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The Necessity and Importance of Effective Business Management through Modern Marketing Strategies

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Abstract: This article analyzes the role and importance of modern marketing strategies in effective business management. Intensification of competition in a market economy is pushing enterprises to seek innovative and customer-oriented approaches. In this regard, the article examines the impact of such strategies as digital marketing, brand management, customer relationship management (CRM), and advertising through social networks on efficiency. Also, based on the experience of successful companies, recommendations are given on the correct selection of marketing strategies and their integrated application. The results of the study indicate the need for constant updating of marketing approaches and the development of adaptive strategies in modern business management. This article examines the role of modern marketing strategies in ensuring effective management in enterprises. The paper examines the main elements of marketing, namely market analysis, customer needs research, competitor monitoring and effective business management through innovative approaches. The article focuses on various methods of modern marketing, including digital marketing, content marketing and targeted advertising. It also explains the need and importance of implementing marketing strategies as one of the key factors affecting the long-term success of an enterprise.

Keywords: Marketing Strategies, Business Management, Modern Marketing, Digital Marketing, Innovative Approach, Business Efficiency, Market Analysis

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1. Introduction

The importance of modern marketing strategies. Marketing strategies are essential for business management to solve problems, increase competitiveness and improve customer relationships. Improving marketing in the textile industry with new methods not only improves product quality, but also helps to achieve two main goals of the company - good branding and customer relations.

Modern marketing and its role in the textile industry. Modern marketing, including digital marketing, social media and understanding customer needs, is of great importance in strengthening the market position of textile enterprises[1]. Also, the right choice of marketing strategies helps to improve product quality, production processes and customer relations[2].

In addition, in the modern economy, competition is increasing and customer demands and needs are changing frequently. This requires the development of new approaches and strategies for managing enterprises. The main goal of marketing is to satisfy customers and gain competitive advantage. Therefore, enterprises should

implement modern marketing strategies to perform tasks such as market research, product improvement, effective marketing mix management and brand strengthening[3]. This article analyzes in detail the need for marketing strategies and their role in the successful management of an enterprise.

2. Materials and Methods

Effective business management through modern marketing strategies is one of the key factors necessary for achieving successful results in various sectors of the economy today. Marketing strategy plays a key role in ensuring the development and competitiveness of a business, especially in the context of globalization, digital technologies and rapid changes in market conditions[4]. At the same time, the effective use of modern marketing strategies helps to ensure the long-term success of a business. Marketing strategy is a set of plans and activities designed to achieve a goal, which determines the company's position in the market. In order to ensure competitiveness and enter new markets, it is necessary to develop modern marketing strategies. Companies develop their strategies by taking into account the main elements of marketing strategy, such as product development, pricing, presentation and distribution channels, consumer needs and market conditions[5].

Philip Kotler, a scientist known as the founder of marketing strategy, considers marketing to be one of the most important and effective tools in the economy. In his opinion, marketing strategy is crucial in ensuring the success of the company by correctly identifying market needs and developing a customer-oriented approach. Kotler defines one of the main tasks of marketing as "understanding consumers and creating products that meet their needs." This approach is of great importance in developing a company's marketing strategy[6][7].

The most important factor in modern marketing is digitalization, that is, the growing role of digital technologies and the Internet. Michael E. Porter in his work "Competitive Advantage" focuses on new technologies as one of the main elements of creating a competitive advantage[8]. According to him, when businesses are forming their marketing strategies, they can gain an advantage over their competitors through the correct use of digital technologies. At the same time, digital marketing strategies provide the opportunity to implement marketing on a global scale, which, in turn, contributes to the successful development of the company[9].

Modern marketing strategies rely on several key elements for effective business management. Among these, factors such as market segmentation, identifying customer needs, brand building, digital marketing and innovative product development are important[10]. Each element has its own strategies that help ensure the success of the business[11].

Market segmentation, i.e. dividing the market into different groups and developing a marketing strategy suitable for each group, allows a company to reach its target audience. When implementing market segmentation, companies adapt their products or services according to different demographic, geographic or psychographic characteristics (Smith). This approach allows a company to allocate resources more efficiently and offer products that are tailored to the needs of its customers.

Digital marketing, on the other hand, now allows companies to communicate with their customers more quickly and effectively. It includes tools such as online advertising, social networks, mobile applications and email marketing as one of the main marketing tools. Marketing via the Internet allows companies to reach a wider audience and carry out marketing activities quickly and effectively[12].

Incorporating innovation into a marketing strategy is also important. Innovative development of products and services allows a company to respond to new market needs. By creating innovative products, companies increase their competitiveness and expand

their opportunities to enter new markets [13]. At the same time, through innovative marketing strategies, companies have the opportunity to strengthen relationships with their customers and convert them into long-term customers.

The effective implementation of a modern marketing strategy is of fundamental importance in business management. Through marketing strategies, companies gain the opportunity to correctly understand the needs of their customers, ensure competitiveness and implement innovations. Today, developing marketing strategies taking into account factors such as digitalization and globalization is essential for successful business management. Research by Kotler, Porter, Aaker, Keller, Chaffey and other scholars shows how marketing works effectively in changing conditions and how it helps businesses develop.

