditional textile producing countries. The processes of globalization in the world textile and garment market, sharp changes in market conditions in industry markets, digitalization of economic activities, and effective organization of marketing activities in enterprises producing textile and garment products are of urgent importance.

The marketing activities of the real sectors of the world economy are of great importance in the growth of industry, processing, agriculture and services. Since the first decade of the XXI century, the influence of the Internet and digital technologies in marketing activities has increased significantly. In recent years, the capacity of commodity markets has also changed dramatically as a result of working with buyers around the world, diversifying the range of goods, developing new markets to increase sales volumes, and attracting foreign investment. Globally, enterprises are paying increasing attention to capturing new markets, diversifying sales markets, and increasing the level of customer satisfaction. In this regard, scientific research is being conducted to develop strategic marketing when entering foreign markets, develop marketing strategies that are flexible to market conditions, and improve marketing activities in enterprises. The goals set in

the "Uzbekistan-2030" strategy include the development of "driver" industries and the full use of the industrial potential of the regions, including the establishment of a production of 400 thousand tons of artificial and blended fibers to increase the level of yarn processing in textiles to 100 percent and meet the demand for high-quality fabrics. Also, at the videoconference meeting of the President of the Republic of Uzbekistan on March 16, 2024 on "Issues of increasing export and investment volumes in the textile sector", it was noted that the cost of 1 kilogram of yarn in our country is on average 28 percent lower than world prices, there is an opportunity to produce products worth at least \$ 15 billion with our raw materials, create another 500 thousand new jobs, in recent months our textile products have entered 3 new markets, and the geography of exports has expanded to 83 countries.

In this regard, the task was set to create high added value through the full processing of existing raw materials and to enter new "expensive" markets from traditional "cheap" markets. Ensuring the effective implementation of these tasks requires the development of proposals and recommendations on improving marketing activities at textile enterprises. Theoretical issues of improving marketing activities at enterprises have been studied in the scientific works of A.Sh.Bekmurodov, N.K. Yuldoshev, A.Soliyev, A.A. Fattakhov, Sh.J. Ergashkhodjaeva, M.S. Kasimova and other economists. In our country, the issues of increasing the effectiveness of marketing activities at light industry, in particular, textile enterprises, have found expression in the scientific works of M.R. Boltaboyev, B.O. Tursunov, Z.A. Khakimov, S.Sh. Yusupov.

However, in the scientific research of the above-mentioned economists, the improvement of marketing activities in textile enterprises was not studied as an object of research. In this research work, the issue of improving marketing activities in textile enterprises was studied, which determined the relevance of the selected research topic. The purpose of the research: To develop proposals and recommendations for improving marketing activities and modern marketing strategies in enterprises producing textile products.

The tasks of the ongoing research are:

- ✓ study of the theoretical aspects of improving marketing activities in textile enterprises;
- ✓ study of the methodological foundations of increasing the effectiveness of marketing activities in textile enterprises;
- ✓ study of methods and directions of organizing and managing marketing activities in textile enterprises;
- ✓ analysis of the state of the internal and external marketing environment in textile enterprises;
- ✓ assessment of the position and advantages of textile enterprises of Uzbekistan in the competitive environment;
- ✓ analysis of the effectiveness of the marketing activity system in textile enterprises;
- ✓ main areas of development of marketing activities in textile enterprises;
- ✓ development of marketing strategies for developing the market activities of textile enterprises;
- ✓ development of recommendations and proposals on using the concept of relationship marketing in improving marketing activities in textile enterprises.

Proposals for the implementation of an automated customer relationship management system are being introduced into the activities of manufacturing enterprises in the textile enterprise

system. It specializes in the integration of modern marketing, sales, customer support and communications channels, allowing textile enterprises to ensure competitiveness by increasing the level of information and communication in the online market activities of textile enterprises, the interactivity of the modernization process. As a result of the implementation of this proposal, it is expected that this will lead to the creation of a customer database in the online environment at textile enterprises, for example, to an increase in the number of clients by 1.5 times, saving marketing costs in business processes. Based on econometric modeling of the influence of factors affecting the activities of textile enterprises, on the possibilities of diversification in new markets, forecast indicators of production volumes up to 2030 have been developed. As a result, the forecast scenarios for the production of textile products up to 2030 were used in developing a roadmap for the comprehensive development of the association of textile enterprises in Uzbekistan.

In the current competitive market conditions, any enterprise pays special attention to marketing activities. In particular, the practice of effective use of marketing events and elements of the marketing complex in the activities of the enterprise is being introduced. Therefore, improving marketing activities at textile enterprises is currently becoming one of the most important issues. Textile enterprises should regularly evaluate the effectiveness of marketing activities in order to improve their marketing activities and increase their competitiveness. Marketing specialists have different approaches to the effectiveness of marketing activities, its main theoretical aspects, evaluation of marketing activity effectiveness and defining indicators. The organizational structure of marketing management of enterprises with domestic and foreign sales markets within the “Uzto’qimasanoat” association is a combined “functional-product-market” organizational structure that allows them to adapt to the rapidly changing environment of consumer and technological needs of the market (Figure 1).

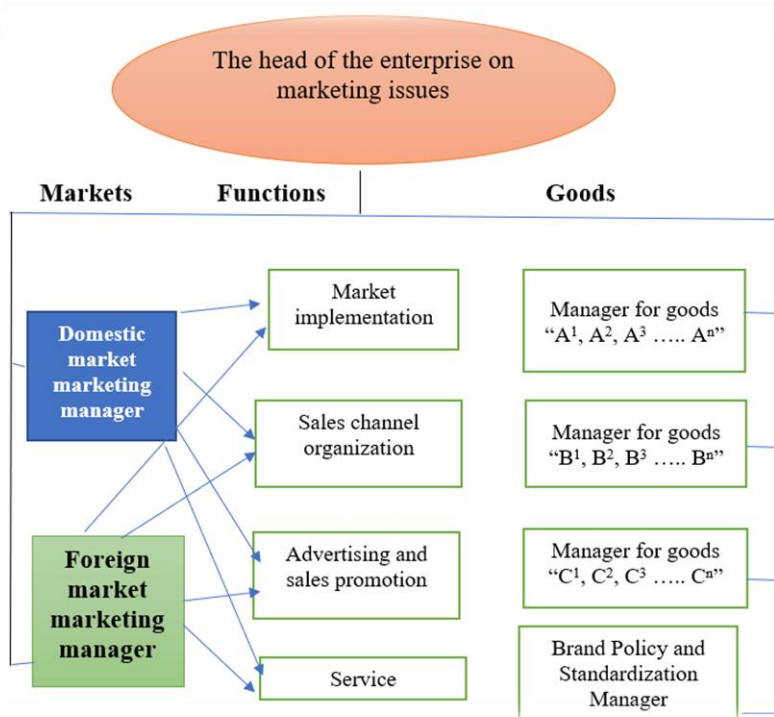


Fig. 1. Combined organizational structure of marketing management in textile and garment enterprises: "functional-product-market"

The organizational structure of the marketing service directly affects the effectiveness of marketing activities. The distribution of marketing functions and the level of their implementation affect the final result of the activity. It is also the main direction for improving marketing activities at the enterprise. Based on this, the organizational structure of marketing activities has been improved.

When improving the marketing activities of textile enterprises operating in Uzbekistan, it is advisable to pay attention to the following:

- the formation of organizational structures for organizing marketing activities depending on the scale of the enterprise, production volume, product range, composition of sales channels, market coverage;
- the organization of marketing services in enterprises engaged in direct export in a regional direction;
- the establishment of cooperation with higher educational institutions that train highly qualified marketing specialists;
- special attention should be paid to the organization of marketing services in the marketing activities of enterprises.

As a result of studying the theoretical foundations of improving marketing activities, the concepts of "marketing efficiency" and "marketing activity efficiency" were clarified. Marketing efficiency is determined at the level of market indicators, which are related to the entire market activity of a business entity, studying the market from the consumer's point of view, the level of consumer needs satisfaction, and market performance. Marketing activity efficiency is determined at the enterprise level, based on the indicators of the enterprise's marketing activity. Marketing activity efficiency is used by marketing managers to manage marketing strategies and monitor market performance. Improving marketing activities in textile enterprises as a means of improving relationships based on the marketing concept, customer service and support, sales automation and marketing automation are based on methods of using CRM (Customer Relationship Management) and its standard applications.

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