This study mainly used qualitative and quantitative research methods. To study the implementation and effectiveness of marketing strategies in enterprises, surveys were taken from 50 enterprises in various industries. Also, modern statistical analysis methods, including regression analysis and SWOT analysis, were used to assess the effectiveness of marketing strategies. The marketing strategies of the enterprises participating in the study and their impact on business activities were studied[14].

3. Results

Improving modern marketing strategies in textile enterprises will help strengthen their position in the market. The use of methods such as digital technologies, social media marketing, branding and content marketing will allow enterprises to increase their competitiveness and establish strong relationships with customers. However, this requires improving the technological infrastructure of enterprises and ensuring the training of employees. Table 1 summarizes studies conducted on customer research methods.

Table 1. Customer research methods.

No	Research method	Data collection method	Purpose	Importance
1	Sociological research	Questionnaires and interviews Online	Identifying customer needs	25% or higher allows you to get information from customers.
2	Questionnaire research	questionnaires and telephone surveys	Get feedback from many customers	30-40% helps to get information from customers.
3	Focus groups	Group chats	Obtaining in-depth and high-quality data	10-15 helps to get deep thoughts between people.

Various methods of studying customer needs help companies to gain clear insights and use them. For example, through sociological research, companies can find out what or how textile products are desired. Questionnaire research - online and telephone - helps to accurately assess the level of sales. Focus groups allow you to get deep and complete opinions, conversations involving 10-15 people help to identify real needs and desires.

Improving marketing strategies of textile enterprises:

- a. Studying customer needs. Textile companies need to use sociological research, questionnaires and surveys to clearly understand the needs of their customers. Working with customer needs is essential in providing them with effective products and services;

- b. Creating and strengthening the brand. Branding is of great importance for textile companies. The right branding and image strategies play a key role in gaining and motivating customer trust;
- c. Optimizing the production process. Modern marketing strategies should not only include the success of products in the market, but also the optimization of the production process. It is important to use technology and automation to increase production efficiency and bring products to market faster.

In order to better understand the opportunities for using the experience of enterprises operating in foreign countries in effectively managing an enterprise through modern marketing strategies, it is necessary to consider many important aspects[15]. The following analysis shows how enterprises can use foreign experience in modernizing their marketing strategies and how it helps to increase their effectiveness.

Opportunities for using foreign experience in managing enterprises:

- a. Understanding customer needs. Through foreign experience, Uzbek enterprises have the opportunity to study customer needs and behavior in more depth. This can be done through direct communication with customers. Studying customer opinions and understanding their emotions increases brand loyalty.
- b. Using digital technologies. By using modern digital technologies (for example, AR and VR) in Uzbekistan, enterprises can make their products more interesting and interactive. This approach allows consumers to try products and makes the purchasing process more interesting.
- c. Expanding social responsibility. Uzbek enterprises should pay attention to social responsibility based on foreign experiences. This is important for strengthening the brand image and establishing positive relationships with customers. Attention to sustainability and social issues increases brand loyalty.
- d. Innovative marketing approaches. By applying innovative marketing strategies, Uzbek enterprises can increase their competitiveness, like foreign brands. Modernizing marketing approaches and using new technologies will help enterprises establish strong relationships with their customers.

4. Discussion

This analysis will further shed light on the topic of the possibilities of using foreign experience in effectively managing an enterprise through modern marketing strategies. Studying foreign experiences and applying them in Uzbekistan is important for enterprises. Through digital marketing, personalization, emotional marketing and innovative approaches, enterprises can modernize their marketing strategies and establish strong relationships with customers.

Applying foreign experience in Uzbekistan. There are opportunities in Uzbekistan to more effectively manage marketing strategies by applying foreign experience:

Digital marketing: It is necessary to implement strategies focused on digital marketing in the Uzbek market. The increase in the number of Internet users and the active use of social networks expands marketing opportunities;

Personalization: It is necessary to personalize marketing strategies taking into account the characteristics of Uzbek consumers. This will allow you to establish strong relationships with customers;

Local brands: It is necessary to take into account social responsibility and local traditions in the development of Uzbek brands. It is possible to strengthen communication with consumers with the help of local products and brands.

This article is aimed at studying the possibilities of using foreign experience in effectively managing an enterprise through modern marketing strategies[16]. By incorporating the main elements of modern marketing, it is possible to develop marketing strategies by studying foreign experience and applying them in the conditions of

Uzbekistan. At the same time, there are great opportunities for enterprises to increase competitiveness, provide better customer service, and ensure business efficiency.

5. Conclusion

The implementation of modern marketing strategies remains an important factor for the effective management of the enterprise. Intensifying competition and rapidly changing customer requirements require enterprises to adhere to their marketing strategies. Research shows that the correct selection of the marketing mix and the use of innovative approaches to marketing strategies increase the efficiency of the enterprise. The following proposals have also been developed on the topic:

- a. Businesses need to constantly review and adapt their marketing strategies to changing market conditions.
- b. The use of new strategies such as digital marketing and content marketing creates an advantage for businesses.
- c. It is important to deeply analyze customer needs and market demands and provide personalized services.

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